How long is a short memory?

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

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


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

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

That power-ful WOR

Station at 1440 Broadway, in New York
America's Most Imitated Radio Program

Sets ANOTHER Record

1,250,000 Paid Attendance!

One and a quarter million people have paid to see America's oldest, continuous . . . and most imitated . . . radio feature since the WLS National Barn Dance moved into the Eighth Street Theater in March, 1932. (The Barn Dance itself is 20 years old.) On Saturday, May 6, visitor Number 1,250,000 paid his 85c for a ticket to this grandaddy of all barn dances. It's still, after 20 years, furnishing SRO entertainment units for theaters, fairs and like events; most of the entertainers have been featured in motion pictures, and in September, Paramount will release a full-length feature picture based on the WLS National Barn Dance and starring most of its regular talent.

But to get back to this 1,250,000 paid attendance: it is definite evidence of the good will Chicagoans and the people of Midwest America have for WLS, a good will that extends also to other programs on the station and to the advertisers who sponsor them. If you want other proof . . . proof of results for advertisers . . . ask any John Blair man.

WLS

PRAIRIE FARMER STATION

CHICAGO 7

REPRESENTED BY
John Blair & Company

AFFILIATED WITH KOF, PHOENIX, AND THE ARIZONA NETWORK—KOT PHOENIX • KTUC TUCSON • KSUN BISBEE—LOWELL
G-E PREVIEW OF A NEW 100-KW TRANSMITTER

with features that set the standard for post-war broadcast equipment...FM • TELEVISIÓN • AM

GENERAL ELECTRIC
10 outstanding new features

FOR PEAK EFFICIENCY—MAXIMUM ACCESSIBILITY—
COMPLETE SAFETY—ADVANCED DESIGN

From General Electric's broad background of experience in building all of America's 100-kw international transmitters, has sprung a new transmitter so revolutionary in design and performance and operating features that it literally is setting the post-war standards for the entire "family" of G-E broadcast equipment . . . FM, Television, and AM.

Forty feet of streamlined beauty sets the pace in styling for the whole broadcast industry . . . Complete accessibility of all components permits rapid and effective maintenance . . . Complete safety is provided by both mechanical and electrical interlocks that make it impossible for operating personnel to enter the high voltage areas without manually operating all interlocks. Transformers cooled with non-inflammable Pyranol* and enclosed air-break contactors provide additional safety features—reducing fire hazard.

Centralized supervisory control tells at a glance the status of all circuits . . . Sectionalized construction, using standard cubicles, makes installation simple, less costly, and results in improved appearance . . . Sturdy construction, employing heavy steel sheets, provides strong, rigid cubicles that permit the compact assembly of heavy-duty components on walls and ceilings. Sub-assemblies need not be removed for adjustment or maintenance.

All instruments are easy to read and are grouped for easy observation . . . Peak performance is assured by electrical features such as: Automatic filament voltage regulator. Supervisory light system. Continuous metering of power input. Automatic reclosure for short-duration outages. Improved automatic control of modulator bias. Protection of tungsten filament tubes against starting surges for longer tube life . . . Input power supply—2400 or 4160 volts, 50/60 cycles. Easy to change after installation by a few connections.

Many of these added features will come to you with your post-war installation of a G-E transmitter; and in this forerunner of tomorrow's transmitters they re-emphasize the "know how," experience, research, and ability of General Electric to deal with your FM, Television, or AM problems. General Electric will be glad to discuss such problems with you. Write to Electronics Department, General Electric, Schenectady, New York.
FRONT VIEW of new G-E 100-kw international transmitter, with control-panel doors closed. Fingertip pressure will open or close vertical sliding doors. REAR VIEW at right.

CONTROL STATUS at a glance is achieved by centralizing all supervisory lights and switches. Locations and names of all controls are carefully planned to aid the operator in visualizing the sequence of operation. Control relays and contacts may be viewed through the left window, and exciter components may be seen through the right. Fluorescent lighting provides a soft glow for all transmitter front panels.

MINIMUM INSTALLATION EXPENSE, maximum safety, compact appearance are achieved with this well-designed power supply equipment. High-voltage contactors, surge resistors, instrument transformers, etc., are located in steel weather-proof cabinets, which are throat-connected to the associated transformers and induction regulators. These units are cooled with non-inflammable Pyranol and may be located outdoors or indoors. No special vault is required.

TEN CRYSTAL THERMOCELLS (including four spares). Each cell is complete in itself, including internal heater and thermostat sealed into a metal-tube shell. Indicator lights continuously monitor thermostat operation. Vernier adjustments of frequency may be made easily during operation.

QUICKER FREQUENCY CHANGES are made possible by an automatic tuning system for the power amplifier plate tank capacitor. Any one of six pre-set positions may be selected by the rotary switch. Momentary pressure on the "Automatic On" button starts the carriage, which stops at the pre-selected position. Manual tuning for checking resonance is done with the other push-button switches.

INDICATING INSTRUMENTS are easy to read and easy to identify. The new 240-degree scale is inherently more accurate and provides ample space for calibration markings and circuit name. Instruments are tilted at a 10-degree angle to avoid reflections and provide greater readability.

WATER-FLOW METERS, control valves and temperature indicators for all water-cooled tubes are located in the center passageway. They can be read and adjusted with the transmitter on the air.
For reliable primary power control, 5000-volt air-break contactors are used for plate "start" and "run." These contactors are designed for highly repetitive operation, and for single-shot automatic reclosure. These contactors can be safely connected to a 150,000 kva power system, as they handle all overloads on the secondary side of the connected transformers and are backed up by silver-sand fuses.

For effective inspection and maintenance, ready access is provided to all electrical and mechanical parts. Heavy-duty cubicle construction permits mounting of components on walls, front panel and roof. The audio-driver cubicle illustrated shows typical construction. Cubicle floors are covered with long-life inlaid linoleum.

The power amplifier assembly is simple, compact, and trouble-free. For quick frequency changing, the inner cylinders of the concentric plate capacitors are raised and lowered by a motor-driven carriage to pre-set positions. All parts of this assembly are readily accessible from an ample aisle completely surrounding the tube-and-circuit unit within the cubicle.

Water-cooling troubles ended! These modulator tubes, and the tubes for other high power stages, are water-cooled through semi-flexible plastic insulating tubing, transparent throughout its entire length. Transmitter cubicles are pressurized with filtered air for cooling and cleanliness.

FLOOR PLAN AND END ELEVATION. The total length of the transmitter is 39' 6"; height 7' 6"; depth 6' 6". The transmitter proper consists of four cubicles, each 8' wide and 5' 6" deep. A wide passageway is provided in the center of the transmitter, and electric interlocks prevent transmitter from being placed in operation until all entrance doors are closed.

COME TO SCHENECTADY: to see the pattern of tomorrow's transmitters... to see G. E.'s proving-ground stations—FM, AM, and Television... to discuss how you can reserve the equipment you want for prompt post-war delivery.

STATION AND STUDIO EQUIPMENT • TRANSMITTERS • ANTENNAS • ELECTRONIC TUBES • RECEIVERS

GENERAL ELECTRIC • FM • TELEVISION • AM

See G.E. for all three!
COMMUNICATION BY SEMAPHORE

The Semaphore, as a means of communication, met first commercial acceptance in France under the authority of Napoleon in 1792. Restricted by "line of sight" and low power eye pieces, excessive numbers of relay stations, as pictured above, were required for "directional broadcasting" over rough terrain. Weather conditions, too, were a handicap. Because of the code used and its necessary translation, delays and errors were continually encountered.

Today, in the era of applied electronics, Universal microphones are being used to expedite messages on every battle front in the service of the Allies. Universal is proud of its contribution in the electronic voice communications and its every effort to our ultimate Victory.

Model T-45, illustrated at left, is the new Lip Microphone being manufactured by Universal for the U.S. Army Signal Corps. Shortly, these microphones will be available to priority users through local Radio Jobbers.

UNIVERSAL MICROPHONE COMPANY
INGLEWOOD, CALIFORNIA

FOREIGN DIVISION: 301 CLAY STREET, SAN FRANCISCO 11, CALIFORNIA -- CANADIAN DIVISION: 560 KING STREET WEST, TORONTO 1, ONTARIO, CANADA
Omaha offers education now, and evidence of its value is reaching these people. The Omaha market, for example, was estimated at $1,060,210,000, an increase of 10.6% over a similar period in 1943. Back in 1944, Omaha bank clearings were $1,029,800,000, an increase of 16.5% over a similar period in 1943. Back in 1944, Omaha bank clearings were $1,029,800,000, an increase of 16.5% over a similar period in 1943. Back in 1944, Omaha bank clearings were $1,029,800,000, an increase of 16.5% over a similar period in 1943.

Represented Nationally by Edward Petry Co., Inc.

A PROGRESSIVE MARKET
During the first three months of 1944, Omaha's broadcast advertising revenue was $62,000,000, an increase of 16.5% over a similar period in 1943. Back in 1944, Omaha's broadcast advertising revenue was $52,000,000, an increase of 16.5% over a similar period in 1943. Back in 1944, Omaha's broadcast advertising revenue was $52,000,000, an increase of 16.5% over a similar period in 1943.

Represented Nationally by Edward Petry Co., Inc.
Between 8 A.M. and 6 P.M.
WAAT delivers
more listeners per dollar
in America’s 4TH Largest Market
than any other station—
including
all 50,000 watters!*

*See Latest Surveys! Check Availabilities!
National Representatives
Spot Sales, Inc. (Outside N. Y. Area)

WAAT

970 KC
NEWARK, N. J.

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

"DOLLAR FOR DOLLAR NEW JERSEY’S BEST RADIO BUY"
WILLIAM TISS

Vice President, Batten, Barton, Durstine & Osborn, Inc., Hollywood

Says—“Spot broadcasting is one sure way of controlling a sales push with dealer support in America’s widely varying markets”

Well and truly spoken, Mr. Tiss, especially today when there are often not enough salesmen and even merchandise itself to “go around”. But today spot broadcasting is helping many an advertiser to shift his facilities like a well-coordinated army, to move rapidly and effectively from one front to another as strategy demands.

To us, here at F&P, this strategic use of spot broadcasting is more normal procedure rather than a war-born operation. We’ve always been geared to give instant support on any sort of campaign. We take pride in working just as hard to place an emergency one-market barrage as in helping to plan a nation-wide bombardment. Maybe that’s why the one-market jobs so often turn into much bigger projects!
Bill Drastically Alters Radio Operations

News, Commentator Ban Likely to Die; Clear Channels Are Curtailed

FULL-SCALE revision of the present radio law, which would substitute for the FCC a new five-man Commission to be named by the President and drastically change radio's method of programming and operation, is proposed in the long-awaited redraft of the White-Wheeler Bill. The draft was made public last week coincident with its consideration by the Senate Interstate Commerce Committee.

Largely the handiwork of Chairman Burton K. Wheeler (D-Mont.), with the concurrence of Sen. Wallace H. White (R-Me.), co-author, the bill would radically affect broadcast operations if adopted in its existing form. But few legislators—not even its authors—expect it to get through without revision. A proposed ban on sponsorship of news and comments, for example, is definitely slated for the discard.

The voluminous bill, titled Communications Act Amendments, 1944 (text on page 52), would rewrite substantially all of the 1934 Act related to broadcast services.

Ratifies Past Policy

While the bill would clearly limit the FCC's future functions and range of authority, it nevertheless in substance ratifies practically all of the past FCC policy and regulatory pronouncements, including the network monopoly regulations, which are restated in the bill in revised form.

There were mixed reactions to the measure last week in broadcast and legal circles.

Curbstone opinions were that, from radio's standpoint, the bill is about 85% good, 15% neither good nor bad, and the balance definitely bad. Generally, however, it was felt that if reasonable amendments could be made, the legislation would be desirable and an improvement over the existing law. The bill is regarded simply as a start, since not only the Senate Committee but the House Interstate and Foreign Commerce Committee and the House must act before a measure can go to the White House. While no word has come from the White House, it was believed there would be no veto of any "reasonable" legislation, assuming a measure can be enacted at this session.

Sen. Wheeler announced the Committee would meet Thursday (June 1) to consider the bill. Previous meetings called for last Friday to take up "general provisions" and another for May 31 to iron out "controversial issues" were cancelled Friday morning because several members were away from Washington.

NAB Group to Meet

NAB President J. Harold Ryan announced that the association's Legislative Committee of which Don S. Elias, WWNC Asheville, is chairman, will meet in Washington today (May 29) to consider the bill on a paragraph-by-paragraph basis, and establish its position. While some of the provisions were disappointing, optimism was expressed that reasonable changes could be procured and that perhaps a vastly improved measure could be devised with hope of action at this session. Congress is expected to recess in mid-June until September, in view of the campaign year. If Senate action comes prior to the recess, it was thought House consideration could be completed before this Congress expires with the year's end.

That there will be concerted opposition to the bill from a number of aspects was apparent. It was thought, for example, that the President would oppose the "ripper" provision revamping that agency by cutting it down to a five-man organization divided into two separate divisions—one handling broadcast matters and the other common carriers. The chairman would be rotated annually, with appointments of the five Commissioners to be made anew by the President within 90 days following enactment of the bill. In addition to the rotating chairmanship, membership on the two divisions likewise would rotate, with no member serving more than two years on each division which, with the one-year chairmanship, would account for the five-year tenure.

FCC Chairman James Lawrence Flynn vigorously protested the original White-Wheeler provisions which would establish the chairman as the "executive officer" of the Commission, contending it would make him a "glorified office boy". The redraft, however, would make the chairman an ex-officio member of each division but would not permit him to serve as chairman of a division along with the Commission chairman.

Program Control

Chairman Wheeler, at a news conference last Tuesday, frankly confessed that his proposed ban on sponsorship of news as well as commentators and analysts had prompted considerable opposition in the executive session. He inferred that he would not fight to keep the ban on sponsorship of straight news, but that he would insist the restrictions on commentators be retained. Even that was doubted, however, since preponderant Committee opinion was against both bans as too drastic and an invasion of the rights of broadcasters.

Another provision that gives prospect of provoking controversy is the Declaration of Policy in which Congress would express its (Continued on page 68)

How the White-Wheeler Bill Operates

Summary of Provisions Under Proposed Legislation

HIGHLIGHTS of amendments to the Communications Act of 1934, contained in the redraft of the White-Wheeler Bill (S-814) submitted to the Senate Interstate Commerce Committee May 25:

Abolishes present organization of FCC and creates Commission of five members (instead of seven) with a rotating chairmanship. Two separate autonomous divisions—one for broadcast matters and the other for common carriers—would be composed of two Commissioners each, with the chairman as ex-officio member on each division. The chairman would serve for one year and would be elected by fellow Commissioners. Membership on divisions likewise would be rotated, with not more than two years' service on each division.

Present Commission would serve until three members of the new Commission are named by the President, but in no event longer than 90 days after passage of the Act.

Power Limitation

Under an unusual Declaration of Policy, Congress would decree that access to broadcasting facilities should be afforded to representatives of various shades of opinion; that so far as possible public interest, religious, public education programs and discussion of controversial subjects shall be broadcast as sustaining service; stations should discourage too frequent or excessive use of commercial announcements and encourage sponsors to elevate the tone of commercial programs.

Limits the power of standard broadcast stations on clear channels to 50,000 w. Brings about duplication of clear channels by affording protection only to the extent of 750 miles.

Empowers the FCC to require stations to supply uniform financial reports for all classes of station operation, but prevents it from procuring FCC-licensed detailed data as to business agreements or other information not directly related to license qualifications.

Bans multiple ownership of stations in the same area two years (Continued on page 61)
Other Station Transfers Pending; WLW Given 30 Days

ANOTHER million-dollar deal was chalked up on station sales transactions brought about by the FCC's ban on multiple ownership in the same areas with the sale of KECA Los Angeles to the Blue Network for $500,000 and of WGL Fort Wayne to the Farnsworth Radio & Elec. Co., for approximately $235,000.

KECA's acquisition by the Blue, long under negotiation, was completed last Thursday in Los Angeles by Don E. Gilman, Blue West Coast vice-president, and Earle C. Anthony, owner of KFI and KECA. The Blue, which owned a Los Angeles outlet virtually since Edward J. Noble purchased the network last year, it is understood there were eight bidders for the hidden Blue, but the Blue's final offer of $800,000 cash presumably was the best. The transaction culminates several months of negotiations and at one point Mr. Anthony notified the FCC he was being "pressured" into the transaction by Blue.

Others Pending

The WGL sale separates the 250 w NBC outlet from WOW Fort Wayne, 10,000 w station operated by Westinghouse and affiliated with the Blue. Farnsworth, headed by Philo Farnsworth, the television inventor, and E. A. Nicholas, president of RCA Victor Co., is headquartered in Fort Wayne and maintains extensive war plant radio and electronics operations. WGL is in the forefront of television production.

The WGL transaction is a sequel to the announcement of KEK Portland, Ore., from the Oregonian for $400,000 [BROADCASTING, May 22]. At the time this transaction was announced, Walter C. Evans, Westinghouse vice-president in charge of radio operations, announced that WGL shortly would be disposed of.

Both of the new transactions, like the half-dozen consummated last week, are made subject to FCC approval. The FCC was co-operative in the two transactions with both negotiations, it is understood, since Mr. Anthony and Westinghouse had petitioned the Commission for additional time in which to dispose of the stations under the duopoly regulations.

A number of other station sales are in negotiation, among them WSCAI Cincinnati, KJR Seattle, WMPS Memphis, WORD Spartanburg, WCOP Boston, WJBK Detroit, and KALE Portland.

The Anthony transaction was consummated quickly, following action by the Commission a fortnight ago in denying the Anthony stations KEK and KECA an extension to Oct. 1 to dispose of KECA. Both station renewals were

H. B. THOMAS NAMED CHAIRMAN OF WAC

Harbord B. Thomas, vice-president of Sterling Drug Inc., has been elected chairman of the War Advertising Council, succeeding Chester J. LaRoche, executive chairman of the Blue, who has just completed two terms as chairman. T. S. Repplier, WAC general manager, was named executive director.

Elected vice-chairmen were Paul B. West, ANA president; William Reydal, partner in Newell-Emmett Co.; Kerwin Fulton, president, Outdoor Advertising Co.; and Fred H. Gamble, president of AAAA, as named secretary and treasurer.

Mr. Thomas was one of the founders of WAC and has worked closely with Government agencies in developing the Council's program to enlist the support of advertisers to essential war themes. In 1932-33 he was named vice-president in charge of advertising for Centaur Co. and in 1933-34 he served on the Treasury War Council, which is now a division of Sterling Drug. He served as chairman of the board of ANA in 1932 and headed the Advertising Research Foundation from 1942 to 1943. He lives in West Norwalk, Conn., with his wife and three children.
WLB Will Act to Avert Pancake Strike

Attempt to Mediate Jurisdictional Row Fails

JURISDICTIONAL dispute between the National Assn. of Broadcast Engineers & Technicians and the American Federation of Musicians over the handling of musical recordings is expected to be settled by the National War Labor Board in time to prevent the threatened walkout of engineers from the owned and operated stations of NBC and Blue networks and from WOR New York on June 1.

Board to Act Soon

As Broadcasting went to press Friday night, it developed that the dispute would probably be certified to the Board over the weekend and that action would be taken early this week to prevent the musicians from taking over turntable operations on June 1 at stations under the jurisdiction of NABET.

Certification of the case to WLB, it appeared, will not apply to operation of turntables at CBS stations, where members of the International Brotherhood of Electrical Workers have jurisdiction. It was understood, however, that the musicians will not move in at CBS until the NABET dispute is settled, as the IBEW does not want to penalize CBS by putting it to extra expense so long as the works are not also hiring musicians to handle records.

Meeting of a score of representatives of the two unions and the broadcasters, held last Wednesday in New York at the request of J. W. Fitzpatrick, conciliator of the U. S. Dept. of Labor, made it obvious that the dispute could not be settled through mediation, according to those in attendance. It was stated that the IBEW and the broadcasters offered to maintain the status quo until the jurisdictional question has been determined by the National Labor Relations Board, but that the AFM refused to go along with this proposal.

Up to Petrillo

Joseph A. Padway, AFM counsel, was quoted as saying, "We have a contract and we expect it to be lived up to." Mr. Padway did not say what the AFM would do if a WLB order is issued preventing the broadcasters from employing musicians as record handlers. On June 1, as they have contracted with the AFM to do, it was reported. Union spokesmen queried on this point by Broadcasting were also non-committal, pointing out that the WLB has not yet taken jurisdiction of the dispute and that in any case, the decision will come from the office of the AFM president, James C. Petrillo.

Mr. Fitzpatrick was expected to submit his report of the meeting to the Dept. of Labor headquarters in Washington by Saturday, so that if the department decides to certify the case to the WLB this can be done before June 1. Meanwhile, the NLRB is going ahead with its plans for polling the NABET membership to determine if it is still determined to strike against the stations if the musicians take over the platter-turning duties now performed by NABET members. NABET on May 10 filed with the NLRB a 60-day notice [Broadcasting, May 15, 22]. NABET has charged the broadcasters with bad faith in contracting with the AFM for work now done by NABET members.

On Friday, NABET's president wired William H. Davis, WLB chairman, as follows: "Situation in NABET strike case is beyond my control due to a settlement made by the parties in conciliation meeting. If Board does not order case in status quo I am convinced technicians will walk out on June 1 instead of June 10."

With certification of the dispute to the WLB, the course of action will probably be somewhat as follows: WLB will issue order maintaining status quo until NLRB determines jurisdiction. NLRB will appoint field examiner to hold hearings and make report. This report may be appealed by any of the parties, following which the full NLRB will make its decision, from which there is no appeal.

At the Meeting

Broadcasters present at the meeting were: Joseph McDonald, assistant general counsel, John H. MacDonald, vice-president, and O. B. Hanson, vice-president and chief engineer, all of NBC; Robert D. Sweezy, attorney, and George O. Meline, chief engineer, of the Blue; Theodore Streibert, general manager, J. R. Popple, banjo articles editor [Broadcasting, May 15]; and Emueil Dan-net, attorney, of WOR.

NABET was represented by Al lan T. Powley, president, George Riley, vice-president, and Thomas Dunn, attorney. Representing APM, in addition to Mr. Padway, were Henry A. Friedman, Harry Steeple, David Katz, Charles Meedman, Joseph R. Brodsaky, William Feinberg and Bernard Davis. Appearing for the NLRB were Maxwell Feller, assistant director, field division; and H. J. Lahne, field examiner.

Meanwhile opposition to the agreement spread among members of the International Brotherhood of Electrical Workers whose jurisdiction would be immediately affected at CBS owned stations and at various independent stations if the Petrillo plan to take over turntable operations at all stations materializes.

As Broadcasting went to press, IBEW locals representing the following stations had served notice they will resist the Petrillo invasion or had called a strike in the event the musicians attempted to move in on June 1: KFRC, KJBS, K.SFO, KYA, San Francisco; WOR, WBOW, Oakland; KROY, KPFB, Sacramento; KGDM, KGW, Stockton, Cal.; KVCV, Redding, Cal.; KPRO, Riverside, San Diego, Cal.; KNX, Hollywood, Cal.; WXYZ, WWJD Detroit; WBCM, City, Mich.; WSPD Toledo; WMFG, Hibbing, Minn.; WKLW, Virginia, Minn.; WBT, Charlotte, N. C.; WDNC Durham, N. C.; WAI R, WSJS, Winston-Salem, N. C.; WLP, Lexington, Ky.; WCKY, WCPO, WVRC, WLBW, WSAI, Cincinnati; WTOP, WIXY, WWDC, Washington, D. C.; WDE, WHDH, WMGM, W K, WLS, Boston; WESX, Salem, Mass.; WGAN, WCH, Portland, Me.; WRDO, Augusta, Me.

Other Protests

In addition, IBEW protests have been made at stations in Omaha, San Diego, Cal.; Duluth, Minn.; Bangor, Me.; and several other outlets in NABET strike jurisdiction.

Details of an agreement between Mr. Petrillo and Ed. Brown, IB EW president, defining the respective jurisdiction assigned to each union with respect to turntable operations, were revealed at an open meeting Friday evening, May 19, in New York, at which several NABET and Communications Assn. members were present.

IBEW members learned for the first time at this meeting the extent to which the agreement affects their employment. They learned from their president that APM would be given jurisdiction at all network stations over the actual playing of the records, including starting and regulating of tone volume, while IB EW would be assigned to responsibilities for maintenance of equipment connected with playing of the records.

Mr. Brown assured the engineers that the musicians are not going into the control rooms of any other station on the strength of the agreement and that, in this event, they would need the help of the artists and musicians who are affiliated with the AFL. He said that as far as NABET is concerned a deal can be worked out on an exchange of card basis. He stated that if the NABET strikers the IB EW will not help them and might even help the employers.

The constitution of the IB EW empowerment Mr. Brown of the IB EW to make any agreement such as the one with the
OWI Branches Finish Plans
To Assist Stations on D-Day
Field Commanders Instructed by Army to Give 
Correspondents Aid in Covering Invasion

PREPARATIONS to handle "the greatest news story ever told" and in guiding broadcasters in scheduling Government messages on D-Day were announced last week through several branches of the OWI.

Elmer Davis, director of the agency, in calling upon all media "to retain as much operating normalcy as is possible," emphasized the important role OWI has to play in covering the invasion. Davis urged the news media in the United States and the British Isles to cooperate as never before in meeting the challenge of covering D-Day.

"It is certain," he said, "that these channels will be continuously filled with complete and intensive invasion information." "Deadly Serious" Terning the approaching military operation "a deadly serious business the outcome of which will alter the history of the world," Davis asked that there be no exploitation of D-Day and that the occasion not be made into a "raison why for home front news agencies." "The news of the invasion," he said, "will speak for itself.

Plans for Government assistance to plans and radio coverage of the invasion story were detailed by George W. Healy Jr., Domestic Director. He announced that OWI and Army and Navy public relations officers will be on a 24-hour schedule to furnish correspondents with geographical, chronological and biographical data to supplement news from the military theatre.

Concurrently the War Dept. announced that Brig. Gen. John Magruder, commanding the Far East under Lt. Gen. Joseph W. Stillwell, has been transferred from the Office of Strategic Services to temporary duty in the Bureau of Public Relations to assist with press and radio coverage of the invasion.

Instructions to Army field commanders to give their full cooperation to correspondents in covering the forthcoming operations were also dispatched from headquarters of the European Theatre of Operations. A booklet sent to commanders pointed to the importance of assisting reporters in sending home accurate news of the fighting men.

The war correspondent, the commanders were instructed, is our best counterweapon to the German propaganda machine. "If he is in pursuit of a fact, Supply his complete flow of news to the United States, to neutral countries and to our Allies, our newspapers and our radio thus will be able to use our own truthful information to counteract that from the enemy."

To guide advertisers who wish to substitute OWI war information messages for commercial announcements on D-Day, the Domestic Radio Bureau prepared a special invasion day allocations chart which it sent to sponsors, stations and correspondents. The chart contains a schedule of war messages which can be broadcast during any of the day, at any hour of the day, over any network or independent station and serves the double purpose of suggesting suitable subjects and avoiding indiscriminate broadcasting of any one of the mention.

In a letter accompanying the chart, George P. Ludlam, chief of the Bureau, expressed the hope that all radio programs "continue to observe unbroken cooperation with the several Radio Bureau operating plans, particularly, the Network Allocation Plan and the Special Assignment Plan."

Cancelling Commercials
Revealing that some advertisers have offered to cancel their commercials and substitute OWI messages on D-Day, Mr. Ludlam stated that all radio programs "can obviously do no more than take a new assignment on such a proposal. "The

LONDON, WASHINGTON PLANS

PLANS for covering press and radio on news of the invasion from the Ministry Theatre in London and from Washington were explained last week by the Office of War Information as follows:

To keep the press and radio informed on the plans for invasion coverage, OWI officials held a conference with the press and radio at the office of the Press and Radio Section of OWI. The information room of SHAFF will be established in the next 24 hours and will be available to the two regular daily communiques, there will be a briefing of correspondents at 5:30 p.m. London time (11:30 A.M., EWT) which shall furnish material for new leads. Special communiques or bulletins will be issued whenever the news warrants it, and additional information will continuously be available throughout the afternoon and early evening.

Working in close cooperation, representatives of the armed forces and of OWI are perfecting arrangements to give American correspondents the news as fast as possible. George H. Lyon, special London correspondent of OWI, reports that original plans provided for only one communiqué daily. This was set for 11 A.M. London time (5 A.M., EWT) for military instructions, regardless of the decision of the British Government. This programme was later decided on, but it proved impossible to find an hour satisfactory to all stations. After discussion with military authorities by representatives of American broadcast companies, British Empire newspapers, the compromise needs of newspapers publishing at different hours, was arrived at. The compromise decision was then called a decision of the British Government. The communiqué hour was then called 1 hour 11:30 P.M., London time (5 A.M., EWT). British newspapers wanted an earlier hour, American newspapers a later one.

Under plans adopted by SHAFF, correspondents' dispatches will be released as soon as cleared by the censor and should be moved in full at once, without waiting for the issuance of the communiques. This procedure will make the regular communiques relatively unimportant. The content of these communiques, instead, will be a summary of the day's military incidents, with emphasis on the most painstakingly careful and intelligent approach.

Mr. Ludlam emphasized that the invasion news will amount to more than a suggestion and does not supersede the regular OWI allocation schedule. He urged broadside issuing of OWI preparations scheduled during the invasion period to adhere to that allocation and to use the chart if they wish to do more. Fact sheets on 10 different messages charted for D-Day were sent with the schedules.

BBC Names Salt
JOHN SALT, deputy director of BBC's New York headquarters since 1942, has been named North American Director of the BBC succeeding Lindsay Wellington, who returns to London to assist in the central direction of BBC operations after nearly three years as North American chief.

Government war information program has much to gain from such a substitution—but at the same time has something to lose. "On one hand, the American war correspondents, parents and families, the crisis period of the invasion will be a time of grave anxiety. They will—and shouldxis—be on any radio barrage which can be interpreted as exploiting the military situation, no matter how patriotic or worthwhile the subject treated. This possibility can be eliminated only if radio program originators bear strongly in mind that the mood of the American people during the invasion period will be mostly painstakingly careful and intelligent approach."

Mr. Ludlam emphasized that the invasion news will amount to more than a suggestion and does not supersede the regular OWI allocation schedule. He urged broadside issuing of OWI plans scheduled during the invasion period to adhere to that allocation and to use the chart if they wish to do more. Fact sheets on 10 different messages charted for D-Day were sent with the schedules.

Mr. Frost

McNamara Named

With resignation of John I. Ed- wards as director of the KFI-KECA Los Angeles, effective July 1, Don C. McNamara, production manager, has been appointed to that post, according to William B. Ryan, general manager. Harold C. Lybeck has been named assistant director replacing Matt Barr who recently transferred to KFI-KECA sales department. Carol Lock has been assistant publicite director.

Gears Commercial To Invasion Break

Many Agencies to Omit Gags, Substitute War Messages

IMMINENCE of the invasion has caused many radio advertisers and networks to reshape commercial material to fit in with news flashes on D-Day and the period immediately following. Not be caught off guard, agencies were after Pearl Harbor, have been made by the leading agencies and agencies to keep commercials in the spirit of the invasion by the use of patriotic and sentimental material, substituting Government messages prepared by the Office of War Information, or by dropping commercials completely and filling time in with news bulletins.

May Omit Gags

Procter & Gamble's Abie's Irish Rose, heard on NBC, ordinarily opens program with a laugh. H. W. Kator & Sons, agency, has made preparations to omit the laugh, should invasion news break. They are also prepared to replace middle commercials with news flashes.

The CBS Camel Cigarette show, Jimmy Durante & Garry Moore, will drop all humorous commercials and fill in with music or appropriate war messages. William Esty & Co.'s Shebang show, has made preparations to drop commercials altogether should invasion news break. That an invasion news is a serious nature. For advertising materials, Compton Adv. agency will modify commercials and in some cases use OWI messages. The Texas CBS Fred Allen program handled by Buchan- an & Co., will not change com- mercials to a great extent, as the gasoline shortage and conservation is already plugged on all broadcasts.

Frost for Swallow

LEWIS S. FROST has been named NBC West Coast production manager, combining this position with his present post of assistant to the vice-president. It was announced May 24 by Sidney N. Strotz, vice-presi- dent. Assuming his duties on June 1, Mr. Frost succeeds Mr. John W. Swallow who re- signed earlier this year following his work with the freelance radio production field.
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
CBS Enlarges Plan For Future Video

APPLIES for 1 kw Transmitter To Operate Above 400 mc

PLANS to make "practical field testing of the earliest possible moment of a television broadcasting service on the higher frequencies" were disclosed last week by CBS in a statement reporting that the network was co-ordinated from the General Electric Co. a 1 kw video transmitter to operate experimentally on frequencies above the 400 mc mark, as high as the present CBS sight-and-sound station, WCBW, which operates on Channel 2, 60-66 mc.

Order follows one placed with GE by CBS for a 40 kw transmitter to operate on the present standards for commercial television (BROADCASTING, May 8). CBS expressed the hope that both transmitters can be installed simultaneously in the Chrysler Tower, New York, from which WCBW now operates, but GE doubts the possibility of this, due to the experimental work and techniques involved.

Order for the experimental transmitter is subject, CBS explained, to its obtaining an experimental license from the FCC to operate on this frequency, and also to an agreement that both transmitters can be installed simultaneously in the Chrysler Tower, New York, from which WCBW now operates, but GE doubts the possibility of this, due to the experimental work and techniques involved.

Order for the experimental transmitter is subject, CBS explained, to its obtaining an experimental license from the FCC to operate on this frequency, and also to an agreement that both transmitters can be installed simultaneously in the Chrysler Tower, New York, from which WCBW now operates, but GE doubts the possibility of this, due to the experimental work and techniques involved.

The FCC, however, has not yet given an answer to the CBS application because "it is a unique proposal and more time may be needed for careful study before a decision can be reached on the question." However, Dr. J. V. Terhune, chairman of the FCC, has requested special studies of the problem, and the CBS monitors have been tested and found entirely satisfactory for possible operation on Channel 72, the channel to which the CBS network has been assigned.

RTPB Television Panel Half-Through Data Study, Smith Tells Club Meet

TELEVISION Panel of the Radio Technical Planning Board is now about half-way through its task of collecting facts about television equipment and techniques and drawing up recommendations based on those data to guide the FCC in establishing post-war standards and allocations for this service, David Smith, chairman of the panel and research director of Philco Corp., told the second meeting of the Television Seminar of the Radio Executives Club, held last Thursday in the RCA Bldg., New York.

Mr. Smith outlined the principal objectives of his panel as: To incorporate into television improvements arising from wartime research, which he said does not necessarily mean changing present standards; To ask the FCC to provide for new television services, such as networks, not covered by present standards; To be sure, in recommending standards for the immediate future, that room is left for improvements still to come.

He predicted that the panel would complete its task just at about the time that materials and manpower are made available to manufacturers for the construction of television transmitting and receiving equipment.

Dr. C. B. Jolliffe, chief engineer, RCA, and chairman of the RTPB Panel and Allocations, described the work of his panel in combining the recommendations of the television and other "service" panels, which are certain to overlap and conflict, into a unified plan for the complete radio spectrum which can be presented to the FCC as representing the combined technical opinion of the entire radio industry. He stressed that the RTPB is concerned solely with technical data and not with the social or commercial application of those facts.

Allen B. Du Mont, head of Du Mont Labs. and president of the Television Broadcasters Assn., and Ralph Beal, RCA director of research, will discuss "How Good is the Television Picture Today and How Good Will It Be in One, Two, and Five Years" at the next session, June 1.

WGR Promotion Heralds Station’s Joining Blue

TO PROMOTE its new affiliation with the Blue Network June 1, WGR Buffalo has planned and put into effect a series of carefully planned and executive head, Mrs. Phillips, who has acted as maestro of the station for several years, will continue her duties as hostess of the station's radio show, "WGR Promo- tion Heralds Station's Joining Blue"

Wagstaff Heads KIDO

WALTER E. WAGSTAFF, veteran manager of KIDY Salt Lake City, on June 1 becomes manager of KIDO Boise, Idaho, according to an announcement last week by Mrs. George Phillips, general manager and executive head, Mrs. Phillips, who has been active as manager of the station for several years, will continue her duties as hostess and supervising editor. No announcement has been made of Mr. Wagstaff's successor at KIDY. KIDO, a regional station, is a NBC outlet and is represented by John Blair & Co.

Texas Blue Tieup

EIGHT Texas stations (KBBC Abilene, KGKL San Angelo, KBST Big Spring, KPLT Paris, KFRO Fort Worth, KTXR Texarkana, KRLH Midland, KFYO Lubbock) will join the Blue network June 1 as a regional sale, in addition to the WGR station. The sales promotion in the station was handled by the Texas State Network and all except KFYO are MBS affiliates.
EFF ECTIVE JUNE 1, 1944

Roche, Williams & Cunnyngham, Inc.

Advertising

NEW YORK - CHICAGO - PHILADELPHIA

announces a change of name to

Roche, Williams & Cleary, Inc.

and the removal of its Chicago offices to the

Field Building

135 South LaSalle Street

Twenty-second floor

Telephone Randolph 9760
Morse Invention Hailed as Foundation Of Radio and Other Communications

MORSE'S invention of the telegraph and his sending of the first telegram from Washington to Baltimore 100 years ago were hailed as the foundation from which grew modern communications, electronics and the present-day wonders of broadcasting, television and FM, in addresses by Government officials, from President Roosevelt down, commemorating the Centennial of the telegraph last Wednesday.

Radio helped to commemorate the historic event in a re-enactment of Morse's first message on May 24, 1844, with the Joint Congressional Centennial Committee, of which Sen. Burton K. Wheeler (D-Mont.), chairman of the Interstate Commerce Committee, was chairman and Rep. A. L. Bulwinkel (D-N.C.), vice-chairman, conducting exercises in the Capitol rotunda and the old Supreme Courtroom, from which the original Morse message was transmitted. When two plaques in tribute to Samuel F. B. Morse were unveiled, NBC carried the ceremonies.

Tapped by Sarnoff
From London Col. David Sarnoff, president of RCA and chairman of the board of NBC, now on active duty with Gen. Eisenhower's headquarters, gave a brief tribute to the Morse invention over NBC and tapped out, on a telegraph key, the immortal Morse message: "What Hath God Wrought!"

 FCC Chairman James Lawrence Fly delivered an address Tuesday night over CBS, in which he brought out that radio broadcasting grew out of the Morse invention of the "electro-magnetic telegraph."

Sen. Wheeler, in an address at the Capitol, gave a graphic picture of the future "electro-land." He warned, however, that post-war communications and radio should be prepared with sound Governmental "policies which will encourage the maximum of development by private enterprise, but without permitting such new developments as television and facsimile to become the private monopoly of either a few individuals in a nation or of any particular country."

At a dinner Wednesday at the Statler Hotel, Washington, which was staged by the Communications Industry Centennial Committee, Secretary of Commerce Jesse Jones; Maj. Gen. Harry C. Ingles, Chief Signal Officer of the Army; Rear Adm. Joseph R. Redman, Director of Naval Communications; and Chairman Fly were the speakers, with President R. B. White of the Baltimore & Ohio representing the railroad industry, which, he declared, grew side by side with the telegraph.

Gen. Ingles gave a historical review of the development of communications by the American Army since the Civil War. The Chief Signal Officer related that radio got its birth in World War I and said: "Our answer to the challenge of warfare that is really mobile is a turn from wire communication to radio."

Declaring that without radio communication the Navy would not be able to engage in the present high tempo of the war and that the war's early conclusion would be impossible, Adm. Redman stated that the Navy has to rely on the fundamental Morse code because its slower transmission means that radio silence need not be broken for repeat or verification messages.

AMA Group Meets
SALES trends within city of Syracuse and the surrounding areas were discussed by R. Stewart Boyd, merchandising manager of WSYR Syracuse, at a meeting of the Sales Promotion Group of the American Marketing Assn. which met in New York May 25. Mr. Boyd charted changes in buying habits on national and local brands as revealed by a WSRY personal interview survey. Mr. Boyd also described the merchandising methods of the station in working with national advertisers, point of purchase tie-ups, meetings held at the station with the advertisers' dealers, wholesalers, and local sales forces.

KSJB Joins CBS
KSJB Jamestown, N. D., on May 26 became affiliated with CBS as a special supplementary station, bringing the total number of CBS stations to 143. Station is operated by Jamestown Broadcasting Inc., with 250 w on 1,400 kc.

GULFSTREAM ISAAC WALTONS gather around their catch, the result of a fishing trip during a Miami meeting of Port Industry Co. executives. Fishermen are (l to r): Harry Steensen, comptroller, Fort Industry Co.; Steve Vetier, managing director, WPTU Fort Lauderdale, Fla.; L. A. (Butch) Fixley, general manager, Fort Industry Co.; George Smith, managing director, WWVA Wheeling, W. Va.; Lt. Comdr. George R. Stover, president. Crew members stand in the rear.

STUARTS NAME GRAY KOIL-KFOR MANAGER

APPOINTMENT of Gordon Gray as manager of KOIL Omaha and KFOR Lincoln, was announced last week by Charles Stuart, who with his brother, Capt. James Stuart of the Army, last month acquired both stations from the Sidles Co. and the Lincoln Journal and Star [Broadcasting, April 24]. Mr. Gray will assume his new post on June 15 and with headquarters at KOIL—In Albert Lea, Minn., Nov. 16, 1905, Mr. Gray attended Pillsbury Academy, Owatonna, Minn., and ratings of Missouri. Joining the Kansas City Star following his college training, Mr. Gray subsequently went to Powers & Stone Inc., publishers representatives, as Eastern manager. In 1951 he joined The Katz Agency Inc., New York, and in 1957 was transferred to the Kansas City office as manager. Mr. Gray is married and has three children.

Birth Broadcast

STORY of human birth has now been broadcasted—from the first trip to the doctor to the baby's birth. Parents of the idea were the U. of Chicago and the Encyclopedia Britannica, The Human Adventure was delivered by Mutual, WGN Chicago, broadcast on Thursday, May 4, 7:30-8 p.m. Parents and idea are receiving the congratulations of over 1,000 listeners, only a few criticizing the frank handling of the subject.

SCHENLEY PROGRAM TELLS OF PENICILLIN

SCHENLEY DISTILLERS' new half-hour institutional series starting June 6 on CBS will feature dramatizations of war experiences of doctors in the armed forces for the first 25 minutes [Broadcasting, May 22]. Program is tentatively titled Penicillin with commercials highlighting Schenley's production of the drug. Raymond Scott will be the narrator. For the remaining five minutes, outstanding civilian physicians, as well as distinguished nurses will be guest-stars on the program. Morris Fishbein, editor of the Journal of the American Medical Assn. is scheduled to make the initial broadcast in this period.

The AMA is cooperating in the preparation of the scripts. The Army Air Corps in Washington is supplying most of the material.

Schenley's new program will be heard Tuesday, 5:30-10 p.m. on CBS, replacing Creta Blanca Carnation, which goes off the air for 13-weeks because of hiatus after May 30. Blow Co., New York, handles the new program. BDDO New York is new agency for Creta Blanca Wine.

 Gillette Resumes Fights
GILLETTE SAFETY Razor Corp., Boston, on May 26 resumed sponsorship on MBS of boxing bouts from Madison Square Garden, with broadcast of the Joe Baksi-Le Saux match from 10 p.m. to completion. Firm will sponsor the fight broadcasts every Friday night hereafter the week is interrupted by the occupancy of the Garden by Ringling Bros. Circus. Agency is Maxon Inc., Detroit.

Meat Series
ILLINOIS MEAT Co., Chicago, will sponsor beginning June 8 for 52 weeks, Monday through Friday, a half-hour program titled Broadcast Rhytmaters, featuring Eddie and Fannie Cavanaugh, on WGN Chicago. The program will be on at 2200 w for five minutes. The Cavanaugh team. Contract was placed by Arthur Meyerhoff Agency, Chicago.
Bombers awaiting repair at the Spokane Army Air Depot, one of the permanent installations making the Inland Empire the choice of Today's Markets. Retail Sales during the first 7 months of 1943 showed a 42% increase. You are assured of your percentage of increase in sales when you use the station that completely covers this rich market. (Official Photo U. S. Army Air Forces).
Networks and Treasury Prepare Plans
For Radio Promotion of Bond Campaign

PROMOTION plans for the forthcoming $16,000,000,000 Fifth War Loan Drive, scheduled June 12 through July 8, were being completed last week by Secretary of the Treasury's War Finance Division which has announced certain proposed special radio programs and preparation of a transcribed Four for the Fifth hour-long dramatic series. This feature will top radio-motion picture and already has been requested by more than 750 stations. Participation in the special series is: Arch Oboler, Bill Bobson, and CBS writer.

Network plans for Fifth Loan participation were discussed May 19 at a meeting in Washington of Treasury officials and representatives of the four major networks. Network Bond Days, tentatively set at the meeting, have been approved and are: NBC, June 14; CBS, June 17; CBS, June 20; Blue, June 24. Bond Day for independent outlets has been set for June 27.

Welles to Produce

Treasury announced that the kick-off program, featuring Secretary Morgenthau and to be produced by Orson Welles, will originate from Texarkana on the evening of a Thanksgiving holiday. A Flag Day bond rally broadcast from Hollywood Bowl will be aired June 14 and a special broadcast for June 19 is planned for Chicago. Secretary Morgenthau is also scheduled for the latter broadcasts. Facilities, time and talent for the programs as yet are undecided.

To portray the true nature of the enemy and his outlook in comparison with ours, the Four for the Fifth series consists of four separate programs, one for each week of the drive. The first program, produced by Arch Oboler, will be aired on Sunday, May 27, and the last, produced by Orson Welles, will be heard on Thursday, July 1.

NBC has announced plans for its Bond Day, proposing all day promotion including a special hour-and-a-half evening show featuring name NBC personalities; remote pickups throughout the day from national shrines such as the Capitol Building in Washington, Sta- te of Liberty, St. Louis Arch, Gettysburg Battlefield; a 12:30-2 a.m. broadcast from the Lamb's Club, New York, and a full-hour all-star show from Hollywood from 2-3 a.m. to wind-up the 21 hour drive.

An hour long Bonds Away pro- gram will be featured by the Blue network on its Bond Day June 24. Pickups will be featured from Valley Forge, London, Pearl Harbor and Hollywood, where radio and movie stars will be presented in a dramatic sketch. Music for the broadcast will include Army and Navy bands. Ira Marion and Mar- tin Andrews will write and produce the programs, which in addition include opening day special events, an every Friday dramatic quarter-hour show and a half-hour broadcast on the last day of the cam- paign. Other networks have not as yet announced their plans for the Drive.

Special Treasury announcements for the Fifth Loan are being handled by the OWI through its various assignment plans (see current OWI packet stories, this issue on page 58) and the regular Treasury quarter-hour and five-minute transcribed features, Treasury Salute and Treasury Song for Today, are available on request. WFD has prepared 48 Songs for Today and 24 Salutes for use during the Fifth Loan. The first 12 Salutes honor past national figures, the second 12 to contribute to present war heroes. Shipments have begun on the early portions of both the five-minute and quarter-hour discs, which are available for local sponsorship.

The NAB has prepared a two- color leaflet promotion kit under the supervision of Lewis H. Avery, director of broadcast advertising, for use by station sales staffs to obtain sponsorship for the Treasury material. Kit contains a letter by Ted B. Gamble, WFD national di- rector, and is being sent to all sta-

Mr. Gamble also last week ad- dressed a letter to all media re- questing that sponsorship of any Treasury material-newspaper or magazine ads and other promotion as radio spots and pro- grams not be sold to competing parties, candidates or committees, in order that the non-partisan na- ture of the Fifth Loan would be maintained.

THE ANATOMY of a plug was amply described and illustrated by Dick Anderson, continuity writer for KSL Salt Lake City, when he set up a display on the board in the station continuity room com- posed of the three essential musts in a commercial plug—the hook, the body and the clinch.

The first, or hook, was de- scribed as the opening line which must include verbage of a clever, sage, sparkling, daring, chatty and newsy nature. This included an example from KSL program copy. The second, or second, of the display says is where you sell your product by being direct and honest, but in an interesting and friendly manner in the fewest possible words.

Finally after having caught their ear and having made them want it you must use the clinch in which you inform them simply how they can get what they are try- ing to sell and stimulate action.

Boots Pending

CONTINUATION of Boots Air- craft Nut Corp.'s Mutual program, Wide Horizons, was still uncertain late last week, pending word from Washington as to whether budget for the radio series would be consid- ered a legitimate expense, deduc- tible from Federal taxes. Govern- ment officials may consider pro- gram of sufficient value to the air- craft industry in the event of the allo- wance. Series completed a 13- week run May 28, and has been extended by the additional broad- cast to June 4. Agency is Cecil & Presby, New York.

LAUGH CLINIC BRINGS RESULTS
J. N. Adam Show on WGR Buffalo Attracts Big Crowds, Sells Merchandise

GOING into its seventh successful week, Laugh Clinic, half-hour audience participation show on WGR Buffalo, sponsored by J. N. Adam & Co., large Buffalo department store, not only continues to "pack 'em in" but its is scoring outstanding for the results, according to Paul F. McCarthy, Adam publicity director.

It is observed after some types of successful network shows, Laugh Clinic draws its contestants from audience, they are the first for the biggest laughs by performing unrehearsed antics. Billy Kea- th and J. N. Adam's "Sarcastic," is m.c.

Each contestant receives a mer- chandise certificate with the compli- ments of J. N. Adam's and win- ners are awarded War Stamps. Tickets are distributed without charge at the J. N. Adam store. Mr. McCarthy said that when the new program was announced on another J. N. Adam program, more than 4,000 persons called at the store.

"Local interest is the keynote for the success of this show," he said. "Laugh Clinic fulfills this, in that the only show of its kind in the city, makes it a natural to draw Buffalo listeners to their ra- dios and Buffalo audiences to the auditorium."

Dave Cheskin's CBS orchestra provides music for Laugh Clinic, heard at 8:30 p.m. Tuesdays.

Canada Authorizes New Radio Outlet

Power Increase Also Note
In Testimony by Frigon

FIRST OFFICIAL inking that number of applications for private stations and a new CB station had been made and approved by the Canadian Broadcast- ing act, contained in recent speech of Dr. Pierre Frigon, CB- acting general manager, at the Pat- rimoine Committee on Broad- casting at Ottawa. The list include 930 stations throughout Que., Ed- munston, N. B.; New Westminster: B. C.; Port Arthur, Ont.; Port A- berm, B. C.; 100 a station to Halif- ax; a 1 kw station for Sarni- ont.

In addition to this listing Dr. Frigon had mentioned at various times that four 1 kw French lan- guage stations applications had been before the CBC, but what action had been taken was not disclosed. These were for stations at Edmor ton, St. Albert, Gravelbourg, and St. Boniface, all in western Canada.

Local Boosts

Dr. Frigon also announced a num- ber of power increases which had been made to local stations, but no yet been put into use due to shortage of power. These increases from 100 to 250 w ft CHWK Chilliwack, B. C.; CKV1 Val d'Or, Que.; CHLN Thre Rivers, Que.; CKCK Quebec; from 60 to 250 w for CJCS Stratfor- ont; from local power to 1 kw for CFOS Owen Sound, Ont. CFCH North Bay, Ont.; CHG Ste. Anne de la Pocatiere, Que. CCGP Grande Prairie, Alta. CHLT Sherbrooke, Que.; CKCVC Montreal, N. B.; CKFCF Bramfort; Ont.; and CHPS Parry Sound. Ont. from 900 watt to 1 kw for CJVI Victoria, has been previously announced in Broa- carring, and CKOC Hamilton, has been allowed to go to 1 kw day an- night.

Elsewhere in the evidence Dr. Frigon said that CBC has vote part of its surplus of $285,500 fo the fiscal year 1943-44 for the ir- stallation of a transmitter at Hal-fax and enlargement of studio ac- commodation at CBV Quebec. Thi was the first intimation of a CB- transmitter at Halifax. Unofficially it is learned that this will be located on power station of 100 o- 250 w with call letters CBH like; to give second network coverage to the city, with CBA Sackville, giving primary coverage on the same network. All details have not ye been worked out, and no official an- nouncement is expected as contained it the evidence at Ottawa has been made as yet.

Application for a 1 kw station at Toronto was made to the CBC re- cently by Al Leary, commercia- manager of CKCL Toronto.
in advertising——it's reaching people that pays

Each dot on the official FCC population distribution map represents a thousand people. Observe the heavy concentration of population in the upper section of the Carolinas. That’s the Piedmont Plateau where the industrial development of the Old South began and prospered.

Textile, tobacco, machinery, lumber, and various other types of manufacturing plants are scattered so thickly over this Piedmont section of the Carolinas that it is almost one continuous city.

The FCC population map reflects this concentration of population and shows that the Piedmont Plateau is as densely populated as many of the great markets of the East. It is an ideal combination of busy industrial plants and fertile farm lands, giving the people an all year 'round high per capita buying power.

PIEDMONT PLATEAU

SPARTANBURG is the Hub City of the Piedmont and WSPA serves this thickly populated and prosperous section. With the good service area of WSPA there are over a million people (148,000 radio homes) whose yearly income in wages and from farm products totals over a quarter billion dollars.

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

To Reach the Ears of the Piedmont, Use——

WSPA-SPARTANBURG

5000 WATTS DAY • 1000 WATTS NIGHT • 950 KILOCYCLES • CBS
SOUTH CAROLINA’S FIRST STATION • REPRESENTED BY HOLLINGBERY
FCC Asks Networks to State Policy on FM Programming

Relation of Chain Contracts to FM Stations

TAKING cognizance of the commitments of major networks to provide for affiliating with all standard broadcast stations relative to the network affiliation of FM stations owned or operated by them, the FCC also had been notified.

In a Memorandum's Report on Chain Broadcasting, dated May 2, 1943, the FCC states:

"Similarly, the appearance of network broadcasting in the frequency modulation (FM) field will merit careful study by the Commission and the Commission's Regulation 3.361 (c) provides:

"Sec. 3.361 Minimum operating schedules. (c) In addition to meeting the minimum requirements, the Commission will consider, in determining whether public interest, convenience, and necessity has been or will be served by the operation of the (FM) station, the extent to which the station as made or will make use of facility, to develop a distinct and separate service from that otherwise available in the service area.

The Commission would appreciate receiving from you at this time a full statement of your present policies and methods of operating your broadcast system (FM) and your intentions, together with an outline of your plans for the development of and future operation in this field. Any comments you may care to offer on the subject of the relationship between your present and proposed policies and operations, and the policy of the Commission in Chain Broadcasting Regulations and Regulation 3.361 (c) will be welcome.

Stromberg-Carlson

STROMBERG-CARLSON Co. in 1943 earned a gross profit of $4,757,280, net profit of $2,167,372, and a net of $726,815, compared with $354,053 the previous year, it was announced by Lee Mc-Pherson, president, and secretary, in the company's annual report on its 50th year of existence. In 1943, the company's sales were increased to $2,51 per share of common stock, after deducting preferred divi- dends, compared with $1,261 in 1942. Sales were more than double those during 1942, the report states, with deliveries of one of the months of 1943 exceeding the firm's entire production for any full year between 1931 and 1940.

Dr. Armstrong Declares Average Cost Of FM Equipment Is Lower Than AM

EDITOR BROADCASTING:

May I correct a statement in your editorial column under the heading of "What's the Rush?" in your issue of May 1? The statement is:

"The facts are that it costs every bit as much to operate an average FM station as it does an AM.

The inclusion of the word "average" begs the question. The question is: How does the initial cost of the transmitting equipment and its cost of operation for the covering of a given area by FM and AM compare?

From the very start of FM the initial cost of equipment and the cost of operation have been substantially less than AM. These costs have been reduced by the coming of large-scale manufacture, and with the introduction of unattended remote control transmitters advantageously placed to dominate the surrounding terrain.
FOR the second successive year, Colorado won the Phillip W. Pillsbury award for producing the best wheat in the United States. Leo Lindstrom, owner of a 1,400-acre ranch near Sterling, Colorado, grew the Tenmarq dark hard winter wheat which won the award at the Chicago Union Stockyards over entries of wheat-growing states from coast to coast.

Colorado, in 1943, produced its greatest wheat crop in history to rank ninth among the states.

The importance of Colorado as an agricultural state has too long been overshadowed by its scenic playground reputation. It not only ranked ninth in wheat, but ranked sixth in barley and seventh in rye. Its onion crop was the nation's largest; its dry bean crop ranked third; it was second in sugar beets, first in broom-corn, and one of the nation's leading vegetable shipping centers.

Agriculture, along with mining and manufacturing, is one of the permanent and stable assets of the Denver market which are fundamental to sales success in war or peace.

Denver Delivers MACHINERY

Denver's pre-war, permanent manufacturing industries are today producing machine tools, refinery equipment, rubber products, landing ships and barges and more than 50 other items of war equipment.

Denver Delivers MINERALS

From Colorado's vast storehouse of minerals are coming molybdenum, vanadium, coal and more than 200 other war-vital metallic and non-metallic minerals and compounds. Colorado is the nation's chief source of several indispensable ores.

Denver Delivers SALES

In 1943, according to figures compiled by "Drug Topics", Colorado was third among 48 states in drug sales per capita. Every man, woman, and child spent $29.65 in a Colorado drug store last year.
and the adequacy of its staff and equipment;

"(3) information with respect to all moneys taken into the employment of the Commission during the year covered by the report, including names, pertinent biographical data and experience, commission positions held and commissi ons paid, together with the names of those persons who have left the employ of the Commission such year: Provided, however, that the first annual report following the date of enactment of Communications Act Amendments, 1944, shall contain such information with respect to all persons in the employ of the Commission at the close of the year for which the report is made;

"(4) an itemized statement of all funds expended during the preceding year by the Commission, of the sources such funds, and of the authority in this Act or elsewhere under which such expenditures were made; and

"(5) specific recommendations to Congress as to additional legislation which the Commission deems necessary or desirable."

SEC. 8. Section 5 of such Act is amended to read as follows:

"SEC. 5. (a) Upon the reorganization of the Commission after the date of enactment of Communications Act Amendments, 1944, and annually thereafter, the Commission shall select one of its members to act as Chairman of the Commission for the ensuing year and shall organize the Commission, other than the Chairman, into two Divisions of two members each, said Divisions to be known and designated as the 'Division of Public Communications' and the 'Division of Private Communications'. Except as hereinafter provided, no member is designated to serve on one Division shall have any duty or authority with respect to the work or functions of the other Division. In the selection of its Chairman and the designation of particular members to serve upon a Division, it shall be the duty of the Commission to make provision for rotation in office in such manner that no member of the Commission may occupy the office of Chairman of the Commission more than one year nor be assigned to serve upon any particular Division more than two years, in any five-year period.

Jurisdiction

"(b) The Division of Public Communications shall have jurisdiction over all cases and controversies arising under the provisions of this Act and the rules and regulations of the Commission made pursuant to this Act relating to wire and radio communications intended to be received by the public directly, and the Division itself shall make all adjudications involving application of those provisions of the Act and of the Commission's regulations.

"(c) The Division of Private Communications shall have jurisdiction over all cases and controversies arising under the provisions of this Act and the rules and regulations of the Commission made pursuant to this Act relating to wire and radio communications by carriers or carriers or which are intended to be received by a designated addressee. The Division itself shall make all adjudications involving application of those provisions of the Act and of the Commission's regulations.

The whole Commission shall have and exercise jurisdiction over the enforcement of any rules and regulations of the Commission, or of any Division thereof, and the Commission may, either directly or through the Divisions thereof, make provision for rotation in office in such manner as the Commission deems expedient, for members and Division thereof to hold their office for a period not to exceed four years, and no member of the Commission shall be assigned to serve on one Division more than two years in any five-year period.

Filling Vacancies

"(g) In the case of a vacancy in the office of the Chairman of the Commission or of the absence or inability of the Chairman to serve, the Commission may temporarily designate and appoint one of its members to act as Chairman of the Commission until the cause of such vacancy is removed or until a successor shall have been elected or appointed to fill such vacancy.

"(h) Notwithstanding any other provision of this section, the Commission may, at any time, appoint any member in the performance of particular tasks and for such time as may be necessary, so appointed, to serve, without any change in the constitution or organization of the Commission, in any other office of the Commission in any other Division thereof, or in any other Division thereof, or in the office of the Chairman of the Commission, or in any other office of the Commission in any other Division thereof.

(Continued on page 28)
a WGN show

built for and acclaimed by the youngsters

You don’t have to horrify the children to get them to listen to a radio program. This has been dramatically proved on WGN by “The Safety Legion of America” show.

This program features the famous Colleen Moore, and Jess Kirkpatrick as Captain Jack. The program is simple in its routine—stories by Colleen Moore, riddles and light banter by Miss Moore and Captain Jack, and teaching safety the way the children want it.

Successful? The Safety Legion Program consistently pulls big mail. During the last three months it has gained nearly 40,000 new members. Parents, civic organizations and school associations, as well as the kids, have been vociferous in their praise.

WGN’s Safety Legion Program, broadcast at 5:30 P.M. Monday thru Friday, is a typical example of WGN’s program-building resourcefulness and policy of bringing the best among all types of entertainment to Chicago and the great midwestern WGN community.

A CLEAR CHANNEL STATION

Chicago 11, Illinois
50,000 WATTS • 720 KILOCYCLES

MUTUAL BROADCASTING SYSTEM
Eastern Sales Office: 220 E. 42nd Street, New York 17, N. Y.
Paul H. Rayner Co., Los Angeles 14, Calif., San Francisco, Calif.
KXOK Friends Are

... according to a Robert S. Conlan & Associates coincidental telephone survey of radio listening

The survey ranks KXOK second in morning listening appeal, third in the afternoon and evening ... in competition with three other St. Louis network stations, all more than three times as old as KXOK. Moreover, the PLUS percentage in the morning is so great that for the entire survey, KXOK ranks second.

In the region surveyed (not including Metropolitan St. Louis), KXOK reaches 221,399 radio listening families — 109,773 of whom live in Missouri and 115,626 in Illinois.

Results of this coincidental telephone survey and those of a similar survey of 56,709 basic calls made last December in Metropolitan St. Louis prove conclusively that KXOK friends are legion in Metropolitan St. Louis and surrounding territory.

This acceptance carries over into the entire KXOK primary coverage area, extending across Missouri, Illinois, Indiana and Kentucky — an expanse of the Mid-Mississippi Valley region 300 miles long by 212 miles wide in which there are 870,357 radio listening families, a total population of 3,565,219 with annual retail sales exceeding $1,294,027,000.

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Legion In This Area!

630 Kilocycles
5000 Watts
Full Time
Blue Network

KXOK
Affiliated with KFRU, Columbia, Missouri

Owned and Operated by the St. Louis Star-Times
SAINT LOUIS, MISSOURI
We'll get your message across!

Under war's impact, advertising procedures are shifting fast. New methods, new media must be found.

WSIX offers its full facilities to advertisers seeking adequate representation in the rich Nashville area. We shall be glad to furnish proof that this station has what it takes to do the job, including seven months steady audience increase by HOOPER.
NORTH CAROLINA is the SOUTH'S No. 1 STATE

IN AGRICULTURE
NORTH CAROLINA
AVERAGE OF NINE OTHER SOUTHERN STATES
$221.8 MILLION

IN INDUSTRY
NORTH CAROLINA
AVERAGE OF NINE OTHER SOUTHERN STATES
$1,420.6 MILLION

CASH INCOME AND SURPLUS. Source: Department of Agriculture, 1940.
VALUE OF MANUFACTURED PRODUCTS. Source: Census of Manufactures, 1939.

WPTF with 50,000 WATTS in RALEIGH is NORTH CAROLINA'S No. 1 SALESMAN

N BC 680 KC

FREE & PETERS, INC. National Representatives
The provision is amended to read as follows:

"The Commission may grant instruments of authorization entitling the holder thereof to operate apparatus for the transmission of energy, or communications, or signals by radio or modification or renewal thereof, upon written application, heretofore received by it. Provided that (1) in cases of emergency found by the Commission involving danger to life or property or due to damage to equipment, or (2) during the continuance of any war in which the United States is engaged and when such war becomes necessary to national defense or security or otherwise in the interest of the national war effort, the Commission may grant and issue authority to construct or operate apparatus for the transmission of energy, or communications, or signals by radio during the emergency so as to make the findings of the Commission concerning the continuance of any such war, in such manner and upon such terms and conditions as the Commission shall by regulation prescribe, and without the filing of a formal application, but no such authority shall be granted for a period beyond the period of the date of the emergency requiring it nor remain effective beyond such period.

Transfer of Ownership

(b) Section 308 of such Act is further amended by adding a new subsection (d) as follows:

"(d) No license granted and issued under the authority of this Act for the operation of any radio station shall be modified by the Commission, except in the manner provided in subsection (f) hereof, and no such license may be revoked, terminated, or otherwise invalidated, by the Commission, except in the manner and for the reasons provided for in section 312 (a) hereof. No proceeding for authority to transfer a station license or to transfer such a station to a licensor corporation under section 310 (b) of Act shall be utilized by any person for the imposition of sanctions or penalties upon any licensee other than such action as may be taken by the Commission to correct any alleged deficiencies in the operation of the station.

(c) Section 308 of such Act is further amended by adding a new subsection (a) as follows:

"(c) After the expiration of two years after the date of enactment of this Act Amendments, 1944, the Commission shall observe the following limitations upon its licensing powers:

"(1) No person (including all persons under common control) shall own or be financially interested in more than one broadcast station in any single broadcast band when such stations cover the same or a substantial portion of the same area.

"(2) No person (including all persons under common control) shall own or be financially interested in more than six broadcast stations in any single broadcast band.

SEC. 13. Section 312 of such Act is amended by striking out subsection (a) thereof, by relettering subsection (b) as subsection (d) and by inserting in lieu thereof the following new subsection (a) as follows:

"(a) If upon examination of any application provided for in section 308 or 310 hereof the Commission shall determine that public interest, convenience, or necessity will be served by the grant of the authority therein requested, it shall authorize the issuance of the instrument of authorization for which application is made in accordance with said findings.

Hearing Provision

"(b) If upon examination of any such application the Commission is unable to make the findings specified in subsection (a) of this section, it shall designate the application and the reasons therefor in the notice of hearing as well as on the air, to be heard on any station on which the application for registration is made. The Commission shall also notify any such station by filing a notice of hearing on the application for registration with any station which wishes to be heard on any other station.

"(c) When any instrument of authorization is granted by the Commission without
Buffalo Broadcasting Corporation
RAND BUILDING, BUFFALO, NEW YORK
National Representatives: FREE & PETERS, INC.
so fixed and present evidence in answer to the charges specified in said notice of hearing. If, after hearing, the Commission determines that such violation has been committed, it shall make a report in writing stating the findings of the Commission and it shall issue and cause to be served on said licensee an order to cease and desist from doing the acts referred to in the order."

Political Campaigns

SEC. 25. Section 315 of such Act is amended to read as follows:

"SEC. 315. Nothing in this Act shall be understood as imposing or as authorizing or permitting the Commission to impose any obligation upon the licensee of any radio broadcast station to allow the use of such station in any political campaign. In the event that the licensee of any such station shall permit such use, it shall be in accordance with the following conditions and obligations:

(a) When any licensee permits any person who is a legally qualified candidate for any public office in a primary, general, or other election to use a broadcast station, or permits any person to use a broadcast station in support of any such candidate, he shall afford equal opportunities to all other such candidates for that office, or to a person designated by any such candidate, to use such broadcast station; and if any licensee permits any person to use a broadcast station in opposition to any such candidate or candidates, he shall afford equal opportunities to the candidate or candidates so opposed, or to a person designated by any such candidate, in the use of such broadcast station.

(b) When a licensee permits an official of a regularly organized political party, or a person designated by him, to use a broadcast station in any political campaign, then the corresponding official in all other regularly organized political parties, or a person designated by him, shall have equal opportunities for its use.

(c) No licensee shall, during a political campaign, permit the use of the facilities of a broadcast station for discussion for or against any candidate for any public office except (1) by a legally qualified candidate for the same office, or (2) by a person designated, in writing, by such candidate; or (3) by a regularly organized political party whose candidate's or candidates' names appear on the ballot and whose duly chosen responsible officers designate a person to use such facilities.

Equal Opportunity

(d) When any licensee permits any person to use a broadcast station in support of or in opposition to any public measure to be voted upon as such in a referendum, initiative, recall, or other form of election, he shall afford equal opportunities (including time in the aggregate) for the presentation of different views on such public measure.

No licensee shall permit the making of any political broadcast, or the discussion of any question by any political candidate, for a period beginning twenty-four hours prior to and extending throughout the day on which a National, State, or local election is to be held.

(f) No transmitter nor the Commission shall have power of censorship over the material broadcast under the provisions of this section: Provided, however, that this licensees shall not be liable for any libel, slander, invasion of right of privacy, or any similar liability imposed by any State, Federal, or Territorial or local law for any statement made in any broadcast under the provisions of this section, except as to statements made by the licensee or person under his control.

The duty of the licensee to observe the conditions herein stated shall apply to all political activities whether local, State, or National in their scope and application. The term 'equal opportunities' as used herein means the consideration, if any, paid or promised for the use of such station, the approximate time of the day or night at which the broadcast is made, an equal amount of time, the use of the station in combination with other stations if any, used by the original speaker, and in the case of network organizations, identical stations connected for simultaneous broadcast and identical time for any recorded rebroadcasts. The decision of the licensee in all these respects shall be prima facie evidence that the conditions of this section have been met.

SEC. 21. Section 317 of such Act is amended by adding at the end thereof the following: "No news items or news analysis or newscasts shall be included in any such broadcast.

SEC. 22. The second sentence of subsection (b) of section 319 of such Act is amended to read "(b) Nothing in this section permits and no rights granted thereunder are assigned to, or made applicable to, any person except upon approval of the Commission and after public hearing, approval thereof being in accordance with the procedure for handling such application as provided in section 308 hereof."

Censorship

SEC. 23. The heading of section 320 of such Act is amended to read "CENSORSHIP IN THE AIR" and such section is amended to read as follows:

"SEC. 320. (a) Nothing in this Act shall be construed to authorize the Commission to regulate the manner in which any radio broadcast station shall operate, except that the Commission may, in the case of any radio broadcast station, other than (1) an AM station, the 595 kilocycle band, or other local stations, or (2) an AM station, unless otherwise specifically authorized in this Act, or (3) a television broadcast station, control the material to be broadcast; Provided, that nothing in this Act shall be so construed as to limit the authority of the Commission in its consideration of applications for renewal of licenses to determine whether or not the licensee has operated in the public interest."

SEC. 24. Part I of title III of such Act is amended by adding two new sections as follows:

"DISCUSSION OF PUBLIC OR POLITICAL QUESTIONS"

"SEC. 330. No licensee of any radio broadcast station or the Commission shall have the power to censor, alter, or in any manner affect or control the substance of any program devoted to the discussion of any public or political question, and no license shall be granted for the broadcast of any discussion not provided for in section 331. The discussion of any public question or issue. If any licensee shall permit any person to use a broadcast station for the discussion of any public question or issue, he shall afford equal opportunities for the presentation of different views on such public question or issue: Provided, however, That no licensee shall permit the making of any political broadcast, or the discussion of any question by any political candidate, for a period beginning twenty-four hours prior to and extending throughout the day on which a National, State, or local election is to be held.

We invite your investigation of KWKH—land—that rich area of East Texas, South Arkansas and North Louisiana where sources are not limited to one resource or one industry. Here a balance of income is maintained through diversified industries such as natural gas and oil, minerals, agriculture and livestock. Income is not limited to any season, either, for a mild climate allows year-round operations. It will pay you to investigate this balanced market now. Let us tell you more about it and how you can cover it completely with KWKH.

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

THE SELLING POWER IN THE BUYING MARKET

BROADCASTING • Broadcast Advertising

May 29, 1944

Page 32
Truly Chattanooga has rightfully been called the scenic center of the South. For Chattanooga combines a wide variety of the most thrilling and breath-takingly beautiful vistas of nature in the entire southland. Lookout Mountain, Signal Mountain, Missionary Ridge, all are graceful, imposing scenes of sky-line beauty. Historical parks, studded with monuments of past glory. Chickamauga Dam and Lake with boating, fishing and swimming, caverns, falls, all combine to provide an alluring, entrancing picture of nature's handiwork.

And Chattanooga, too, is the hub of the vast TVA power empire... an industrial center of present and growing significance.

AND THE CHATTANOOGA MARKET IS DOMINATED BY WDOD

<table>
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<tr>
<th>WDOD</th>
<th>76.9%</th>
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<tr>
<td>STATION B</td>
<td>18.3%</td>
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<tr>
<td>STATION C</td>
<td>4.8%</td>
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A survey made by a disinterested company in Chattanooga reveals that all national business placed in Chattanooga, 76.9% went to WDOD, Station B received 18.3%, and Station C received 4.8%. Among time buyers, men whose business it is to know the best buy for their money, WDOD is the overwhelming choice.

ON THE GREAT LAKES OF THE SOUTH
IN THE HEART OF THE TVA POWER EMPIRE

WDOD

CBS
FOR CHATTANOOGA
5,000 WATTS DAY AND NIGHT

National Representatives
PAUL H. RAYMER CO.

WHERE NATURE AND INDUSTRY JOIN HANDS
Consider the end" says the old French proverb. The end of agriculture in 1944 is to meet the greatest need for food and fibre the world has ever known. Agricultural goals are even greater today than those of 1942 or 1943. And greater production means larger bank-accounts.

No wonder the No. 1 Farm Market is richer today than ever before. As Sales Management put it: "The farmer is doing so well he is a prime prospect both today and tomorrow (his savings are tremendous)."

"Consider the end" of advertising. It gets you sales today—it insures demand tomorrow. To reach the No. 1 Farm Market, you need KMA. It is the only full-time farm station in the entire area—the only station devoting 70% of its time to the specific needs and wants of the three million people in its 152 primary counties.

Get the facts in the KMA "Complete Mail Study". Call your nearest Free & Peters office—today.

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

(See the full text of the document here.)
CALL LETTERS of Seattle’s two leading radio stations were exchanged May 6, by authority of the FCC.

KOMO continues as the NBC outlet, and KJR continues as BLUE network affiliate. Both stations enjoy equally good reception in this area of more than 1,000,000 population. As far as the public was concerned, the change meant merely “switching the tabs” on push-button radios. A barrage of publicity announcing the event was so effective that only 40 phone calls on the subject were received at the stations during the first week of the switch-over.

These are the famous radio stations that cover intensively a radius of 50 miles centered on Seattle and Tacoma, Washington—one of the richest, most permanent business “pools” in America!


**A Camera's Eye View of the Memphis Market**

**The Memphis Market is the South's largest trade area, and one of America's best. From a comparative analysis of retail sales, the Memphis market is shown to have 14% more buying power than any other Southern market.**

**Sell this big trade area through the pioneer radio station of the Mid-South... WMC, the NBC station that most people listen to most!**

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**BROADCASTING • Broadcast Advertising**

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**The Supreme Court of the United States shall be the final court of appeal in all cases wherein the jurisdiction of the court is invested, or ought to be invoked, for the purpose of reviewing any decision or order entered by the Commission in proceedings instituted by the Commission which have as their subject and purpose the revocation or modification of an existing license or any decision or order of the Commission in proceedings which involve the failure or refusal of the Commission to extend a license, or notice thereof within thirty days after the entry of the decision sought to be reviewed, and in the event such an appeal is taken the hearing shall be de l'ordre and conducted in the Supreme Court of the United States within sixty days from the time such an appeal is allowed under such rules as may be prescribed by the Commission.**

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**Discrimination Ban**

SEC. 51. **This Act shall take effect upon the expiration of sixty days after the date of enactment of this Act.**

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**Rehearing Provision**

SEC. 30. **Section 405 of such Act is amended to read as follows:**

"SEC. 405. After a decision, order, or requirement has been made by the Commission or any Division thereof in any proceeding, any person aggrieved or any other person aggrieved or whose interests are adversely affected thereby may file a petition for rehearing. When the decision, order, or requirement is made by a Division of the Commission, the petition for rehearing shall be directed to the Division; when the decision, order, or requirement is made by a Division of the Commission and the petition for rehearing is directed to the Division, said Division shall not permit such petition to be considered. Petitions for rehearing must be filed within thirty days from the date of any decision, order, or requirement complained of and except for those in which the decision, order, or requirement challenged is necessary for the performance of conduct of an existing service, the filing of such a petition shall allow an appeal therefrom to the whole Commission unless said appeal of the filing and pendency thereon is reversed within the time limit as fixed by the Commission. Such appeals shall be heard and determined within sixty days from the date thereof after usual time for review by the Supreme Court and all cases in which rehearing is sought shall be conducted in the same manner and with like effect as if the same had been pending in the Supreme Court. The record upon which any such appeal is based shall be filed in the Supreme Court proceeding unless the decision is vacated, reversed, or amended to the extent specified, whereupon the Supreme Court shall have jurisdiction of the case. The Supreme Court may review only such cases as are allowed for rehearing by the Commission. All cases in which rehearing is sought shall be conducted in the same manner and with like effect as if the same had been pending in the Supreme Court. All decisions, orders, and requirements of any Division of the Commission are subject to appeal to the whole Commission.**

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**‘Full and Fair Hearing’**

SEC. 51. Subsection (a) of section 409 of such Act is hereby amended to read as follows:

"(a) In all cases where a hearing is required by the provisions of this Act, or by other applicable provisions of law, such hearing shall be full and fair hearing. Hearings may be conducted by the Commission or a Division thereof having jurisdiction of the subject matter or by any member or agency or employee of the Commission when duly designated for such purpose. The person or persons conducting any such hearing may sign and issue subpoenas, administer oaths, examine witnesses, and receive evidence of fact. The person or persons conducting such hearing shall prepare and file an intermediate report setting out in detail and with particularity all basic or evidentiary facts developed by the evidence as well as conclusions of law and fact and of law upon each issue submitted for hearing. In all cases the Commission, or the Division having jurisdiction thereof, shall, upon request of any person to the procedures, hearing or review, any oral argument on said intermediate report or upon such other and further procedural opportunity as may be specified by the Commission or the Division and such oral argument shall precede the filing of any final decision, order, or requirement. Any final decision, order, or requirement shall be accompanied by a full statement in writing of all the evidence upon each issue submitted for hearing and such facts shall be limited as well as final conclusions of law upon those facts.**
Birthplace of Aviation

Factors That Insure Dayton's Post War Future and Your Advertising Investment in This Prosperous Community

Dayton is noted for its manufacturing diversification. It's 478 plants are not war boom enterprises but substantial peace time businesses that will convert to making the consumer goods carrying such names as Frigidaire, National Cash Register, Delco Light, Standard Register, Egry Register, Aeroproducts, Airtemp, Dayton Tires, and many others throughout the world.

Dayton possesses many other contributing factors that will lend to her post war greatness. It is situated in the heart of the Miami Valley one of Ohio's richest agricultural belts. Wright and Patterson Fields, are permanently located here. With Wright being the largest aircraft experimental center in the world. These are just a few important facts to know for your present and future planning.

This year WING has achieved a long time ambition, by carrying exclusively the Cincinnati Reds Ball Games—as a sponsored feature. This is just another example of the great strides being made by "The Dayton Station".

BASIC BLUE  •  5,000 WATTS

WING

RONALD B. WOODYARD, EXECUTIVE VICE-PRESIDENT

Under the same progressive management policy as WIZE, Springfield, Ohio and WAAC, Ft. Myers, Fla.
GET SERVICE FIRST IN POWER

L.B. Wilson

WCKY
Right Church; Wrong Pew

FROM the bosoms of Senators Burton K. Wheeler and Wallace H. White Jr. has sprung the newest version of the bill to rewrite the Communications Act of 1934. As expected, it is an admixture of the good and the bad.

The bill isn't law yet. It was admittedly drafted with the thought of compromise. But it will take a lot of that to make it the kind of law that was originally intended.

There are many points in the bill worthy of commendation. But even one bad provision would offset the good. The measure ratifies and approves many of the acts and assumptions of power by the FCC against which complaint has been made over the years by legislators and broadcasters alike.

Some of the good points: A five-man rotating Commission with separate divisions for broadcasting and common carrier; restrictions on the FCC's authority, clearly spelled out; no discrimination against newspaper or any other kind of ownership; the Commission can't use the back-door or the side-door henceforth to regulate programs, censor, or control business practices; stations would be relieved of liability for libel and slander.

But against these are such evils as: The proposed commission-ship of ownership of news, which would destroy radio's status as a business enterprise; ratification of past FCC regulations usurping business functions, such as the network regulations; the attempt to legislate on engineering and technical operations, like the arbitrary limitation on power and the breaking down of clear channels; the shortsighted regard to scientific considerations or the needs of rural listeners; a "Declaration of Policy" which would be difficult, if not impossible, to apply or enforce.

We don't believe the news sponsorship ban can or will stand. It isn't the American way.

We feel the bill needs a legislative fine-tooth-combing, to eliminate those provisions which do not carry out the original Congressional intent. The Senate Interstate Commerce Committee meets this week to iron out "controversial" provisions. The Committee is by no means unanimous, and there's little to indicate that the bill is cut and dried.

With its shortcomings, the bill evidences a painstaking effort by Senators Wheeler and White to write a statute better geared to the requirements of a dynamic radio art. But somewhere in the process they lost sight of the goal. Radio can't be made more free by writing into the statute additional restrictions and by ratifying those things against which there has been complaint from every quarter.

We realize a perfect bill won't be written. Moreover, to enact legislation at this session becomes a race against time. There were those who believed nothing would come out of the Senate Committee. Something did, and something can be done.

Before a law is written, the Senate Committee must act; then the Senate; then the House Committee, in which changes surely will be made; then the House, and finally, House and Senate conferees. Approval is indicated on any reasonable bill, although New Deal opposition is certain for the measure isn't designed particularly to placate the FCC.

Congress recesses in about five weeks for the political conventions. By that time the Senate conceivably can pass a revised bill. Congress may reconvene in September. The House could enact legislation before the November election. That's the time-table.

Good or bad, a start has been made. At best, radio won't get all it wants. As now written, we think the bill should die, because it eats away at radio's freedom and condones past regulatory excesses. But if the more extreme provisions can be eliminated or compromised (and that entails a rewriting project), the government will have a good law and an onerous one can be closed.

The task now is to convince Congress that the palpably evil provisions of the White-Wheeler Bill should be corrected. We think it can be done—and at this session.

Call for FDR

WHEN July 11 rolls around, the FCC will have been in existence ten years—as tempestuous a decade as any agency of Government ever has experienced. On that seven-man agency a total of 15 men have served, all appointed by President Roosevelt.

A new vacancy develops June 30, when T. A. Craven returns to private business after a seven-year tenure. In the FCC's entire decade he has been the most constructive force in radio regulation, steadfastly resisting improper interference with private initiative and enterprise.

Enactment of the White-Wheeler Bill, creating a new five-man Commission, of course, would alter the entire personnel picture.

The Craven appointment in 1937 was on a merit basis. He had worked brilliantly as chief engineer the two preceding years. Early this year President Roosevelt elevated E. K. Jett to the Commission after he too had served as chief engineer with outstanding credit. That also was a merit promotion.

In scanning the Roosevelt appointments, however, one thing is evident. Never has there been named to the Commission a broadcaster—one grounded in radio and familiar with its business methods. Compare this to the caliber of men drafted for Government service in wartime—the Nelsons, Prices, Wilsons, Franciscos, Knudsets, Klaubers.

The FCC's job is to regulate radio by the American Plan of free enterprise, even though certain of its professional bureaucratic members have a different notion. It also functions in the common carrier communications fields. Because all communications constitute a vital war arm, the FCC's work is affected with the war interest, to a degree.

It will be hard to replace a man of Tam Craven's qualifications. But it isn't too hard to fill the post with a broadcaster—a sympathetic broadcaster, if you please—who doesn't feel it's a sin to be successful in private business. The appointee should be a man who will vote his own conscience, and not become a stooge of or subservient to anyone who happens to be the FCC chairman.

James Oliver Weldon

WHEN the long-awaited OWI broadcast announces to the people of occupied Europe the arrival of the United Nations army of liberation, transmission responsibility of that historic broadcast will be in the lap of James Oliver Weldon. He is OWI's Chief of the Bureau of Communications Facilities.

It is the tremendous responsibility of the Communications Facilities Bureau to provide Overseas Operations Branch of OWI with a world-wide network of communications. These carry the Voice of America by radio, and the written word by cable and wireless, to every important propaganda target throughout the world.

The Bureau also is charged with establishing and operating a worldwide network for the transmission and reception of pictures by radiophoto.

The man who shoulders this great burden is from Missouri; the "Show Me" state. Jim Weldon has been showing other people radio technology for almost all of his 38 years.

He began radio work in 1926, in Topeka, Kan. His job was operation and maintenance of transmitters. Two years later he moved to Sheboygan, Wisconsin, where he installed and operated a 500 w broadcast transmitter.

KFKB Milford, Kan., had his services the next year. Weldon designed and constructed a new 5,000 w broadcast transmitter while in charge of this station.

Old Mexico beckoned in 1931, but it wasn't the senoritas or the tequila that attracted him. He was interested in constructing several high-powered transmitters, including the 100 kw of XEAW in Reynosa, the 150 kw transmitter in Villa Acuna, and design and construction of a 100 kw high efficiency power amplifier for station XEW in Mexico, D. F.

The transmitter at Villa Acuna needed to be stepped up to accomplish the purposes of the panacea peddling Dr. Brinkley. Weldon took the job in 1938. Design, construction and installation were completed in September of that year with a power output of 320 kw. The same eight tubes which were placed in the unit to begin tests were still in operation a year later. This was after a total use of 4300 hours.

The rectifier for plate power supply for the 600 kw transmitter was a steel tank, mercury arc type. Output rating was 100 amperes at 18,000 volts, using a two-element directional antenna.

In his spare time Jim Weldon takes a postman's holiday by designing and tinkering with radio. In Mexico however, he found another interest—deer hunting. This relaxation con-

Our Respects To—

James Oliver Weldon

Broadcasting 

BROADCASTING • Broadcast Advertising
How FM can fit into your present advertising plans

FM is more than the radio of tomorrow. FM is here, today... ready to do an outstanding institutional and selling job for alert, farsighted advertisers.

Here at WMFM we have paved the way for you. Programs have been carefully planned. Listeners have been soundly cultivated. Since that day in April of 1940 when WMFM took to the air as the first FM station west of the Alleghenies, we have been building FM on a solid basis. We were, very frankly, looking forward to the day when we could honestly turn to you and say... "WMFM can do an important job for you in Wisconsin."

That day has arrived.

Today WMFM is thoroughly established as a pleasant listening habit in tens of thousands of Wisconsin FM homes. WMFM programs are producing advertising results.

Such outstanding national and local advertisers as Allis-Chalmers, the Boston Store, Plankinton Packing Co., General Electric Corp., Robert A. Johnston Co., First Wisconsin National Bank and Globe-Union have found that WMFM programs build prestige... increase sales.

Choice time on WMFM is available. Plan now on including WMFM in your fall schedule. One of the popular WMFM sustaining programs may be the perfect solution to your particular problems. If not, we shall be glad to work with you in developing the right program. Write, wire or phone WMFM.

THE MILWAUKEE JOURNAL FM STATION

Member — The American Network

BROADCASTING • Broadcast Advertising

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Our Respects to (Continued from page 40) consisted of boarding a ramshackle car and driving at breakneck speed through the mesquite of boulder strewn countryside with never a road for miles around. When a deer was encountered the hunters piled out of the jolopy and shot their quarry, usually at not less than 200 yards, using regular army rifles.

Small doses of this pastime would last the average man a long, long time, but tall, spare Jim Weldon survived it. He even wants to do it again, come peace time.

By the time Weldon went to OWI in August of 1942, he had in back of him one of radio's most impressive records. His services had been used by KWKH Shreveport, Louisiana; WOAI San Antonio, Texas; the Federal Telephone and Radio Corporation, Newark, New Jersey, in connection with WABC—Columbia's key station for New York City located on Columbia Island in Long Island Sound, and WWDD Chattanooga.

Jim Weldon married Dorothy Florell who was in radio and on the stage in Topeka, Kansas. They have two boys, Tom, 7, and Jimmy, 13. Jimmy is already a adept builder of model airplanes.

How does OWI feel about the services Jim Weldon is performing? One of many tributes came following the landing in North Africa. OWI needed to get news into output there, for relay to occupied Europe and elsewhere. The problems seemed insurmountable. Here's what Alice Llewellyn (Johnny) White, until recently Chief of the Overseas News Features Bureau, said when OWI succeeded in getting news pouring into Africa from 9 in the morning until 10 at night: "It's a big fat beginning and a feat which should make every man- jack in OWI proud of soft-spoken Jim Weldon."

Missourian Jim simply "shoved 'em."

FIRST issue of a quarterly magazine, Television, dated Spring, 1944, has been published by Frederick Kugel Co., New York. Pocket-size book contains articles by FCC Chairman James Lawrence Fig. I. A. Hirschmann of Bloombergdale Bros., O. B. Hanson of NBC, and others, as well as a report on the CBS proposals for post-war television and other matters of television interest.

J. R. POPPELE, secretary and chief engineer of WOR New York, has been named consultant to a radio engineer to the New Jersey State Police.

ALBERT V. (Bad) COLE, member of the Washington staff of Broadcast magazine and former Army lieutenant in the South Pacific, has joined NBC Washington as sales promotion manager. He has been awarded the Silver Star and Purple Heart.

WILLIAM BURKE MILLER, manager of NBC's public service department, has resigned to undertake a "special war assignment."

ARCH ROBB of the NBC program department has been promoted to the position of assistant to C. L. Messer, vice-president in charge.

ROY C. PORTERUS, former assistant to Patrick J. Kelly, NBC supervisor of announcers, has been made assistant sales promotion manager of the National spot sales department. HOWARD M. KEEFE, former western advertising manager of American magazine, has joined the Chicago office of the OBS network sales department, replacing Dudley Faust, who was to report at Question, Va., May 25 as a 2nd lieutenant in the Marine Corps.

PAUL E. CARLSON, for ten years associated with Charles H. Ditson Co., New York, as distributing executive for RCA Victor, has been appointed to direct merchandising of portable phonograph and television products for Allen B. Du Mont Labs, New York. He will maintain offices at Buchanan & Co., New York, agency handling the Du Mont account.

MARJORIE TAGGART WHITE, for the past year managing editor of Trade magazine, has joined the staff of Bal- win & Merney, public relations counsel, New York. Mrs. White was formerly a script writer for WBBM Chicago.

HERBERT I. KRUEGER, commercial manager of WPAQ Worcester, Mass., has been elected first vice-president of the Worcester Advertising Club.

ETHEL BELL, for approximately 18 months radio coordinator of the California Broadcasters Ass'n, Los Angeles, has resigned effective June 1.

GEORGE CRANSTON, manager of WRAP-KRKQ Ft. Worth, Tex., has returned to his desk following recovery from several months illness.

DR. FRANK N. STANTON, CBS vice-president, has been elected to the board of directors of the American Film Center, New York.

C. HERBERT MASSE, sales manager of WBZ-WBZA Boston, is a machinist 1/c in the Coast Guard, Temporary Reserve and has completed a week's intensive training program at Gloucester, Mass.

JERRY GEEHAN, sales manager of KMO Tacoma, Wash., has passed his Army Physical exam, but expects his induction to be delayed because he is over 26.

EDGAR R. CAPPELLINI, manager of KDAB Alexandria, La. and veteran newscaster, has completed his 1400th newscast over the station for the Heymann-Johnson Furniture Co.

REG. M. BROPHY, general manager of Canadian Marconi Co., and chief executive of OFCP Montreal, has been elected president of the Radio Manufacturers Ass'n. of Canada.

KEITH PACKER, new to radio, has joined the sales staff of OFCH North Bay.

HUME A. LETHBRIDGE, manager of OKLN Nelson, B. C., for the past five years, returns to CKOV Kelowna as assistant manager on June 15.

Canada Committee
A COMMERCIAL continuity committee has been established by the Canadian Assn. of Broadcasters and the Canadian Broadcasting Corp., to deal with the problem of importing commercial continuities. Committee members, all of Toronto, are: Lloyd Moore, manager of CFRB; Henry Goderham, owner-manager of CKL; John Tregale, sales promotion, All-Canada Radio Facilities; Jack Slatter, manager of Radio Representatives; Charles Jennings, CBC assistant general program supervisor, and Edgar Stone, CBC supervisor of program clearance.

CBS Celebrates
CBS Network of the Americas celebrated its second anniversary May 19. The network, which started with 3 affiliates, now has 102 stations in 20 Latin American republics. Five 50 kw CBS shortwave transmitters beam a variety of programs in Portuguese and Spanish daily to the southern countries for rebroadcast.

Formfit on MBS
FORMFIT Co., Chicago, believed to be the first in the foundation garment industry to use network radio, has signed for the Sunday 6:45-7 p.m. period on Mutual, through Buchanan & Co., Chicago. Program starring Dick Brown, vocalist, will be heard on 67 stations, beginning July 2.

WE NEED IDEAS...
Ideas to help a large fashionable women's specialty store get results from advertising over a small station serving a rich residential area near New York City.

The object—To publicize this store (which has a high-class reputation) without overexposing it; to make neighborhood shoppers want quality merchandise without jeopardizing the store's standing with its long-established carriage trade.

We'll pay twenty-five dollars for each suggestion used. Send your ideas to Box K-49, BROADCASTING.
From the time that Bulova became one of the leading users of Spot Broadcasting, Bulova forged ahead as one of the leaders in the watch industry.

Today, by superlative timing of spots and stations, B-U-L-O-V-A is a name known to millions of radio listeners—and the Bulova time signal has become a symbol of accuracy and reliability.

Perhaps your company is a Bulova-in-the-making. Perhaps Spot Broadcasting can do for your business what it has done for so many others in which it has been used with vigor and imagination.

Certainly this is one of the most flexible of all advertising media... as Bulova and its advertising agency, the Biow Company, have proved. Cover the country with it if you wish—or harvest the good territories—or bolster the weak markets. You can hand pick your audiences—and you aren’t confined to certain hours, specified stations or limited networks. Every town is a good “spot” town.

Do talk to your Advertising Agency about Spot Broadcasting. Then talk to a John Blair Man. He knows a lot about markets, merchandising, and especially, how to make radio advertising work!

*Spot Broadcasting is radio advertising of any type, from 25-word announcements to full-hour shows, "tuned and placed on a flexible market-to-market basis.

JOHN BLAIR & COMPANY
Offices in Chicago • New York • St. Louis • Los Angeles • San Francisco
REPRESENTING LEADING RADIO STATIONS
WBZ-WBZA Boston were host May 17-18 to the Northeastern Conference of the American Assn. of Agricultural College Editors and nearly 50 representatives of the organization who met for the two day sessions which included radio topics.

LONGACRE THEATRE in New York last week was leased by MBS with programs scheduled to originate from there starting June 15. The network now has two theatres, the other being the former Theater Guild Playhouse.

Payne Elected Officer Of Finch Organization

GEORGE H. PAYNE, who failed of reappointment to the FCC a year ago, has been elected a vice-president and director of Finch Telecommunications Inc. and will serve in a business and financial capacity. The company, founded by W. G. H. Finch, radio engineer and facsimile inventor, now a commander in the Navy, is headed by Dr. James Bradford.

Two plants, on war production work in radio, are at Passaic, N. J. Mr. Payne had served on the FCC from its creation in 1934 until last June, when his second term expired. He was reappointed by President Roosevelt only to see the nomination withdrawn the following day. Chief Engineer E. K. Jett was his successor on the Commission, named several months later.

WFD Names Smith

ROBERT J. SMITH, account executive with Mutual and WOR New York for eight years, has been named to succeed Emerson Waldman as chief of the radio section, War Finance Division of the Treasury Dept. Mr. Waldman resigned in April to enter the Service.

As an account executive at MBS, Mr. Smith supervised work done by the station relations, merchandising, and promotion departments on several Mutual's largest accounts. At WOR he was a member of the Military Roller Club and Sales Committee. He was formerly on the sales staff of WNEW New York and at one time promotion director of WNAS White Plains, N. Y. Before entering radio, Mr. Smith was in the merchandising and sales counseling firm of Smith & Williams, New York, servicing retail accounts.

Mr. Payne

LYMAN BRYSON, director of education for CBS and professor at Teachers College, Columbia U., has been elected to the presidency of the American Assn. for Adult Education.

JOE ALVIN, in NBC Hollywood publicity staff, has been named coordinating radio director of Fifth War Loan Drive in the Los Angeles area.

RUTHER MILLER, former assistant to Frank Chinini at NBC Radio Recording Division, has joined the staff of Nebelitt Productions, Chicago, as manager of the transcription department.

ALICE SANITI, commercial traffic manager of WEBS Boston and assistant to Kingstone Horton, sales manager, has been transferred to the New York office. She will be in charge of the clearance department for Radio Sales Inc., CBS spot sales department.

MICHAEL J. BOSICA, associated with the radio publicity department of Young & Rubicam, New York, has resigned to join the CBS press department.

DAISY BACHIAM, commentator of National Commercial Broadcasting Service, Wellington, New Zealand, is in Hollywood cutting a series of 20 recordings for the UNRRA's impressions of the United States for NCBS.

GERRY HILL, former junior announcer of KFRC North Bay, is now with the Royal Canadian Air Force.

RUSS NICKLE, former announcer of CJFK Kitchendake and program director of KFRC North Bay, has been promoted to flying officer with the Royal Canadian Air Force.

LESLIE SCOTT, former announcer of KFVB Los Angeles and KNOW Austin, has joined the announcing staff of WNYC New York.

ABRAM CHASINS, WQXR New York musical consultant, has received a special citation from the National Assn. for American Composers and Conductors.

DENIS PLIMMER, formerly of the foreign news staff of Time magazine, has joined WQXR New York as news commentator.

PAUL DAUGHERTY has shifted from the announcing staff of WKMO Columbus, Ind., to WCKY Cincinnati.

If you buy or plan advertising for Iowa, you need

THE 1943 IOWA RADIO AUDIENCE SURVEY

gives you detailed analysis of “listening area” of every Iowa station, programs that appeal to urban, rural, and farm families, and listening habits, illustrated with pictographs for quick reading. You can get a copy free by writing to CENTRAL BROADCASTING CO., 912 Walnut St., Des Moines, Iowa.
Right! The Knoxville market is still soaring. Take advantage of this steady, healthy growth of prosperous city-farm areas. And... at the same time, remember that you can expect big returns from your post war planning in the Knoxville market, for large industries have been locating in this area to benefit from the TVA low cost and plentiful power. Include Knoxville in your plans. 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%... still leading the nation.

Quick Facts

Knoxville: Now a city of more than 200,000... Metropolitan Area includes ALCOA and other big industries... Has highest percentage radio homes and white population of any Tennessee city.

WNOX | WROL | WBIR
KNOXVILLE • TENNESSEE • HOME OF TVA
MARION ANNEBERG, former sales promotion manager of Popular Science Pub. Co., New York, and previously promotion and publicity director of WCAE Pittsburgh, has been appointed assistant to Harold Coulter, manager of audience promotion, MBS New York. She succeeds Robert Anthony who resigned to become sales promotion director of WHN New York.

BUCK CAMEL, NBC international sports commentator, is broadcasting baseball news to Latin America for the fourth consecutive year.

CATHERINE A. WHITEFIELD, former assistant advertising manager of McDerry Co., N. Y., Mass., has been named to the sales promotion staff of WABC New York. Alice Gershon of station's program department, transfers to sales promotion. Now a Plafow, formerly in women's program section, takes over Miss Gershon's program post.

WENDEL PORTER has left WJMJ Racine, Wis., to join WROK Rockford, Ill., as announcer. Dorothy Bowes, formerly in the program department of KROD El Paso, is now on the WROK sales and script staff. Helen Kimberly Chakours, former staff pianist, is now with the station's program department.

John Midmore has joined the announcing staff of KIRO Seattle following release from the Army. He formerly was with WIND and WAAP Chicago. Ruby Unruh, former secretary to Ed Lelly, program director of WBAP-KGKO Ft. Worth, Tex., is now assistant traffic manager for the stations. Harold Coyle, formerly of KGKO Hutchinson, Tex., and recently discharged from the Army, has joined the WBAP-KGKO announcing staff. H. M. Terry, announcer formerly with KTBC Austin and KFTO Lubbock, Tex., is also a new member of WBAP-KGKO.

ESTELLE SOUTHARD, assistant traffic manager of WBAP-KGKO Ft. Worth, Tex., has resigned. She was married to E. C. Johnson Jr. April 29.

BESS LYTAN, continuity editor of WNOX Knoxville, has asyed additional duties as publicity director.

BOB JOHNSON, formerly with WJAR Providence, R. I., is new addition to the announcing staff of WNOX Knoxville, Tenn. Betty Huston, formerly of AMVO Philadelphia, Mo., to WNOX as continuity writer and women's commentator.

AL BROWN, former announcer of KSRO Santa Rosa, Cal., has joined KMKF Fresno, Cal.

WILLIAM E. LAWRENCE, supervisor of the NBC Chicago transcription production department, has been named production director. Mr. Lawrence, who replaces Jack Simpson as director, will continue to supervise transcription productions until a successor is named.

LESTER D. CULLEY, Hollywood recording supervisor of NBC Radio-Recording Division, has been promoted to western division recording supervisor. S. A. Caranchini has taken over Mr. Culley's former duties.

JOHN W. CHAPEL, head of KNOX Oakland, Cal. news bureau, is the father of a boy.

STUART MUNSON, released from the Army, has been added to the announcing staff of WMT Cedar Rapids.

VICTOR SIDNEY BEST, former announcer of WNYL New York Falls, N. Y., is a new member of WFPB Syracuse.

M. LEONARD MATT, news commentator of WDAS Philadelphia, will serve as public relations chief of the encampment of the Pennsylvania State Guard at Indistown Gap next month.

TED OBBERFELDER, promotion director of WPTI Philadelphia, is conducting a series of lectures on radio promotion and advertising at the U. of Pennsylvania.

Lt. Watts a Prisoner

LT. LOWELL WATTS, a member of the farm department of WLW Cincinnati until he entered the Army Air Forces three years ago, has been reported a prisoner of the Germans, according to word received by Howard Chamberlain, WLW program director. Lt. Watts was previously reported missing after his bomber, the Blitzen Betzy, was seen descending over Holland after a mission over Germany.

PAUL PHILLIPS and Floyd Ryel have been added to the announcing staff of WCAU Philadelphia.

ISOBEL FROST and Joe Midmore, both formerly of WNTN Fresno, Calif., have been married in Montreal. Mr. Midmore is now with the Royal Canadian Air Force, stationed at Montreal.

MALCOLM NEILL, assistant station relations supervisor of CBS and KGDO, is in Regina, Sask., to supervise election broadcasting for the Saskatchewan provincial election which takes place June 15.

JOHN BAIRD, released from the Army and former announcer of KXIO Long Beach, Cal., has joined KMPK Los Angeles in a similar capacity.

GILBERT WALES, former commentator of KPAS Pasadena and prior to that on the staff of KPO San Francisco, Muscle Shoals, and WFA Los Angeles, is now with the announcing staff.

JOHN MCCAIN, announcer of KROY Sacramento, has shifted to KGUI Oakland, Cal.

JOHN MURRAY, writer on the Weekly NBC Nat'tal Stale's shoes, and Patricia Shaw, receptionist of CBS Hollywood, were married in Los Angeles on May 6.

LARRY MEIER, CBS correspondent now stationed in London, has been the press's chief writer. He was received during the Dieppe raid in August 1942. Mr. Meier, only correspondent to accompany the American "Rangers" on the attack, was presented with the award in London by Brigadier General Royal B. Lord.

HERBERT CLARK, former correspondent in South America and Europe for United Press and more recently for the New York Herald Tribune, has joined the London news staff of the Blue.

WADE ARNOLD, former chief of the radio section of the Office of Civilian Defense in Washington, has been named assistant manager of NBC's script division, reporting to Jack McDonagh, script head. Mr. Arnold was with NBC in 1928 as a member of the press department, later moving to the script division where he remained for eight years.

JOHN JANSSEN replaces Frank Baker, now a 2nd lieutenant in the Marine Corps, as producer of Safety Legion Time, WGN Chicago.

ERLAND ECHLIN is now public relations director, news editor and commentator of CKNX Wingham, Ont. He formerly was a member of the CBS staff in London and previous to that with Time and Newsweek magazines.

PHIL STALEY has been appointed production manager of WCOL Columbus, Ohio. He was formerly with WOSU Columbus and WING Dayton, Ohio.

WALTER B. PRICE is a new member of the KLZ Denver news staff.

JOHN GORDON, program director of CKLW Detroit, has contracted scarlet fever.

H. C. GOBEL, following release from the Army, has been named continuity editor of WWNO Ashville, N. C. He formerly was with WOFI Bristol, Tenn.

H. WILLIAM KOSTER of WPRO Providence, R. I., is the new assistant program director in charge of production at WKY St. Louis.

BILL RHODES Jr., released from the Service, has joined the announcing staff of KMO Tacoma, Wash. Glenn Huston, KMO announcer, will report for Army induction soon. Ruby Richardson has joined KMO as a continuity writer. She formerly was with KOMO-KJIK Seattle.

ED MASON, farm program director for WLW Cincinnati, will be in Washington, D. C., the week of May 29 to gather material for Everybody's Farm Hour, From the Ground Up and Chore Time. Mr. Mason will spend most of his time at the Dept. of Agriculture and the Government experimental farm at Beltsville, Md.

HAL LANSING, for the past 10 years announcer and production manager of WTCN Minneapolis, has joined the WGN Chicago announcing staff.

Coast Institute

SECOND ANNUAL Radio Institute, conducted in cooperation with NBC by the U. of California at Los Angeles, opens June 26 for a six-week summer session. NBC instructors include Frank Barton, supervisor of announcers for the western division; Frank A. Berend, general sales manager; Art Brearley, news director and field engineer; Lewis S. Frost, assistant to the vice-president; Andrew C. Love, director and script editor; Arnold Marcus, writer-director and Don F. Martin, director of news and special events.
Hundreds of Adanos, known by other names and scattered throughout the world, find daily consolation in bells the Axis hasn't been able to silence—the NBC chimes.

Every night and day of the year, America's best-known radio signal rings through friendly and enemy countries alike, carrying hope among the downtrodden...sounding a warning to this nation's enemies...echoing a welcome and familiar note to Americans fighting abroad.

An Italian prisoner now in the U. S. writes: "When I think how the voice of NBC brings daily comfort to so many Italians suffering in the homeland under the German heel, I should like to shake your hand."

Long before Hitler marched into Poland, NBC began broadcasting in six languages over two powerful international short-wave transmitters beamed to various parts of the world. Countless hundreds abroad learned to rely on NBC for news and entertainment.

Pearl Harbor marked the beginning of increased, and ever increasing co-operation between the Government and NBC. Its International Division became a hard-hitting front-line weapon in the field of psychological warfare.

* * *

NBC's international broadcasts began as an experiment...just one of the many types of experiments NBC carries on constantly to maintain its leadership in radio. It is the results of these experiments...experiments in many fields...which help keep NBC out in front, help make NBC "The Network Most People Listen to Most."

They all tune to the National Broadcasting Company

It's a National Habit
TILED "The Territory of the Future," the Cowles stations (KRTN Des Moines, WMT Sioux City, WDMN Red Rapids, and WNX Yankton, S. D.) have issued a promotion piece designed to reveal that Iowa, center of America's number one agricultural market, ranked first in national farm income last year. Cover and first eight pages of the promotion brochure are cream-colored stock, with brown artwork and type. Remaining 34 pages feature coverage and mail maps of the three stations, along with farm statistics, program availability, listening indices, telephone surveys. Brochure binding is white spiral.

WTAG Invasion Map

WTAG Worcester is distributing Rand McNally Global War maps, featuring the European battle areas on one side and the eastern hemisphere on the other. WTAG advertising on the map tells the reader the station is 560 kc on his dial and that WTAG is "first with the news, first in public service.

Union Pacific Promotion

UNION PACIFIC Railroad is making extensive use of its nationwide organization of ticket agents, general agents and other representatives to promote its NBC series Your America. For the premiere, general agents arranged parties for local radio station area representatives. Weekly receptions were held in Washington for members of Congress, other leaders of the 13 western and midwest states which were saluted in the first series of broadcasts. Railroad's advertising department sent out 526,000 letter enclosures listing 54 stations carrying the program. Other promotion included distribution of information about Your America and list of stations in Pullman service with the UP, table tent cards, ads in UP timetable folders, stickers for dining car menus and window displays for ticket offices.

WFL Car Cards

WFL Philadelphia is now using a weekly total of 600 dash cards featuring WFLP programs on the city street cars in a tie-up with the Philadelphia Transportation Co. Inside the cars, 1,400 cards will receive a 10-day showing every month. Suburban areas will also be covered with 300 double-sized cards each month.

KOIN Portfolio

PORTFOLIO of reprints of seven institutional advertisements has been prepared by KOIN Portland, Ore. Ads feature KOIN's non-commercial programs stressing the varied community service facilities provided as a public service by the station.

WJBK Promotion

STREETCAR and bus cards as well as newspaper advertising are being used by WJBK Detroit to announce the inauguration of war news roundups at hourly intervals, 'round the clock, seven days weekly on the station.

A Proven Sales Medium

IN WBNX SERVICE AREA THERE ARE:
2,450,000 Jewish Speaking Persons
1,522,946 Italian Speaking Persons
1,236,758 German Speaking Persons
661,170 Polish Speaking Persons
500,000 Spanish Speaking Persons

WQAM Brochure

BROCHURE released by WQAM Miami in booklets form the public service records of the station for 1943. Brochure contains a badge on its cover given by the station to denote 10 years employment and service and now borne by nine of the station's personnel. Pictures of station employees in the service, replacements, War Bond drives, recruiting, Army mature, inter-American affairs, Red Cross, home front, and letters of commendation are included.

Invasion Tickets

FREE TICKETS to the Invasion are being distributed by KTPI Twin Falls, Idaho, offering listeners a ringside seat through the service of the station. Ticket stub provides space for holder's name, address and phone number and can be mailed to KTPI so that the outlet can call should D-Day operations begin during the night. Tickets are included in May program schedule which also lists new commercial accounts contracted during the month of April.

WLW Tributes

TO HONOR the small midwestern town of a vital "Fragment of America," WLW Cincinnati is starting a series of trade paper advertisements, featuring photos of the small communities in the WLW four-state area—Ohio, Indiana, Kentucky and West Virginia—explaining their significance in the American scene as places where "folks live, work, and play, and love, and we'd and rear their young.

WPTF Folder

REPRINTS from WPTF Raleigh, N. C., series of listener advertisements are being distributed as a promotion piece by the station. Ads feature the outlet as "North Carolina's Most Popular Radio Station" and were run in the Raleigh News & Observer, Durham Herald and Durham Sun.

WBXK

WBXK broadcasts daily to Metropolitan New York's racial groups which comprise 70% of the population. These millions with millions to spend, have their own churches, newspapers and radio stations. They are tuned to WBXK's programming and public service, the reason why many of the country's largest advertisers today are using WBXK's commitments. If you products are merchandised in Greater New York, WBXK should be on your list. Write WBXK, New York 51, N.Y., for availability. Or call Melrose 5-0323.
RANGING in size from tiny tubes not much larger than a lightning bug to six foot giants, Western Electric vacuum tubes are doing an all-out war job today. They serve in planes, in tanks, on naval vessels—in fixed radio transmitters and receivers—in the electrical gun director and those amazing electronic weapons which put the enemy on the spot.

To meet the tremendous needs of war, our tube shop personnel has been multiplied many times. And turning out vacuum tubes by the millions is just part of Western Electric's work as the nation's largest producer of electronic and communications equipment for war.

Buy War Bonds regularly—all you can!
WARD BAKING Co., New York, adds to the list of cooperative network programs promoting its breads and cakes locally with a contract for the program Dick Tracy's Daily Life, five times weekly on WNAB Bridgeport, effective May 25. Firm advisor for the show is Mr. McKibbin's new responsibility will include all product and industry advertising, in addition to his present duties.

JOHN M. McKIBBIN has been appointed assistant to the vice-president of the McKibbin Electric & Mfg Co., Pittsburgh. Formerly manager of the company's application data & training department, he has been newly-appointed assistant to the vice-president of the company.

WASHINGTON will have the first NBC television station to be constructed after the war.


H. E. MACKAY, of the advertising staff of the U. S. Rubber Co., New York, has been appointed manager of advertising and promotion for the Willys-Overland Motors division of the company.

SPRAY & CO. has renewed sponsorship of the animated Fairy Tales, heard thrice-weekly on WCAE Pittsburgh. Programs will be aired through June 16, when the show discontinues for the summer, to be renewed in the fall.


R. F. LAWSON Co., Toronto (Snowflake Ammonia) on May 10 renewed June 30, name it on CFRB CHML CFCO and CHEX, Fridays, 8:45-9 p.m. Agency is MacLaren Adv., Toronto.

TAYLOR RFA Corp., Los Angeles, (Studio-Girl shampoo), in a local campaign currently is using daily spot announcements on KEF KFVD KFAS and in mid-June expands to San Francisco, San Diego and Chicago areas. Agency is Robert F. Dennis Inc., Los Angeles.

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Henry Kaiser last year needed homes in the already bulging Bay Area for workers coming to build ships at the Richmond Maritime Commission shipyards. The first 5-minute program on located 60 living units ... the first 15-minute show located 248! Proving Bay Area folks really respond when you use KPO.

KPO's the only 50,000 watter west of Salt Lake, north of Los Angeles, south of Seattle and east of Moscow

SAN FRANCISCO

THIS IS THE NATIONAL BROADCASTING COMPANY
A SERVICE OF THE RADIO CORPORATION OF AMERICA
Represented by NBC SPOT SALES

May 29, 1944 • Page 51
JOHN F. DRYER Jr. has joined the engineering staff of Ampex Electronic Products Inc., Brooklyn, N. Y., to work on development of power and control tubes for use in industrial application.

WILLARD KIRCHOFF has joined the CBS technical operations department.

JAY L. (Pete) TAYLOR has joined Hoffman Radio Corp., Los Angeles, as senior engineer. He was formerly with Colonial Radio Corp.

HELMER ANDERSEN, KNX Hollywood engineer, has been appointed supervisor in charge of shortwave transmitter installation and operation of KFWA-CKGB now being constructed by CBS for OWI use at Delano, Calif. CONO De ALTO has been added to the recording division of WOR New York.

BILL PIEKARSKI, former transmitter operator of CKGB Timmins, Ont., is now stationed with the Royal Canadian Air Force in Newfoundland, and is assistant operator of the RCAF station VORP, operated by Bob How, former announcer of CHB Peterborough, Ont.

DOUG CAVETTI, former operator of CKI, Kirkland Lake and CKGI Val d'Or, Que., now with the Royal Air Force Transport Command at North Bay, Ont., is convalescing from an emergency operation.

JOHNNY KELLY, former WEEI Boston engineer, has joined the Navy with the commission of lieutenant and has been assigned to submarine duty.

VERNON FISH, member of the KXOK St. Louis control room staff, has been inducted into the Navy.

S. W. SCOTT succeeds W. E. Guy as district commercial manager of the Los Angeles office of Graybar Electric Co., effective June 1. Mr. Guy has assumed that post with the Chicago office.

GEORGE LANG, chief engineer of WGN Chicago, has been appointed a member of Panel 5 on high frequency broadcasting of the Radio Technical Planning Board, by Chairman C. M. Jansky. He is also a member of Panel 9 on relay systems.

FRANK GOERG, former engineer of KFQJ Los Angeles, has joined the KFOX Los Angeles studios. He replaces L. V. Hall, who resigned to join KHIJ Hollywood. Delbert Nester has shifted from KFOX to KMPC Hollywood.

JOYCE AVERY is the latest student engineer to be added to the regular control room staff of KYW Philadelphia.

ERNIE MOTT, chief engineer of CKGB Timmins, Ont., has joined the Canadian Army.

Television Book Hails New Commercial Future

"TELEVISION offers the advertiser so rich a medium for telling his story that no embellishment is necessary," writes Robert E. Lee in "Television: The Revolutionary Industry" [Essential Books, New York, $2]. Explaining that "what it takes 70 seconds to say through a microphone alone can be expressed on the television screen in a single flash of light," Mr. Lee argues that the "cerebral relay" developed by many listeners to shut off attention automatically when a commercial becomes boring will not work for television. "The viewer must give most of his consciousness to the screen; moronic commercialism will make him lose his receiver in disgust."

The book contains a number of dramatic statements which are either contrary to the facts—the FCC has licensed no stations to accept payment for television time—or which settle problems that are still being debated.
And Now The Fence Turns BLUE!

On June 1 KFYO, Lubbock, Texas joins the BLUE NETWORK . . . the first network within the "high fence" around Lubbock's primary area . . . where a geographical accident gives KFYO a near-exclusive audience.

And what a large, growing and rich market is KFYOland! Consider that in the twelve-county primary area, the registration for Ration Book 4 totaled 233,897 . . . an increase over the 1940 census of 56,580, or 31.9%! Further, this 1940 census showed 74.54% of the homes had radio units . . . tuned in almost exclusively on KFYO.

Cotton and other crop yields last fall were exceptional; oil production is being stepped up by leaps and bounds; and vast aviation training fields are releasing enormous sums. In a word, here is an exceedingly prosperous, fast-growing, radio listening market you can blanket with its one station, KFYO, Lubbock, Texas . . . now so much enhanced by its new BLUE NETWORK affiliation.
STATION ACCOUNTS

KFWC San Francisco
Lever Bros., New York (Rino), 12 as weekly, 13 weeks, thru Ruthrauff & Ryan, Chicago.

Used CARS OUT
WFIL Cancels Accounts As Block on Facilities

Sperry Workers to Hear Manning From London
SPERRY Corp., New York, producers of aviation and naval instruments, presents direct from London a special report by Paul Manning on WOR New York. Series began May 21. Mr. Manning, former CBS correspondent, now on assignment for National Naught Syndicate, is heard every Sunday, 11-11:15 a.m. Addressed directly to Sperry Workers, his commentaries will be recorded and broadcast over plants systems. Plans to place the program on MBS at a later date are under consideration.

First purpose of the program, according to R. H. Hinckley, assistant to the president and advertising head, will be to help the workers in various Sperry companies, "Keep up to date regarding the progress of the war across the Atlantic." Commercialists will show how Sperry equipment is being used in the war effort.

Du Mont Praises FCC’s Foresighted Video Policy
IN A COMMENT on the remarks of FCC Chairman Fly before the opening session of the television seminar of the Radio Executives Club (Broadcasting, May 22), Allen B. Du Mont, president of Television Broadcasters Assn., said they “indicate that the FCC is showing excellent insight in its attitude toward television.”

Mr. Du Mont expressed “wholehearted agreement” with Mr. Fly’s statement “that when the war ends, the television industry should be ready to provide the best practical television pictures.” He continued: “Progressiveness and not stagnation will always be the aim of the nation’s television broadcasters. When the victory bell sounds and the doors to a national television service are swung open, television images of excellence, pictures of adequacy and adequate size will, I am confident, be ready for a nation anxious to see and accept this new and wonderful medium.”

THE Business of/BROADCASTING

RAW TEXT END
Doubled
WHEN Bill Edgar of the sales service department at
KWK St. Louis called on a clothing store client to check a
copy one day last week, he landed in the midst of a rush
of customers. Asked by the store manager if he would
lend a hand selling clothes for an hour, Mr. Edgar consent-
ed for his sales copy had
caused the avalanche of
buyers for the store.

LUCY REELECTED
BY CBS ADVISORS
C. T. LUCY, WRVA Richmond, was reelected chairman of the CBS
Affiliates Advisory Board and
John M. Rivers, WSCS Charles-
ton, S. C., was named secretary
during meetings last Wednesday
and Thursday at CBS New York
quarters.
Highlights of the two-day ses-
sion, conducted by Frank Stanton,
CBS vice-president, included a dis-
cussion of television policy led by
the Vice-Presidents Paul Resten
and Joseph Ream; a session on con-
troversial broadcasts, headed by Dr.
Lyman Bryson, director of educa-
tion; an outline of the CBS plans
for covering the impending inva-
sion, by Paul White, director of
news broadcasts.
William Lodge, acting director of
engineering, gave the group an
FM presentation, a preview of an
FM clinic he and Howard Lane,
stations relations director, will

Jelke Spots
JOHN F. JELKE Co. Chicago
(Good Luck Margarine) began
sponsorship of an extensive chain
break campaign, effective May 8,
on three stations in each of the
following cities: Denver, Prov-
dence, Memphis and Buffalo.
Contract is for 8 weeks. Agency: Young & Rubicam, Inc., Chicago. E. F.
Hascall is account executive.

give or CBS stations on a tour to begin next month. Station men
visited the CBS television studios for a demonstration.
Full board named, including:
Chairman Lucey; Mr. Rivers;
Clyde F. Coombs, KARM Fresno;
Arthur B. Church, KMBC Kansas
City; Franklin M. Doolittle,
WDR; Leo Fitzpatrick, WJR Det-
troit; I. R. Lounsbury, WKBW
Buffalo; C. W. Rembert, KRLD
Dallas; W. H. Summerville, WWL
New Orleans.

CBS executives included: Frank
White, vice-president and treasur-
er; Herbert Akerberg, vice-presi-
dent in charge of station relations;
William Schutt Jr., Eastern man-
ger, station relations; Edwin
Buckalew, Western division man-
ger, station relations.

OWI Fund Boosted
AN INCREASE of 20 million dol-
ars for overseas activities was recom-
meded for the OWI last week in the
1946 fiscal year War Agencies Ap-
propriations bill (HR-4878) re-
ported out by the House Appropria-
tions Committee. Total Committee
approved budget is $85,025,267, of
which only $2,200,000, representing
a $204,101 cut, is for the Domestic
Branch.

A Strangle Hold
on a ready-to-buy market
Look at these Hooper figures! See why it is almost impos-
sible to miss—why our advertisers get such consistent results.

8:00 AM-12:00 NOON Mon., thru Fri. 82.4 11.2 0.9 0.4 0.6 1.3
12:00 NOON-6:00 PM Mon., thru Fri. 77.0 8.6 3.6 2.4 2.2 1.2
6:00 PM-10:00 PM Sun., thru Sat. 75.4 12.8 2.2 1.6 1.4 0.8

C. E. Hooper—Midwinter, 1944
Let the preferred station for our 149,660 radio homes get RESULTS
FOR YOU TOO!

S. S. FOX, President
and General Manager
National Representative
JOHN BLAIR & CO.

Dominating Its Community in Public Service!
PORTLAND, OREGON
CBS Affiliate
FREE & PETERS’ National Representatives
BROADCASTING • Broadcast Advertising

Reach the ACTIVE SALT LAKE MARKET

Through Utah’s NBC STATION

May 29, 1944 • Page 55
Frederick W. Wile Jr. is commissioned in Navy
FRIDGER WILIAM WILE Jr., former manager of the research department, Young & Rubicam, New York, was commissioned lieutenant (j.g.) USNR on May 18, and is now stationed in Washington with the operations section, Navy Incentive Division. He was commissioned out of the Navy Training Center at Sampson, N. Y., where he went through boot camp after his induction March 11. Lt. Wile was with the CBS publicity department from 1930-34. He joined Young & Rubicam in 1934, where he was successively manager of radio publicity, business manager of the radio department and manager of the research department. In the spring of 1942, he went to Washington with Raymond Rubicam for a position with the War Manpower Commission. In September 1943 he returned to the New York office of Young & Rubicam.

HONORED AT A BANQUET given by GE for winning the annual Merit Award for 1943, presented by GE to the NBC station which has the best operating performance, was this group of KOA Denver and GE executives who made possible the record of 6,689 hours, 31 minutes of broadcasting in 1943 with only 42 seconds off the air. Award culminates 20 years of efficient operation since KOA, now 50,000 w, went on the air with 5,000 w. Left to right are: Emil Raake, building maintenance; James R. MacPherson, KOA general manager; Francis A. Nelson, Joseph L. Turge, transmitter engineers; Roy D. Carrier, station engineer; W. Carl Nesbitt, transmitter engineer; Arthur C. Jones, vice-president of GE; Garland S. Dutton, transmitter engineer; Russell C. Thompson, assistant station engineer; George H. Anderson, transmitter engineer; and Robert H. Owen, chief engineer. The GE Merit Award Plaque was presented.

XAVIER CUGAT'S MEXICO

ALBUM
COLUMBIA RECORDS
SET C-98

ALL RECORDS IN THIS ALBUM MAY BE PERFORMED UNDER BMI LICENSE

NEW YORK CHICAGO HOLLYWOOD

International Rate Structure Studied
Wakefield, Siling, Otterman on South American Tour

A STUDY of international communications rate structure as it applies to South America, in connection with the proposed merger of international communications in the U. S. is being made by Commissioner Ray C. Wakefield and Philip F. Siling, assistant chief engineer in charge of broadcasting of the FCC, and Harvey B. Otterman, assistant State Dept. Telecommunications Division [Broadcasting, May 15].

Messrs. Wakefield, Siling and Otterman, who left Washington May 20 for Miami on the first leg of their tour, will visit Colombia, Brazil, Uruguay, Chile and Venezuela, making the trip by plane. They are scheduled to return to Washington June 24.

Although officially the trip is reported studying the "international rate structure" with a view of recommending adoption of a unified plain language code radio-telegraph-cable rate between the U. S. and South American countries, it was learned that the trip also will have considerable bearing on the proposed international communications merger.

A subcommittee of the Senate Interstate Commerce Committee has begun a study of international communications and is expected to hold public hearings after their return. During Mr. Siling's absence, Chief Engineer George P. Adair has named John A. Willoughby, senior engineer, as acting chief of the Broadcast Division.

Olian in Chicago
OLIAN ADV. Co., St. Louis, Mo., will open a Chicago office June 1, with J. J. Wagner, former account executive of Arthur Meyerhoff Agency, Chicago, as vice-president in charge. The agency will handle the advertising of Atlas Brewing Co., Chicago, and Schoenhofen Edelweiss Brewing Co., Chicago. New offices will be located in the Pure Oil Bldg., 35 E. Wacker Drive, Chicago.

AD

WPDQ, Jacksonville, Fla.

... your Telescript features such as "Behind the War News", "It Happened This Week" and "Washington Inside Out" are so good that they have always been sponsored on this station.

Robert R. Feigin
General Manager

available through
PRESS ASSOCIATION, INC.
50 Rockefeller Plaza
New York, N.Y.
HAVANA OIR CHIEF ON MISSION TO U. S.

JULIO PEREZ GONI VALLES, director of the Inter-American Radio Office (OIR), Havana, was in Washington last week on official business of the Office, created in 1937 as the official repository for radio allocations in the Americas. OIR was established coincident with the Inter-American Radio Conference in 1937.

Senor Perez Goni conferred with State Department, FCC and other radio officials in connection with OIR activities. He planned to spend this week in New York conferring with network and other radio officials prior to returning to Havana early in June.

Senor Perez Goni, a radio engineer, became director of OIR in August 1943, succeeding Dr. Armando Mencia. Since 1933 he had been associated with the Cuban Radio and Telegraph Administration, specializing in radio affairs.

Connecticut Forum

STATION managers of the six Connecticut State Network stations will analyze the medium when they discuss "Radio and the Postwar in Advertising" on the Connecticut Forum of the Air this Thursday, June 1 at 8-11:30 p.m. According to Dewey H. Long, manager of WELI New Haven where the broadcast will originate, "no trade secrets will be divulged and rate cards will be barred, but the forum will provide listeners with a frank discussion of radio's role in wartime and postwar advertising. S. J. Paul of Broadcasters will act as guest moderator. Participating managers will be Mr. Long; Harold H. Meyer, WBIR Stamford; Gerald J. Morey, WNLC New London; Harold Thomas, WATR Waterbury; Richard W. Davis, WBC Hartford; and Levon Thomas, WNNB Bridgeport.

Cooper Injured

JAMES H. COOPER, newscaster of WBNS Columbus, O., was seriously injured in an automobile accident May 24 and was suffering from a skull fracture, it was learned last week. Mr. Cooper, who has personally sold over $7,000,000 worth of war bonds since starting his personal campaign in August, 1942, was on his way to complete another bond transaction when the accident occurred.

"It's nothing—he's been listening to 'Meet Your Navy' on WFDF Flint."

New RCA Tubes

RCA has announced four new types of tubes whose functions range from the production of high-frequency power for radio broadcasting and industrial heating applications to the measurement of low light intensities of the order of starlight. The new types are: A. forced-air-cooled (RCA-9C22) and its "sister" tube, the water-cooled RCA-9C21 both used in the class B modulator stage and in the modulated class C final amplifier stage of high-power transmitters. The other two are the new thyratron (RCA-9D21) which is a half ounce, measuring only half a inch and measuring 1½ inches, which despite its small size provides stable operations and a high control ratio for a variety of functions as an electronic switch, and last the RCA-9F1-A, the new 9-stage multiplier photo-tube, which is capable of amplifying signals up to 200,000 times more.

TOOTSI ADULT SERIES

SHIFTING its radio promotion for Tootsie V-M, a chocolate drink, to the adult market, Sweets Co. of America, Hoboken, N. J., on June 26 starts a 52-week news commentary series by Walter Kiernan on 48 Blue stations, Monday, Wednesday and Friday, 2-2:15 p.m. Firm is discontinuing May 26-September 11 its Dick Tracy program adventure series on the same network for Tootsie Rolls and Tootsie V-M. Agency is Duane Jones Co., New York.

VOX POP, the Voice of the People, originates in naval training stations, army hospitals, marine bases, war plants. USO Centers and almost every other interesting place you could mention. Hard-working, war-weary groups welcome the now-famous talking train for the pleasant, diverting relief it brings. Listeners enjoy the show's variety, wit and warm human appeal.

EFFERVESCENT CHARM maintains the pace and Bromo-Seltzer eases the strain as Parks Johnson and Warren Hull travel the country (Parks has been at it since 1932) giving fight instructions to people with headaches. Emerson reminds head-ache fighters about the handy stuff that helps with the three front job ahead.

LIKE THE PRODUCT, The Emerson Drug Co. plans their attack on many fronts through different media. Wholesalers, jobbers, dealers and clerks must respond to the effort before the consumer program can begin to pay dividends. Emerson's current sales-training program (see cut for one of the series) to teach green fountain clerks, requires real campaign efficiency. Their point-of-sale effort needs constant checking. Their dealer and jobber campaigns must have ideas. There's enough planning to make them need Bromo-Seltzer themselves.

Fortunately, the Printers' Ink four-way editorial policy is always there to help the three-way preparation. Here management problems are forecast as possibilities, announced as news, analyzed in detail and presented as case histories that describe their application. Fortunately, too, Emerson and their agency, Ruthrauff & Ryan along with most important men who build, approve and spend the nation's advertising budgets, take Printers' Ink regularly. To tell or sell these people best, most media men buy P. I., first.

BROADCASTING • Broadcast Advertising

May 29, 1944 • Page 57
Semler, Barbasol, Zonite Sign Heatter 3 Years

THROUGH Erwin, Wasey & Co.,
New York, R. B. Semler Inc. Barbasol Co. and Zonite Products Corp., sponsors of Gabriel Heatter on Mutual, have signed a three-year contract with the commentator, for a continuation of his six qui
non-hour broadcasts per week.

Report that the talent contract for the three advertisers totalled $1,000,000 was denied by the agency, which declined, however, to disclose the correct figure.

Contract covers the period January 1, 1945 to January 1, 1948, and is non-cancellable during the first year. Sponsors will also renew the time contracts for their respective broadcasts by Mr. Heatter for 52 weeks, effective July 1, at the same time enlarging their MBS hook-ups.

KOBH Transfer Granted

CONSENT was granted by the FCC last week to voluntary transfer of control of KOBH Rapid City, S. D., to Robert J. Dean, for the past seven years general manager of the independent local, through transfer of 100 shares of common stock (and 111 shares preferred non-voting stock) for the total consideration of $23,000 from the Tri-State Milling Co. (46 sh), C. A. Quarnberg (14 sh), and F. R. Quarnberg, E. F. Gronert, George E. Brunlett, William McNulty (each 10 sh). Mr. Dean held 47.5 of the total 160 shares common stock before the transfer.

YOU’RE NEVER “BLOCKED” IN ROANOKE!

What advantage does a big market give you over a smaller market if you’re splitting the big-market audience with two or three other advertisers—and your net audience is less than in the smaller market?!

In the Roanoke-Southwest Virginia market there are 100,000 radio homes. Yes, fewer than in many single cities. But WDBJ is the only station that even reaches the vast majority of its people—and thus you get a true big-market audience—at small-station costs!

Let us give you the whole picture. Then judge for yourself!

CBS · 5000 WATTS · 960 KC

Owned and Operated by the
TIMES-WORLD CORPORATION

FREE & PETERS, Inc., Natl. Representatives

OWI PACKET, WEEK June 19

Check the list below to find the war message announcements you will broadcast during the week beginning June 19. All station announcements are 30 seconds and available for sponsorship. Tell your clients about them. Plan schedule for best timing of these important war messages. Each X stands for three announcements per day or per week.

<table>
<thead>
<tr>
<th>WAR MESSAGE</th>
<th>NET-WORK PLAN</th>
<th>STATION ANNOUNCEMENTS</th>
<th>NAT. SPOT PLAN</th>
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Second Week of Fifth War Loan Brings All OWI Allocation Plans Into Action

ALL allocation facilities of the OWI Domestic Radio Bureau are employed for the Fifth War Loan during the week beginning June 19, the second week of the drive. In addition to the Network and Station Announcement plans, National Spot Special Assignment, Special Events and Special Transcription allocations are put into action to reach the largest possible number of listeners.

With the slogan “Back the Attack—Buy More Than Before,” Fifth War Loan messages will accent the responsibility of every American in helping to pay the cost of the invasion. Appeals will stress the hardships faced by the fighting men as compared to the relatively small sacrifice involved in financing the fighting.

Among other campaigns scheduled during the week, Home Canning appears for the first time this season, messages urging conservation of perishable food that might otherwise be wasted and emphasizing nutritional benefits of preserving produce during a period of plenty for use during off-season or scarce periods.

Transcribed messages on Home Canning are regarded as “naturals” for sponsorship. Prospects include hardware and department stores, fruit and vegetable markets, grocers, supermarkets, and other establishments selling canning and preserving equipment and produce in season.

Completing the packet are Home Front Pledge, urging compliance with price control measures, Cut Food Waste, calling upon house-holders to prepare only what is required, and WAC recruiting, stressing urgent needs of the Women’s Army Corps in the next few months.
A TWO DAY hearing before the War Labor Board panel to settle the dispute between American Federation of Radio Artists and 6 Chicago Class "B" stations as to the principle of "pay within pay" for announcers, was held at the Stevens Hotel, Chicago, May 22-23.

The six stations involved are WJJD WAIT WIND WGES WSBC WAAF. A seventh station, WCFL, was not represented by counsel at the hearing.

AFRA maintained that its demands were justified by the increased volume of business now being placed on local stations. However, an offer of a 30% increase in salary, as well as acceptance of AFRA's demands on vacation and discharge clauses was made by the stations.

Members of the WLB panel were: Meyer Rentenbaum, president of Hart, Schaffner & Marx, chairman and public member; J. R. Frank, Laundry and Dryease Drivers Union, Local 712, AFL, representing labor; Robert J. Appel, public relations director for the Motor Freight Industry, representing management.

HE KNOWS EVERY DOLLAR BY ITS FIRST NAME

Because he sees it so often. Local money circulates locally, just as California valley families, nearly cut off from outside stations, listen locally. The Bee line, with its primary coverage of 41 adjacent counties serves Central California and Western Nevada from within.
Duffy Replacement Found for Summer
53 of 56 National Sponsors Will Remain on Blue

BRISTOL-MYERS Co., New York has selected as summer replacement for Duffy's Tavern on the Blue, a comedy-variety program, Night Court, featuring Ransom Sherman for 13 weeks starting July 4. Lever Bros. will have two mystery shows on NBC for the summer. Charlie Chan, originally scheduled to substitute for Amos 'n Andy, will instead take over for Bob Burns, June 22 for a 13-week run in behalf of Lifebuoy Soap. Amos 'n Andy will be replaced by Boston Blackie, a detective show, to be carried for 13 weeks, beginning June 23.

While retaining most of the talent on Blue Ribbon Time on CBS, Pabst Sales Co. will drop Groucho Marx for 8 weeks. Kenny Baker, singing star of the Broadway show “One Touch of Venus,” will be the featured star, effective June 24.

Remaining on Blue
Out of a total of 56 national advertisers, the Blue Network has 53 remaining on through the summer, as against 47 in 1943, 39 in 1942 and 20 in 1941. It was incorrectly stated in [Broadcasting, May 15] that 47 were continuing for the summer of 1944.

General Foods Corp., New York, has lined up a program with Charlie Ruggles as m.c. to go into the first half-hour of its Friday Kate Smith program, which goes off CBS for a 13-week summer hiatus after the June 9 broadcast. Titled Maxwell House Iced Coffee Time, the new program will present Carlos Ramirez, vocalist; Carmen Dragon orchestra; and Cass Daley, female comedian. Two up-and-coming stars will appear each week, with Diana Lynn, and Kenny Wynn, slated for the premiere June 16.

G-F's Maxwell House Coffee Time on NBC takes a ten-week hiatus following the June 16 program. The Thursday 8:30-9:00 p.m. period is relinquished by the sponsor until August 51, when the program is scheduled to return with Frank Morgan, with radio plans for Fanny Brice still uncertain.

Program dramatizing books with a wartime theme will replace Fibber McGee & Molly on NBC for eight weeks, starting July 4. Presented on NBC as a sustainer in cooperation with Council on Books in War Time, series will be renamed Theatre of War under sponsorship of S. C. Johnson for its waxes. Electric Auto-Lite Co. will re

NOBBY HOBBY of the boss, Walter J. Damm, general manager of WTMJ-WFWM Milwaukee, wins support of the women staff members, as he promises to distribute the jewelry among them. Mr. Damm carves, paints, and designs the novelties from cocoanut buds and shells, pine cones, and sea shells as a hobby. Admiring the boss’ handiwork are (1 to r) : Elsie McCabe, Ruth Fiehler, Betty Korthals, Claire Miller and Miriam Gallogly, all wearing samples of Mr. Damm’s art.

STARTING June 3, Truth or Consequences, sponsored on NBC by Procter & Gamble, for Du, will embark on its third War Bond tour in connection with the Fifth War Loan Drive.

There's Not Another Like It!

WISCONSIN NETWORK
Affidavit Payment

COMPLETE COVERAGE
ALL THE TIME
WITH 1
ORDER CLEARANCE
AFFIDAVIT PAYMENT

WISCONSIN NETWORK INC.
MAIN OFFICE WISCONSIN RAPIDS, WIS
Summary of Senate Bill
(Continued from page 11)

after the date of enactment of the amendments.

Limits group ownership or com-
mon control of stations in non-
competitive markets to six in any one
single broadcast band (a single
broadcast band is described as a
group of channels for a particular
type of broadcasting, such as AM,
FM, international shortwave, televi-
sion, facsimile, etc.).

Broadens procedural and appel-
late provisions to assure stations or
parties in interest of full hear-
ing and right to rehearing, with
liberal provisions for court ap-
peals and for Supreme Court rul-
ings in revocation proceedings.

Provides for "cease and desist" or-
ders to be issued by the FCC in
cases of violation of regulations
and for revocation of station li-
censes for violation of or failure
to observe cease and desist or-
ders, but with automatic right to
appeal.

Specifies equal opportunities to
all qualified candidates for public
office, but does not require a sta-
tion in the first instance to allow
the use of its facilities in any po-
itical campaign. Makes similar
provision with regard to discus-
sion of public issues.

Liability Clause

Believes stations of liability for libel,
slander, invasion of right of pri-
vacy, or any similar liability,
except as to statements made by
the licensee or persons under his
control.

Specifies that "no news items or
news analyses or news commen-
taries" shall be included in any
commercially sponsored program
(this provision would take effect
60 days after the date of enact-
ment of the amendments).

 Specifies that the Commission
shall have no power to regulate
"the business of the licensee" of
any station unless otherwise spe-
cifically authorized.

Specifies the Commission shall
have no power to censor material
to be broadcast and that no regu-
lation or condition shall be im-
possed which shall interfere with
the right of the station to deter-
mine "the character of the mate-
rial to be broadcast".

Requires all news items and dis-
cussions of current events broad-
cast to be "identified as to source"
and all editorial or interpretative
comment to be identified as such.
Appropriate announcements would
have to be made at the end and
the beginning of such broadcasts,
stating the origin of the material
and whose editorial and other
comment, if any, is being ex-
pressed. Typical announcements
are given.

Writs into the law the sub-
stance of the FCC's network mo-


copoly regulations by banning ex-
clusive affiliation contracts; limits
its network affiliation contracts on
a non-exclusive basis to three
years; limits stations to option-
ning of not more than 50% of total
license hours (12 out of the 24
for network programs for fulltime
stations); provides that not more
than two hours in any consecutive
three-hour period may be optioned
for network programs (presum-
ably other time could be devoted
to network programs without op-
tion); specifies notice of at least
56 days on option time.

Limits network ownership to
one network in a single broadcast
band, which would permit one net-
work organization to maintain
standard, FM, television and other
networks.

Provides for declaratory orders
by the FCC upon petition of in-
terested parties.

Specifies that no order may be
issued to discriminate between per-
sons based upon race or religious
or political affiliation, or kind of
occupation or business association,
which would prevent discrimina-
tion against classes of licensees,
such as newspapers.

---

Philo Video Relay

SPECIAL television program
broadcast last Thursday evening
on WNBC New York and WPTZ
Philadelphia as part of the dedi-
cation of a new television relay
station installed by Philco at Mt.
Rose, N. J., went silent for a cou-
pel of minutes when Eddie Cantor
defied NBC's restrictions on parts
of the lyrics of a song and the net-
work cut the sound channel. It was
the second time NBC has had to
cut Cantor off the air, C. I. Men-
sen, NBC vice-president in charge
of programs, explained. The song
was "We're Having a Baby, My
Baby and Me," parts of which
were deemed objectionable by
NBC.

---

There's Only
One Logical
Answer...

K F Y R

---

You'll Find These Four Letters
Will Solve Your Sales Puzzle

for the complete solution...

ASK ANY JOHN BLAIR MAN

K FYR Bismarck

550 Kilocycles • N. Dak. • 5000 Watts

BRODASTING • Broadcast Advertising

May 29, 1944 • Page 61
Bill Alters Radio Operation

(Continued from page 11)

intent as to station operations and programming practices. This also was viewed as an invasion of station rights and as covering matters purely within the province of station ownership and management. It specifies, for example, that the policy of Congress is that public interest, religious, public education and controversial issue broadcasts shall be on a sustaining basis and that equal time and facilities shall be given to varying viewpoints on public issues. The Declaration of Policy in its general form, is understood to have been an exhaustive dissertation on programming standards, methods and other aspects. While it is labeled a Declaration of Policy by Congress, it was pointed out that it establishes standards which the FCC would be mandated to follow and thereby would give the Commission broad discretionary powers over program control.

The Clear Channel Group representing 1-A stations, which has opposed duplication of clear channels so that rural and remote service may be continued and also any arbitrariness of power on this, has been a reported decision of various standards, methods and other aspects. While it is labeled a Declaration of Policy by Congress, it was pointed out that it establishes standards which the FCC would be mandated to follow and thereby would give the Commission broad discretionary powers over program control.

The Clear Channel Group representing 1-A stations, which has opposed duplication of clear channels so that rural and remote service may be continued and also any arbitrariness of power on this, has been a reported decision of various standards, methods and other aspects. While Chairman Wheeler has made it clear he would insist upon the 50,000 w limitation. The fate of the required duplication proviso is less evident. Chairman Wheeler pointed out that clear channels already have been duplicated without undue disturbance, and he saw no reason why others could not be duplicated.

The bill would settle the problem of newspaper ownership, a seeming issue until the Commission last January dismissed its proposed newspaper divestiture orders. It specifies that the FCC shall not discriminate against classes of licensees, whatever their business, color or creed.

Ownership Limits

It also settles the issue of multiple ownership of stations in the same areas and group ownership of stations. As for multiple ownership, it specifies that after the expiration of two years following enactment of the bill there shall be no "dupoly". As for common control of stations, it specifies that no person shall own or be financially interested in more than six broadcast stations in a "single broadcast band". A "single broadcast band" is described as any separate band, such as standard, international shortwave, FM, facsimile or television.

Thus, networks and station groups would be permitted to own a maximum of six stations in separate communities, in each phase of broadcast operation. The FCC has established an arbitrary limit of six FM stations under group ownership and just recently amended its regulations to permit five television stations to be so owned [Broadcasting, May 22]. The "dupoly" requirement allowing a two-year transition appears to be in conflict with the FCC's policy of immediately bringing about sales or trades. Within the last year the Commission has denied several petitions for additional time in which to dispose of second stations in the same community [Broadcasting, May 22].

The network regulations, which were in dispute from 1938 until the Supreme Court a year ago sustained the Commission's regulations, are incorporated in the White-Wheeler draft, with some modifications. But the bill, in other provisions, specifies the Commission shall have the power to "regulate the business of the licensee" unless "otherwise specifically authorized in the Act".

Another new provision specifies that the Commission shall make no regulation or condition which "shall interfere with the right and duty of the licensee of any such station to determine, subject to the limitations of this Act, the character of the material to be broadcast". This apparently was designed to negate the Supreme Court's ruling that the Commission...

WFBL, SYRACUSE, N. Y.

... CONGRATULATES PROF. KENNETH G. BARTLETT AND THE MEMBERS OF HIS COMMITTEE WHO WERE RESPONSIBLE FOR "Syracuse ON TRIAL"

Receiving the First Award for Public Discussion Programs at the Ohio Institute

CITATION: Community problems dramatized in unique fashion and slanted at local interests ... actually indicating steps toward a solution. Seldom has radio used "court-room technique" to better advantage.

WFBL was happy to offer its facilities and cooperation in this series of 17 programs, believing that in doing so we were serving the public interest in a way that would bring the problems of past war planning and their solution to the public in an informative and entertaining manner.

Printed copies of complete scripts of "Syracuse On Trial" will be gladly sent to stations or agencies interested. Write WFBL, 133 S. Warren St., Syracuse 2, N. Y.

AMONG HIS FIRST official duties when Bob Rains became manager of the Paul H. Raymer Co., Detroit office was to see that Edythe Fern Minneci, director of the House o' Charm, Detroit production company, signed the right dotted line for the 10:45-11 p.m. spot, Monday through Friday on KMPC Los Angeles, for three sponsors: Imogene Sheppard, the May Co., Beauty Shop, Los Angeles, and Helio Minerals & Vitamins. Program, built by House o' Charm, also is on WXYZ and will be placed in other markets, according to Mr. Rains.

Johns Named

KARL M. JOENS, former advertising manager of the Standard Oil Co. of Nebraska, has joined Allen & Reynolds, Omaha advertising agency, as account executive, it was announced last week.

WDRC

300,000 PROSPECTS
IN THE SABINE AREA OF TEXAS

Blue Network, 560 K.C., 1,000 Watts
BEAUMONT, TEXAS MEANS BUSINESS

Represented by the Howard H. Wilson Company

WYXZ

CONNECTICUT'S PIONEER BROADCASTER

ONE STOP or 26?

You can make 26 separate trips to cover the 26 towns in the Hartford Trading Area. Or, you can eliminate non-essential traveling! WYXZ covers the entire area at one low cost! USE WYXZ TO CONNECT IN CONNECTICUT!
Katz Names de Castro

ALLEN J. DE CASTRO has joined the New York office of the Joseph Katz Co., advertising agency, as vice-president in charge of radio, it was announced last week. Mr. de Castro resigned as commercial program manager of MBS to accept his new position. He was formerly account executive Mr. de Castro with the Blue network and sales manager of the American division of Columbia Broadcasting System.

any station to be broadcast simultaneously over more than one station connected together, "irrespective of the means employed." In its broadest sense this could mean that advertising agencies, as well as station representatives, would find themselves "network organizations".

Procedural and appellate provisions of the law would be tightened up considerably, with the recommendations of the Federal Communications Bar Assn. adopted virtually intact. Licensing functions, hearings and rehearings are spelled out precisely. Appeals are given as a matter of right, and on revocations, appeals are permitted to the Supreme Court. Also introduced is a "cease and desist" procedure, which would permit the Commission to cite stations for violations of regulations but give the stations automatic right to appeal on second violations.

Transfer Revision

For the first time the Commission would be authorized to establish a uniform system of financial reports from all broadcast stations. But the Commission would be precluded from requiring a licensee to disclose business agreements not regarded as relevant to his qualifications as a licensee.

A revision of the transfer section of the Act provides that no proceeding of that character shall be utilized by the Commission "for the imposition of sanctions or penalties upon any licensee for his conduct as such or for alleged deficiencies in the operation of the station." This provision, it was thought, would ease the approval of station sales and transfers.

What at first appeared to be the most controversial provision in the redraft, and which Chairman Wheeler later indicated would be revised or eliminated, was Section 317 of the bill. It reads:

"Section 317 of such Act is amended by adding at the end thereof the following: 'No news item or news analyses or news commentaries shall be included in any such broadcast.'"

Section 317 of the original Act requires the announcement of commercially sponsored programs as such. The very last provision of the White-Wheeler bill provides that this section shall take effect "upon the expiration of 60 days after the enactment of this Act."

A new provision would require all news items and discussion of current events to be identified as to source, and all editorial or interpretative comment identified as such. Stations would be required to appropriately announce, both at the beginning and the end of such broadcasts, the origin of the material being broadcast and whose editorial and other comment, if any, is being expressed. Examples of

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WCHS
Charleston, W. Va.

ANOTHER W. E. LONG CO.
"MARKET TESTED" RADIO FEATURE

PEOPLE KNOW EVERYTHING
© Copyright 1944. The W. E. Long Co.

TIES TOGETHER

TELEPHONE: All the appeal of telephone answers to direct questions.

RADIO: Universal interest of listeners to question and answer technique.

PROGRAM: Highest entertainment value combined with sponsored sales appeal.

MAIL: Unlimited participation of all listeners without restriction.

OPEN FOR FRANCHISE IN SOME AREAS

THE W. E. LONG CO.
Radio Division
155 N. Clark Street
Chicago 10, Ill.
the kind of announcements that would be required when editorial or other comment is expressed are cited in the bill.

The provision, Section 418, definitely bans discrimination against licensees and was designed to strike at newspaper divorcement. It reads as follows:

"The Commission shall make or promulgate no order, rule or regulation of substance or procedure, the purpose or effect of which will or may be to effect a discrimination between persons based upon race, or religious or political affiliation, or kind of occupation, or business association, and no rights, privileges, benefits, or licenses authorized by law shall be denied or withheld in whole or in part where adequate right or entitlement thereto is shown."

Wheeler Denies mystery

Sen. Wheeler opened his news conference following the Tuesday session by denying there was any "mystery" about the bill, as indicated by published reports [Broadcasting, May 22], although AP, INS and UP reporters had been told the previous week that he would have an "announcement" on Monday (May 22). All efforts to extract from Chairman Wheeler any information concerning the bill were met with: "Nothing 'til Monday."

He told the press Tuesday that he was "enamored of some of the provisions" and Sen. White was "enamored of some and that the revised bill represented a compromise. Most of the provisions will be non-controversial, generally speaking," he said.

Sen. Wheeler outlined the legislation as follows: First, it reduces the FCC to five members and sets the Commission up in two distinct divisions, one for broadcasting and one for common carrier. Every member will rotate in office each year, he said, including the chairman.

Second, "we have tightened up all the procedural sections," he explained, adding that the language was "practically verbatim" what the Federal Communications Bar Association wanted. "To meet numerous complaints from broadcasters that the Commission has too much power, the methods of granting licenses, procedural and court review have been spelled out more exactly than ever before," he asserted.

He told of the "cease and desist" orders for violations of Commission regulations or the law itself. Two violations give the FCC power to revoke a license, but the licensee still has a right of appeal.

Sen. Wheeler described the Declaration of Congressional Policy and read it. That declaration included the belief that religious programs, public educational broadcasts and controversial issues should be carried without cost by stations.

"We also provided that the Commission shall make an annual report to Congress, with information and data on the functioning of the Commission," he said, "all new employees added during the year, compensation paid, and itemized statements of all funds." The proposed law provides that the Commission shall make specific request of Congress when it feels additional legislation is needed, he said.

Sen. Wheeler explained the proposed limitation to 50 kW power for domestic stations and said "that's the practice now." He declared that 500 kW stations, such as WLW Cincinnati, which operated with that from May 1934 until March 1958, experimentally, "would put out of business virtually every little station in the country." Sen. Wheeler envisioned a network of 10 or 12 super-power stations which "would control" radio because such a network could blanket the country.

He said the Commission, under the bill, may duplicate clear channel stations, but the Commission must protect each station for a radius of 750 miles to avoid overlapping. The FCC already has duplicated two clear channels, those of KOA Denver and WOR New York, he explained. "If there's interference, they can protect each other by directional antennas," he added.

Sen. Wheeler said his provision against sponsorship of "news com-
sentators and analysts" was "highly controversial." He smiled as he aid "some members" of the Committee favored such a ban. He was under-stood that this provision caused heated argument in the execu-tive session. Sen. Wheeler said he was "not concerned" about whether -tights news is banned, but he did feel that commentators and analysts, particularly those who object their own opinions or those if their sponsors should not be commercially sponsored.

"The clear channel and news ban re two of the most controversial is-ues in the bill," he said. He drew e parallel that newspapers don't sell" news stories, "How would your fellow's like it," he asked, "if our story were carried as spon-sored by some firm? Radio sta-tions can buy their space from the wire services, and they can hire com-mentators, but news should be given to the public just the same as newspapers give it.

CARRY ALL CANDIDATES

He explained that the revised draft "enlarges" on political broad-cast and public controversial is-ues "so that the decision is not just to the whims of the Commis-sion or the radio people either." He provision's been added, makes it mandatory for a station to carry all candidates if one is allowed to broadcast and it is set on both sides of a controversial issue, if one is -on. He said stations may either sell or give time, but that they are required to do it, only if they may give for price or time to one candidate: one side, then they must afford the same time to the opposition.

The proposed bill would require ations to identify "political speak-ers and commentators" and "name the sponsor," he said.

Sen. Wheeler listed as "one of the more matters" a provision which se-cess that the FCC cannot dis-inminate against an applicant be-cause of his business. He made ar-icular reference to newspaper ownership of radio, which, for some-reason, was denied by the Commis-sion, before the newspaper divorce-ment proceedings were over.

He closed the conference by ex-pressing the view that "you should- be able to buy time for contra- -versial issues."

Sen. Wheeler ad-dicted that stations set aside a particular period for such subjects to allow all interested parties to present their sides, allotting equal use in that period to each side.

WDEF, WJLD SHIFT REQUESTED OF FCC

APPLICATION was filed with the FCC last week for voluntary as-signment of WDEF Chattanooga, Tenn., from Joe W. Engle, individual owner, to WDEF Broadcasting Co., for consideration of cer-tain stock interests in the new company—500 shares preferred stock and 175 shares common stock, of which 500 shares common have been sold to Carter Lupton, a ma-jor in the Army Air Corps, and 175 shares common to Edward Finlay, a practising attorney. Both common and preferred issues have voting privileges. Mr. Engle is president of the new company, Robert F. Evans, vice-president, is vice-president and director of the Volunteer State Life Insurance Co. Mr. Finlay is secretary-treasurer.

Reason for the shift is to "diversify investments and to share the responsibility of managing and developing the station through a corporation with responsible stockholders and directors."

Request was also sought in an application filed with the Commis-sion last week for consent to vol-untary assignment of license of WJLD Bessemer, Ala., from J. Leslie Doss, individual owner, to George Johnston, as an individual, for the sum of $105,000 cash. Mr. Johnston is president of the Par Value Investment & Loan Co., Birmingham (real estate and inves-tments), and the Par Value Loan Co., industrial banking con-cern. Mr. Doss was formerly general manager of WBTD Tusca-loosa, Ala.

New Guild Chapter

STARTING with initial membership of 50 top agency and network producers, Hollywood Chapter of Radio Directors Guild has been formed. Don Bernard, West Coast radio di-rector of William Esty & Co., and producer of CBS Radio series, has been elected president. Other officers are: Paul Franklin, vice-president and freelance producer; Thomas Free-lair-Smith, secretary and producer; Ronald & James Gedel, treasurer and freelance produc-ter; Antony Stanford, membership committee chairman and producer of J. Walter Thompson Co. Phil Coan is chairman of the Radio Directors Guild.

New York executive council attended the Hollywood organization meeting. Group was accorded the same status as the New York parent body and a drive is under way to bring in 25 additional Hollywood members.

Welcome Wagon Service Making Market Studies

OVER 1,000 "hostesses" and travel-representatives employed by Welcome Wagon Service Co., Mem-phis, in operating its personal mer-chandising service in 500 cities of the U.S. and Canada, will be made available to national advertisers, agencies, broadcasting companies and other media for conducting consumer and dealer market stud-ies. Project is an expansion of the activities of Civic Research Co., subsidiary organized to offer a local consumer and dealer research service to retail outlets, local ad-ver tisers, public utilities and radio stations.

The women's corps was origi-nally built up by Welcome Wagon Service, to deliver at the homes of newcomers to a community a "Wel-come Basket" containing the prod-ucts and services of local mer-chants. Civic Research Co., which now operates in 13 cities, has been offering the services of the same trained "visitors," to conduct local surveys by personal interviews on such subjects as the standing of local radio programs or the con-sumers' post-war plans for buying a television set. A question on some issue relating to community wel fare is combined with the questionnaires of at least three clients on each call.

Clients contract for a minimum of 35 calls per week, the calls based on a cross-section according to pop-u lation and income brackets. Made-leine Reynolds, is division director.

ITCHING FOR RESULTS IN DOG SCRATCH (Ky.)?

Frankly, we're not! We think we'd be wasting our time and your money—because little towns like Dog Scratch just obviously can't produce very much. The Louisville Trading Area—a market with twice the number of income-tax payers found in the remaining 93 Kentucky counties combined—is the surface to gouge in Kentucky! Over a million people live here. They account for 57.5% of all Kentucky's sales. WAVE gives you complete coverage at lowest cost. Scratch where it'll do the most good, pardner—with WAVE!
POSTPONEMENT of the deadline of the Havana Treaty changes from April 1, 1946, to March 29, 1948 or to a date two years after the cessation of hostilities, whichever is the longer, has been suggested by the Canadian Broadcasting Corp. through the Canadian government.

Announcement of this request was made by Dr. A. Frigon, CBC acting general manager, during a recent hearing of the Parliamentary Committee on Broadcasting at Ottawa.

Dr. Frigon told the committee that the CBC Board of Governors had made this recommendation after its March 27 meeting. The CBC believes "that other countries will be only too pleased to agree to our request, because full implementation of the Havana Agreement has not been possible owing to the fact that in wartime the manufacturing industry has transformed its production from civilian to military requirements."

He reported that just before the outbreak of war the CBC had arranged with the Canadian Marconi Co. for an FM station on Mount Royal, Montreal. No progress was possible due to the war. Television and facsimile transmission permits have also been delayed. "Although we admit the necessity for Canada to keep up with normal progress," Dr. Frigon stated, "we deny that it is extremely urgent to grant broadcasting permits now for television, FM and facsimile."

**PROMOTION TOPICS DISCUSSED BY NBC**

**AMF**

(Continued from page 18)

AMF in the interests of IBEW members.

It was pointed out that the agreement covers all recordings with or without music but a joint IBEW-AMF committee will be set up to rule on cases where jurisdiction is in doubt. The agreement, dated March 15, 1944 and signed by both Mr. Brown and Mr. Petriello, at read at the meeting, stated:

"It is declared and agreed that the installation and maintenance of all equipment connected with the operation of said record and transmission is within the jurisdiction of the IBEW."

"It is declared and agreed that the operation of records and transmissions, which includes the placing of the record on the machine, the starting of the machine, the placing of the head upon the record and the regulation of the tone volume, where it is an integral part of the turntable, is within the jurisdiction of the American Federation of Musicians."

"All other installation, maintenance and operation of radio equipment connected with the electrical engine and in the jurisdiction of the IBEW."

**PRELIMINARY study of small market station coverage prepared by the NAB engineering and research department was examined May 22-23 at a meeting of the NAB Small Markets Station Committee. Chairman was Marshall Phillips Carlin, manager of KERN, Roseburg, Ore.**

**WICKARD PROTESTS FARM HOUR CHANGE**

In a joint telegram to Edward J. Noble, chairman of the board of the Blue Network, Secretary of Agriculture Claude R. Wickard and War Food Administration director Martin Jones expressed their concern over elimination of daily broadcasts of the National Farm & Home Hour.

The 16-year-old public service feature of the Blue network given in cooperation with the U.S. Dept. of Agriculture, will change its format June 16 and will go under the new title, The Homesteaders. Curley Bradley will continue as mc., and the time of the broadcast will temporarily remain the same. The Saturday program will be continued as National Farm & Home Hour and a five or six-minute period will be available to the Department of Agriculture for farm news, or speakers and a new period for hometown information by Ruth Van Deman.

James G. Patton, president of the National Farmers Union, on May 14 sent a telegram of protest to Phillips Carlin, vice-president of the Blue network, on behalf of the farmers in the National Farmers Union. The telegram stated part that modification of the program "leaves agriculture without a network vehicle for the dissemination of impartial, complete, disinterested news and information."
Don Lee Cancels 2 Religious Hours

Program Shift to ABC In Line With Newly Established Policy

CONTINUING its overall program revisions, and in keeping with recently announced policy on commercial religious programs [BROADCASTING, March 6], Don Lee Broadcasting System, Hollywood, West Coast outlet of Mutual, has cancelled the three-weekly half-hour Dr. Louis T. Talbot and Hansen of Rest broadcasts on 36 Pacific Coast stations of that network as of June 2 and 3. Series are sponsored by Bible Institute of the Air, Los Angeles, and Crew of the Good Ship Grace Inc., Los Angeles, respectively.

Shift to ABC

With cancellation, programs will shift to Pacific Coast stations of the newly organized “per occasion” network, Associated Broadcasting Corp., starting June 5 and 6. Mr. Van Newkirk, West Coast manager of ABC at press time informed BROADCASTING that the two early morning programs are being offered to all Pacific Coast stations of that network on a thrice-weekly half-hour basis. Dr. Talbot is scheduled for Mon.-Wed.-Fri., 8:30 a.m., with Hansen of Rest, Tues.-Thurs.-Sat., 8:30 a.m., thus maintaining same broadcast time as used on Don Lee stations.

had been cut FCC personnel voluntarily purchased 30 daily newspapers out of their own funds as an aid to their work. He denied the publications were taken for the “private use” of individuals. The newspapers, he said, were used to carry on an “editor training” program.

Hensley's Experience

Under cross-examination Friday Mr. Hensley said cost of installing the teletype machine for the Committee's edification was approximately $9.10. He was questioned closely regarding his experience before joining the FCC and said he was graduated in 1934 from the U. of Missouri with a Bachelor of Journalism degree, and that he had worked on several small newspapers in Texas.

Mr. Barger presented his personnel record which showed that Mr. Hensley was editor of the Goose Creek (Tex.) Sun, explained how the FCC operates its several wires for other Government agencies. A teletype machine had been installed in the Committee hearing room and during his testimony the machine was cut in to show the Committee how it works.

He said the wire services section is interested in foreign broadcasts (from enemy stations) for analysis as to political and diplomatic intelligence, military intelligence, economic intelligence, propaganda trend and intelligence. Copies of FBIS daily analyses (stamped “restricted”) were provided for the Committee but not for the record. They contained excerpts of enemy broadcasts.

Answering charges before the Committee that the FCC subscribed to 96 daily newspapers, Mr. Hensley said that since appropriations

FCC, OWI Control Release of Enemy News to U. S. Press, Hensley Reveals

DISCLOSURE that release in this country of news emanating from enemy sources is controlled by the FCC and OWI was made last Friday before the House Select Committee to Investigate the Commission by Malcolm S. Hensley, chief of wire services, Foreign Broadcasting Intelligence Service, FCC. His revelation came during cross-examination by Harry S. Barger, Committee chief investigator and assistant general counsel, on a statement Mr. Hensley had submitted the day before. When Mr. Barger asked: “After all, if this foreign news is selected, first by FBIS and then by OWI, it becomes a matter of the public hearing only what the Government wants it to hear, unless it listens to the foreign broadcasts directly; is that not true?”

Abhors “Suppression”

“That is right,” replied Mr. Hensley. Mr. Barger had quoted from the Hensley statement which the witness said was suggested by Edward Brecher, special analyst of the FCC Law Dept., and which said in part: “We take pride in believing that American public opinion is the best informed in the world, and we look with horror on those governments which suppress foreign news or make it a criminal offense to listen to news from abroad.”

Mr. Hensley said the OWI was responsible for “making material available to the press.” When Mr. Barger remarked: “The public hears only what those two agencies (FBIS and OWI) think it should hear in the matter of foreign broadcasts?” Mr. Hensley said:

“Not what they think the public should hear; what they can make available, translation, wire service, and what the press associations choose to publish.”

How FBIS Operates

Chairman Leo (D-Calif.), who was renominated on both the Democratic and Republican tickets in his district [BROADCASTING, May 22], and Rep. Warren G. Magnuson (D-Wash.), both of whom have been campaigning, attended Friday’s hearing, as did Reps. Edward J. Hart (D-N.J.) and Louis E. Miller (R-Mass.). Hearings will be resumed Tuesday (May 30) at 10 a.m.

Dr. Leigh continued his defense of FBIS operation when he took the stand last Thursday, outlining present operations, which consist of nine processes. These he listed as: Schedule making, interception, monitoring, translation, wire service, daily report, analysis, queries and special services.

Mr. Hensley, formerly of the Goose Creek (Tex.) Sun, explained how the FCC operates its several wires for other Government agencies. A teletype machine had been installed in the Committee hearing room and during his testimony the machine was cut in to show the Committee how it works.

He said the wire services section is interested in foreign broadcasts (from enemy stations) for analysis as to political and diplomatic intelligence, military intelligence, economic intelligence, propaganda trend and intelligence. Copies of FBIS daily analyses (stamped “restricted”) were provided for the Committee but not for the record. They contained excerpts of enemy broadcasts.

Answering charges before the Committee that the FCC subscribed to 96 daily newspapers, Mr. Hensley said that since appropriations

Video Experts: Who took part in the first meeting of the Television Seminar presented by the Radio Executives Club are (l to r): Dr. A. N. Goldsmith, engineer and inventor; Richard Hubbell, coordinator of the Seminar and author of 4,000 Years of Television; James Lawrence, FCC chairman; Murray Grabhorn, president, Radio Executives Club; Niles Trammell, president, NBC. Course of lectures on television runs from May 18-Aug. 34, Thursdays, 8:30 p.m., Studio 5-A, NBC, RCA Building, New York.

“THE WORLD'S BEST COVERAGE OF THE WORLD'S BIGGEST NEWS”

BROADCASTING • Broadcast Advertising
Actions of the
FEDERAL COMMUNICATIONS COMMISSION
MAY 20 TO MAY 26 INCLUSIVE

Decisions

MAY 23
Texas Star Broadcasting Co., Houston, Tex.—Granted petition to reactivate and grant application for CP new station, 1590 kc, 250 w, unlimited, in accordance with Jan. 26, 1945, decision.


MAY 24
The Crosley Corp., Cincinnati (WLW WSAY)—Granted 30 day extension license for WLW. Denied petition for indefinite suspension etc. effective date of Sec. 336. Courier-Journal & Louisville Times Co., Eastwood, Ky.—Granted CP new development station, 45,800 kc, 1 kw maximum.

Blue Network Co., New York—Designated for hearing application to add station J-5 at 950 kc, 5 kw power.

KAND Cordova, Tex.—Dismissed application of CP for operation on 1540 kc with 250 w, unlimited.

WGST Atlanta, Ga.—Granted CP make changes in transmitting equipment and increase maximum rated carrier power output of auxiliary transmitter from 1 kw to 2 kw.

WWFS Rock Island, Ill.—Granted CP install Gates-American Type 250-A transmitter as 250 w auxiliary.

AIPL Co., St. Louis—Placed in pending file application for new commercial television station.

International Detrola Corp., Detroit—Same.

Applications

MAY 22


WDEF Chattanooga, Tenn.—Voluntary assignment to WDEF Broadcasting Co. from Joe W. Engel.

Wdob Hammond, Ind.—CP new FM station, 49,000 kc, 2,441 sq. mi. coverage, $12,560 estimated cost.

CONCORD MUSIC Publishing Co., and Pioneer Music Press are new affiliates of SESAC and their music available for use by stations licensed by SESAC. Concord specializes in publications for string, woodwind and brass combinations, and Pioneer's catalog includes choral arrangements of hymns and traditional songs. SESAC reports.

WILL PAY CASH PRICES FOR
1000 WATT TRANSMITTER EQUIPMENT INCLUDING

FREQUENCY MONITOR
MODULATION MONITOR
TWO INSULATED TOWERS
(Approx. 350 feet)
SPEECH INPUT EQUIPMENT

WRITE BOX 323
BROADCASTING MAGAZINE

Sponsor Files Suit In WOAI Contract
Asks $10,000 Damages for Cancellation of Program

SUITE for $10,000 has been filed in Bexar County district court by San Antonio Brewing Assn., manufacturers of Pearl Beer, against Southland Industries Inc., owners and operators of WOAI San Antonio, for alleged damage to reputation, goodwill and loss of profit.

Beer firm claims a breach of contract by the station due to station's failure to broadcast news program sponsored by Pearl on Saturday night Oct. 23, 1945, 10:10-11:15 p.m. Because of importance of football game between Louisiana Southern Institute and Southwestern U., both bowl contenders, WOAI requested that sponsors relinquish their time enabling station to carry the game which was played in Houston and broadcast under sponsorship of the Humble Oil Refining Co. over the Texas Quality Network. Net receipts including broadcast rights totaling $28,578 were donated to Navy Relief funds and the Community Chest. Station offered Pearl alternative of broadcasting 8-8:15 Saturday with announcement to that effect on the program Friday night, or complete cancellation without charge, and courtesy announcement preceding game broadcast. Pearl refused and WOAI cancelled their time along with 15 other commercial programs, referring to paragraph A section 7 of their contract which licenses them to operate in the public interest, convenience and necessity.

Brewery bases its breach of contract claim on NAB code, contending the broadcast of a football game was not a sustaining program, that neither agency nor sponsor's approval was given for cancellation, and that program was not of public importance.

WITH improved working conditions for technicians, KPWB Hollywood renewed its agreement with Broadcast Unit of Local 40, IBEW, on May 25, retroactive to April 14, following War Labor Board approval.

INCREDIBLE POPULATION
GREATER RETAIL
SALES

POCASTELLO IDAHO

Page 68 • May 29, 1944
WANTED: Holder
Washington Engineering Firm

Announcer
3 small for news service aims to preferably F. Missouri.
Program Director.
Audition complete good南部 networks station. Free BROADCASTING.
located in city given Blue engineer for full basic NBC schedule plus qualifications, references, etc.. 1st opportunity CASTING.

Accountant—to work as assistant to auditor in New York area. Must have previous experience, draft status, salary expected and references. Box 284, BROADCASTING.

Wanted: Holder— to serve as chief engineer for 1 kW mid-west station in town of 25,000 pop. Station has definite post-war plans, including FM application already filed. State qualifications, experience, etc. Letter. Write Box 301, BROADCASTING.

Wanted: Announcer, Production-Director and Program Director for small CB station. Box 318, BROADCASTING.

Wanted: Combination Announcer-Engineer southern networks station. Free apartment. Box 318, BROADCASTING.

Wanted: Home economics director for mid-west network. Preferable candidate must have previous experience in home economics and radio with good air personality. Must be progressive type with participating sponsors. Send complete qualifications and job references, etc. to Program Director, KMBU of Kansas City, Missouri. Send CD of availability required.

First Class Engineer with some announcing ability. Must be in top physical condition. Good work, solid salary. Send name and address to WBNX, Utica, N. Y.

Wanted-Transmission engineer first, second or third class license. For complete details write Chief Engineer, WBNX, Utica, N. Y.

Wanted—Experienced, by 1000 watt Blue Network station in thriving city. Advise age, draft status, references, and whether transmission available. Also your phone number. $50 for 60 hours to right man. Write Manager, WFFD, Flint, Michigan.

Announcer—Experienced, by 1000 watt Blue Network station in thriving city. Advise age, draft status, references, and whether transmission available. Also your phone number. $50 for 60 hours to right man. Write Manager, WFFD, Flint, Michigan.

First Class Technician, 6 years radio, 35, 4F. Desires permanent location in southern California or other healthful climate, preferably dry. No temporary job considered. Box 283, BROADCASTING.

Former Bureau Chief of major world-wide news service aims to trade editor's desk for return to reporting overseas. Youthful, energetic, deferred. Cable and radio experience. Box 235, BROADCASTING.

SITUATIONS WANTED

WANTED TO BUY

Situations Wanted (Cont'd)

Announcer—experienced, capable, versatile desires connection with 60 kw. metropolitan area. Desires past position. Will accept $10,000 to $25,000 per year. Ask that you listen to my transaction which I will send upon request. Age 36, married, one child, 4F. Box 322, BROADCASTING.

Chief Engineer, 20 married. Ten years experience design, installation, operation. Complete charge AM-FM. Graduate engineering school. Aircraft, data, photo. Box 234, BROADCASTING.

Wanted to Buy

Situations Wanted

Announcer—experienced, capable, versa-
delivery. News and classification 4-F, $50 weekly. Box 217, BROADCASTING.

Vocalist—experienced, producing-writing-announcing team desires permanent connection through major network or agency. Box 277, BROADCASTING.

RadioAnnouncer of nine years experience available fully. Personability announces with versatile delivery; audience-building morning and platter shows. Experienced station has been given permanent connection of responsibility with commensurate salary. Box 301, BROADCASTING.

Young Man, 4-F, four years in radio as announcer. Acting experience. Successfully handled all types of shows. Pro- gramming ability. Interested in write-producing. Appreciates fully utilizing capabilities. Can produce results. Box 303, BROADCASTING.

Master of the Mikado, Transcripts, radio work, producing this. Knowledge, experience, progressive, complete reliability, youthful, draft exempt, excellent reason for departure. Change. Write confidentially and we'll take care of you.
Requests for AM, 3 FM CPs Filed
Facilities of WOLF Syracuse Sought for Binghamton

SOUTHERN Tier Radio Service Inc. has filed with the FCC an application for a new local outlet in Binghamton, N. Y., requesting the facilities (250 w unlimited time on 1490 kc) of WOLF, Syracuse.

The application sets forth that several incorporators of the new company are employed by or affiliated with WSYR Syracuse, which is in cooperation with the Commission in a statement requesting that the WOLF assignment be shifted so as to alleviate interference with WSYR [see story on this page]. Most of the equipment for the proposed outlet has already been obtained from WSYR and WTRY Troy, N. Y., the application states.

FM Applications

Incorporators of the new company and their interests are: Donald W. Kramer, president (300 shares—10%), attorney with law firm of Kramer, Knight & Wales; A. G. Bella Isl., director (10%), chief engineer of WSYR; Charles H. Buck, secretary (10%), real estate broker; N. L. Kidd, treasurer (50%), manager of Western Union Telegraph of WSYR; Thomas A. MacCleary, a director (10%), insurance business; Dr. Samuel M. Allerton, 16%; Robert J. Kelly, 5%, accountant; Donald L. Hall, 5%, manager of Monroe Calculating Machine Co.; Dr. James W. Calela, 5%; L. C. Ryan, 5%, attorney, director, and secretary for WSYR; Thomas Rourke, 5%, treasurer of WTRY; Carlos Franco, 16.7%, account executive with Young & Rubicam, New York.

Doughty & Welch Electric Co., licensee of WSAR Fall River, Mass., has filed with the Commission for a new FM station to operate on 90.9 kc, which would require a cladding of 2,120 sq. mi. Estimated cost for the outlet is $38,000. WCKY Cincinnati seeks an FM outlet for 45,000 kc with coverage of 13,700 sq. mi. and an estimated cost of $150,000. Heart Radio Inc. (WBAL Baltimore, WINS New York, WINS Milwaukee), requests a new FM station for New York to cost an estimated $65,000. Frequency of 48,700 kc and coverage of 6,570 sq. mi. are sought.

KIUL Assignment

CONSENT has been granted by the FCC to voluntary assignment of the license of KIUL Garden City, Kan., from Garden City Broadcasting Co., owned by Homer A. Eaves, with Frank D. Conard, to Mr. Conard individually doing business as Radio Station KIUL. Mr. Ellison, now in Government service, has requested his partner for "$18 and other considerations," the application states.

ROCHESTER LOCAL SOUGHT BY SENECA

A THIRD application for a new local in Rochester, N. Y., presumably earmarked for Blue Net assignment, has been filed by SENECA Broadcasting Corp., of which Harold Meyer, general manager of WSBR-Stamford, Conn., and president of the Connecticut State Network, is the executive vice-president. The application, like the others pending, is for 1240 kc with 250 w full time. It sets forth that all equipment is on hand and that no critical materials would be entailed.

Associated with Mr. Meyer is R. W. Deacon, vice-president of Lansdowne Steel Co., Lansdowne, Pa., who with his family would hold majority interest. Rochester residents with minority interests include Nelson Lengman, executive vice-president, Union Trust Co.; Herman Gembart, director, Eastman School of Music; J. C. O'Brien, president, Rochester Bar Ass'n; and William J. Lewis Jr., vice-president of Rochester Ice, Coal & Utilities Co. Bert William- son, KTTC Vinita, Cal., holds 100 shares of the 1,000 issued.

Other applications for the Rochester assignment are WARC Inc., in which the late Paul (10%), chief engineer of WSYR; Charles H. Buck, secretary (10%), real estate broker; N. L. Kidd, treasurer (50%), manager of WSYR; Thomas A. MacCleary, director (10%), insurance business; Dr. Samuel M. Allerton, 16%; Robert J. Kelly, 5%, accountant; Donald L. Hall, 5%, manager of Monroe Calculating Machine Co.; Dr. James W. Calela, 5%; L. C. Ryan, 5%, attorney, director, and secretary for WSYR; Thomas Rourke, 5%, treasurer of WTRY; Carlos Franco, 16.7%, account executive with Young & Rubicam, New York.

Coffee Firm Expands

ISBRANDTSEN-MOLLER Co., New York, subsidiary of Isbrandtsen Steamship Co., will extend radio promotion for "26" coffee to stations in New York, New Jersey and Connecticut, as soon as sufficient glass containers for the product can be obtained. Adding to initial advertising on WOR New York [BROADCASTING, April 3], the company will use participation in women's interest and news programs. Agency is Cowan & Denger, New York.

WBTH Transfer Sought

WILLIAMSON Broadcasting Corp., Williamson, W. Va., licensee of WBTH, has applied to the FCC for voluntary转让 of control from licensee W. Taylor, William P. Booker and William B. Hogg to Lewis C. Tierney and his wife, Helen S. W. Dorey, through transfer of 144 shares or all of the issued and outstanding stock for a total consideration of $26,000. Mr. Taylor, who holds 63 shares (43.75%), is president; Mr. Booker, now in the Service, is vice-president and treasurer and holds 62 shares (43%), and Mr. Hogg, secretary, holds 10 shares (13.19%). Mr. Tierney, who has been in the coal business for the past 11 years, would hold 57 shares and his wife the remaining 87 shares. Trans- ferors no longer have necessary time to devote to the station, the application stated.

Developmental, 2 Local CPs Are Granted by FCC

THE FCC last week granted the petition of the Texas Star Broadcasting Co. for reinstatement and control of grant of application for a new local station for Houston, to operate on 1230 kc, unlimited time, with 550 w power, in accordance with the FCC-WPB policy statement of January 26. Preliminary grant was denied by WPB, and the station obtained from WSYR and KIUL, the FCC has granted the application for a new FM station for Rock Hill, S. C., was granted to Ernest H. Carroll, Virginia B. Carroll, James S. Beaty Jr. and William C. Beaty, doing business as the York County Broadcasting Co. Subject also to the January 26 notice, the new station will operate unlimited time with 250 w on 1340 kc.

At the same time the Commission granted the license of WHAS Louisville, the Courier-Journal & Louisville Times Co., a construction permit for a new developmental station on 45,500 kc with power not in excess of 1,000 w. It is reported equipment has been obtained for the station.

WSYR Seeks WOLF Frequency Change

Station Protests Interference of Syracuse Local's Signal

SEEKING to eliminate interference caused in listeners' receivers by their own equipment and by that of another station, WSYR Syracuse, which operates unlimited time with 5,000 w on 570 kc, has filed with the FCC a petition requesting that the frequency of WOLF, Syracuse local, be changed from 1490 kc to 1490 kc to alleviate the situation.

Containing all data which would be necessary if an application for modification of license were filed or behalf of WOLF, the report explained that as the intermediate frequency used in a great number of superheterodyne receivers of recent years is 46 kc and as most of these receivers do not employ tuned radio frequency amplification ahead of the first detector (which where subject to strong signal intensities would cause the image frequency to exist at twice that frequency of 912 kc, lower than the undesired frequency) the image frequency of WOLF may also be heard at times, especially in the evening, when the signal is strong enough to overcome the tuning weakness of the sets in question. The WOLF signal is also stronger than that of WOLF in the St. Louis market, which is on 1340 kc with an increase of 570 kc, the report stated.

The statement revealed that in one case a dealer was forced to re turn a large shipment of new receivers to the manufacturer because of the tuning of the intermediate frequency and the WOLF situation.

The statement pointed out that the new WOLF frequency would increase the coverage of the local outlet to a slight degree for all contours.

KDKO to Hinlein

CONSENT has been granted to the FCC to the voluntary assignment of license of KDKO St. Louis to Mr. Robert A. Drehelhich, doing business as Drehelhich Bros., to Milton J. Hinlein, as president. An extension of the license was dated March 14, 1943, for a total consideration of $36,000. Mr. Drehelhich brothers have been in the Army Air Corps since the first of 1934. Robert Drehelhich, stationed a El Paso, Tex., is completing training in a bomber crewman and radio operator. Albert Drehelich is finish radio training at Sioux Falls, S. D. No change of any kind is contemplated at the station, Mr. Hinlein stated, and policies of operation will be continued. KDKO operates unlimited time on 1490 kc with 250 w.

NEW LINE of sound reproduction equipment has been announced by F. S. Griffin, vice-president of the Western Electric Export Corp. To be read for foreign exhibitions as soon as material is released, the equipment incorporates designs resulting from application of new basic principles.
Livestock Raiser

Joe O'Bryan, owner of the noted O'Bryan Ranch at Hiattville, Kansas, says—"Radio was the first modern improvement for better living on the farm. It showed the farmer and the livestock man how the rest of the world lives. Through making him want for something better, other improvements followed. We actually live today by the radio. We eat breakfast at a certain time—we come back to the farmhouse at a certain time for lunch—just so we don't miss any of the valuable information that radio gives in our behalf."

DEDICATED
IN BEHALF OF
AMERICAN
BROADCASTING
TO THE HOME AND THE COMMUNITY

VICTORY THROUGH FOOD

All indications point to the importance of food in the making of a lasting peace. KMBC, recognizing radio's responsibility to the Heart of America—the foodbasket of the nation—now operates a typical Missouri-Kansas farm in service to its rural audiences. Here Phil Evans, KMBC's nationally known farm editor, puts into practical demonstration latest farming developments, telling listeners of progress made in three remote broadcasts daily from "KMBC Service Farms." Radio is limited only by man's ability to utilize its potentialities.
In the not-so-distant future, a new and lofty jumping-off place in Oklahoma will be ready for the Aldrich Family, Charlie McCarthy, Bob Hope, and the scores of other programs heard regularly over WKY.

WKY's new 915-foot antenna, part of its new quarter-million dollar transmitter, is one of the two highest in America and the sixth highest man-made structure in the Western Hemisphere.

The immediate result of the use of this new antenna will be to increase materially WKY's daytime coverage in Oklahoma, nearly double its nighttime coverage, and improve reception throughout its service area. These increases will be added to WKY's already dominant coverage of Oklahoma with present facilities.

In planning and constructing a tower of this height, WKY had its eye on the future, anticipating the coming of FM and Television. Mounted on this tower 915 feet above ground, FM and Television antennas will have a minimum range of 50 miles to the visible horizon.

WKY is providing a superior service to Oklahoma today because it was planned that way yesterday. Its service will be superior tomorrow because it is being planned that way today.