Every Man, Woman, Child Spends $29.65

- In only two other states of the nation are the citizens better drug store patrons than in Colorado. The average expenditure of each Coloradan in drug stores last year was $29.65, according to data compiled by Drug Topics, exceeding the national average of $21.56 by 37½%. Nor is this a wartime bubble. In 1939, Colorado ranked second in per capita drug store sales.

The Denver Market, which embraces the bulk of Colorado buying power, is one of today's best fields for the promotion of drug products in the country, and KLZ is, for many reasons, its most effective medium of sales promotion.
WOULD YOU LIKE TO REACH...
Dads and Mothers, Aunts and Uncles, Fond Grand Parents, as well as the Kids?

Sounds Like a Big Order, But We Have Just The Show That Will Do It!

The Kiddies Karnival has a ready-made audience—backed by fifteen years of continuous performance over WSPD.

The Agency seeking a successful show can pick a winner, by the sponsorship of this popular live talent feature. It is a half hour "star maker" and we are proud to say that many of our youngsters are today big-name stars in the show world of the theatre, radio and the movies. This show plays to a studio audience, has a clever M. C., prize give aways, and merchandising tieins.

Open for immediate sponsorship. Let us tell you more about it.

Just Ask Katz
104 of 106 independent stations want “better pictures”:

Results of a poll by the Columbia Broadcasting System...
sent its recent illustrated report "Television" to independent stations who must provide the studios and transmitters of postwar television as well as its program service. The report compared prewar and postwar potentials (as they are compared on the preceding page from the same plates). Against the background of the report, CBS put to its affiliates five simple and cardinal questions, to which 106 replies were received:

**Better Pictures?**

Even though it may take a year or two after the war to accomplish it, do you believe that the degree of improvement over prewar television standards represented by the "postwar" illustrations in this report justify the concerted efforts of manufacturers, of broadcasters, and of government?

98%: Yes

2%: "Don't know"

**Full Color?**

Do you think full-color television as shown and described in this report would increase the effectiveness and popularity of television, compared with black-and-white? (If yes, please indicate approximate percentage increase.)

100%: Yes (The stations estimate color adds 250% effectiveness)

**Set Sales?**

If you have seen any black-and-white television pictures, not on so-called "closed circuits" but as received on a television set from actual broadcasting, do you believe they are good enough to induce widespread consumer purchasing of receiving sets at $200 and up?

83%: No

17%: Yes

**1 HR. Before Eyestrain?**

Do you believe present pictures are "good enough" to permit continuous viewing of television programs for at least an hour without eyestrain?

57%: No

43%: Yes

**2 HRS. Before Eyestrain?**

Do you believe present pictures are "good enough" to permit continuous viewing for at least two hours without eyestrain?

97%: No

3%: Yes
...and the stations added these opinions:

WRVA Richmond: ...we, at WRVA, agree fully with CBS on this subject.

We must prefer that the present ballyhoo regarding the instant development of television be eliminated, and all efforts concentrated on the rapid development of perfect television, which seems to be within our grasp shortly after the war's end.

...we heartily endorse the CBS reasoning on the subject as outlined in your report.

C. T. Lucy

WCAO Baltimore: I have seen television demonstrated both in England and in this country, portraying the standards that exist with television...as of today. Noting the public's reaction, as well as my own, I do not believe that television will come to stay until the picture shown is sufficiently larger, cleaner and more detailed to permit a family of five to see what is going on, without exerting any great amount of effort on their part.

This would be on a basis comparable to the present home moving pictures.

L. Waters Milbourne

WCAU Philadelphia: I feel that color television on higher frequencies will be much better than technicolor in moving pictures, as shown today.

Color television will also help distinguish backgrounds. In black and white there is no depth—it is like viewing an object with only one eye. A person standing in front of a pole would appear to have the pole growing out of his head. In color this would be separated. Freak pictures would be cut to a minimum.

Leon Levy

WGAR Cleveland: Yours...is the first realistic statement I have seen on the subject for a long time. There have been so many overly optimistic statements on television, many of which to me seemed entirely promotional and made by interests who had everything to gain in the sale of television transmitters and television receiving sets.

From the standpoint of the broadcaster and the public, too little practical thinking has been done.

John F. Patt

KTSF San Antonio: I would be the last to discourage development in either frequency modulation or television. I certainly am for encouraging experiments in and development of this new art in any way possible but I do feel, until the industry is sure that development has reached a level to assure its economic stability, its development should be carried on strictly in a laboratory and on an experimental basis.

...I believe you are absolutely right. If we knew there was no higher band on which to broadcast video programs, I would say to push it as hard as possible in its present stage of development. However, with my very limited knowledge of its technical aspect, I say...the industry should continue its laboratory and experimental development until we are sure.

O. L. Taylor

WDRC Hartford: ...a magnificent job...Certainly no one could disagree with the technical facts as presented, and due cognizance was taken at the opposing point of view. I can only hope that it accomplishes its purpose.

Franklin M. Doolittle

(more on next page)
The KANT thus require vest for the WRBL achieved useful year. WKBW should the investment use even developments right track you thing out you.

Until far better television pictures are achieved—pictures which cause no eyestrain, I cannot visualize ease of consumption for television.

Columbia should be commended for the position it has taken. I. R. Lounsberry

WRBL Columbus, Georgia: It is better to engineer for the best now and possibly delay full scale introduction of television—than to invest millions more in prewar standards and thus require these millions to be plowed under by obsolescence later.

J. W. Woodruff, Jr.

KRMT Des Moines... WMT Cedar Rapids... WNAX Sioux City-Yankton: At any rate, this is certainly the time to make the decision, based upon the best engineering advice obtainable, and you are to be congratulated for putting the thing out onto the table.

Craig Lawrence

KFH Wichita: We believe Columbia is on the right track in insisting that the latest developments in television should be put in to use even though it may mean the loss of investment in some prewar equipment.

It seems to us that with television being the tremendous undertaking which it is, we should do everything possible to make it as near perfect before offering it for general use.

Plez S. Clark

WFBL Syracuse: May we congratulate CBS on the manner in which they have presented the prewar vs. postwar television problem. We at WFBL are in accord with your views and further believe that until such time as the proper frequency allocation and definite postwar standards have been determined, television should not be presented.

Samuel Woodworth

KTUL Tulsa: You're right 100%. Postwar television must equal and better any commercial pictures in magazines and on billboards and must be as free from eyestrain and equally entertaining as the commercial movies.

John Esau

WGAN Portland, Maine: We of WGAN believe that the sale of television sets and receivers should be publicly exploited only after the war when it will be possible to incorporate therein all the latest developments up to that point: that premature promotion will be detrimental to the industry.

C. E. Gatchell

WFBN Indianapolis: In my opinion, your television report makes a very good—almost an unanswerable—case for fine quality color production, as opposed to mediocre prewar efforts.

I am confident American technical genius will solve the problems that remain without much delay.

Harry M. Bitner

WAIM Anderson: One conclusion is inescapable: CBS is way out front on the road to realization of a dream in which all broadcasters and the public have a big stake.

Wilton E. Hall

WTAD Quincy: We certainly believe that television as shown and described in your report should, without question, be the immediate goal of all concerned. I believe to approach the problem on any other basis, would unquestionably be wrong. It's like comparing the old crystal receiver with its cat whisker of twenty-five years ago with the modern super-heterodyne receiver of today, or the old gas light and kerosene lamps with modern incandescent and fluorescent lighting.

Let's not be satisfied with any half way measures, let's all apply every ounce of ingenuity and skill that we possess and even though there may be a short delay when the finished product is ready, I am sure that the delay will be justified.

Walter J. Rothschild

KOW San Francisco: I wish to compliment you on the wonderful job of presenting the story of television in black and white and color. As it is a very difficult thing to handle, I think it has been handled in this book in a remarkable manner.

...I agree with the statements in the brochure.

Ralph R. Brunton

WDWS Champaign: You folks are to be commended highly for the intelligent foresight you have shown in making this data available to broadcasters and advertisers.

I will predict its effect will be definite in crystallizing opinion in favor of better television...As broadcasters we feel it would be highly impractical to consider anything but the ultimate after the war.

Frank R. Mills

NOTE: A copy of the original report "Television" which explained the issue in detailed text and pictures, will be mailed on receipt of responsible request.

This is CBS... the Columbia Broadcasting System
IF YOU'VE SOMETHING TO SELL
SELL THOSE WHO BUY
AND SELL THEM WHERE THE SELLING IS A "PROVED SUCCESS"

3 TYPICAL WPEN "PROVED SUCCESSES"

★ MORNING 950 CLUB
   Monday thru Saturday
   9 A.M. to 12 Noon

★ 950 CLUB
   Monday thru Saturday
   2 P.M. to 5:15 P.M.

★ NITE CLUB OF THE AIR
   Monday thru Saturday
   10:30 P.M. to 12 Midnight

WPEN
PHILADELPHIA, PA.
950 ON THE DIAL • 5000 WATTS
Today—When You Think of

NEW ORLEANS

... You Think of

PENDLETON SHIPYARDS

The Greatest Selling Power
In The South's Greatest City

50,000 WATTS
CLEAR CHANNEL

CBS AFFILIATE—REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.
WSIX NOW LEADS IN NASHVILLE
All Day from 8 A.M. to 6 P.M.
HOOPER LISTENING INDEX OCT.'43-APR.'44

Morning Index (8 A.M.-12 Noon)

Afternoon Index (12 Noon-6 P.M.)

Represented by the Katz Agency
STANLEY G. SWANBERG

Vice-President, Botsford, Constantine & Gardner, San Francisco

Says—"Spot broadcasting is a needed institution that has come of age"

Yes, Mr. Swanberg, and now that it has, we of Free & Peters feel like a proud father whose daughter has just married the finest young man in town!

Not that we think we are the pappy of spot broadcasting. But twelve years ago, when we first dreamed up the idea of starting an organization of radio-station representatives, spot broadcasting was a really hectic and catch-as-catch-can affair. Since that time we've seen it grow up and settle down into one of the most stable, reliable and productive media in the advertising world.

And some of our better friends among stations and advertisers have told us that we've contributed a bit to the process. If so, we're even prouder than ever of the new adult!
 Strikes at 12 Stations Averted by WB

Status Quo Order Stops Petrillo Platter Plan

By JACK LEVY

THE NATIONAL War Labor Board last week intervened in time to prevent technicans' strikes from materializing at 12 NBC, Blue and Mutual stations and possibly some 50 CBS and independent stations, at the same time preventing James C. Petrillo, president of the American Federation of Musicians, from taking over operation of turntables at all network-owned stations.

Holds Status Quo

Taking jurisdiction in the dispute between the National Association of Broadcast Engineers & Technicians and NBC, Blue and WOR New York, the Board Wednesday sent the following telegram to the networks and the two unions:

Re: National Broadcasting Co., Blue Network, and Bamberger Broadcasting Co. and American Federation of Musicians, AFL, and National Association of Broadcast Engineers and Technicians, case No. 111-5312-D. On May 27, 1944, the Secretary of Labor certifed to the National War Labor Board the dispute in the aforementioned case.

Pending an immediate investigation by the Board of the issues in dispute, both parties are requested to maintain the status quo and continuing, without change under all the terms and conditions which existed when the dispute arose. Such action on the part of the parties will be without prejudice to their respective rights.

The telegram was signed by Leonard L. Berliner, acting director, Disputes Division.

Immediate compliance with the Board's request was granted by network officials. It was advised Allan T. Powley, NABET president, that no change in jurisdiction over platter-turners would be permitted in stations under contract with NABET until the case is settled. Similar assurance by Mr. Petrillo had not been given as BROADCASTING went to press.

As a result of the Board's action, strikes were averted in the following stations and studios served by NABET technicians: WEAF WJZ WOR New York, KEX KGO San Francisco, WMAG WENR Chicago, KOA Denver, WTM Cleveland, WRC Washington, D.C., and the Hollywood studios of NBC and the Blue.

In addition, members of the International Brotherhood of Electrical Workers had threatened strikes in five of the eight CBS-owned stations and a host of independent stations in which IBEW technicians have jurisdiction over turntables [BROADCASTING, May 29]. Although the Board's request to hold the status quo was not sent to CBS, which is not a party to the NABET dispute, it appeared that Mr. Petrillo would not be able to enforce his agreement with CBS giving him control over turntables on June 1 as long as the musicians are unable to move in at other network stations.

WCCO Serves Notice

It appeared likely, however, that IBEW technicians at CBS's New York outlet, WABC, would not be involved in an invasion of musicians to handle turntables. Mr. Petrillo already has control over platters in two CBS-owned stations, WBBM Chicago and KMOX St. Louis, but IBEW men at all other CBS outlets have served notice they will not allow the musicians to move in on their functions.

Latest among IBEW locals to oppose the agreement between Mr. Petrillo and Ed Brown, IBEW president, turning over handling of records to the AFM, is Local 1916, which has jurisdiction over turntables at WCCO Minneapolis.

The union notified Mr. Brown on May 24 that all contracts under its jurisdiction with regard to platter spinning "will be enforced as written." The action of the local also applies to WLOL WDGY and WMIN in the Twin Cities.

Advised of the Board's action, Mr. Petrillo refused to make any commitment as to his projected plans to move in on turntable operations at all network-owned stations and eventually at all stations [BROADCASTING, May 8]. He indicated that a decision would be made following an AFM board meeting in Chicago which was to be held in advance of the AFM national convention beginning today (June 5).

As BROADCASTING went to press late Friday, the WB had received no official word from Mr. Petrillo regarding compliance with its status quo request. All other parties to the dispute had notified the Board they would comply.

Despite the Board's action, NABET will not withdraw its 30-day strike notice filed with the National Labor Relations Board on May 10. Ballots were to be mailed out by NLRB over the week-end to determine officially whether the technicians would go on strike if the musicians take over platter-turning operations.

May Appoint Panel

NABET is pressing for early action by the WB to settle the jurisdictional question and it is likely the Board will be appointed to hold hearings on the case. There was some prospect, however, that the Board itself may decide to handle the dispute because of its far-reaching character.

Official explanation of the Petrillo-Brown agreement assigning operation of records to the musicians was received last week by IBEW locals. The agreement was entered into, Mr. Brown advised his membership, "in order that there may be a combined and united effort by the international and the AFM to prevent encroachment of the jurisdiction of either by inside or outside forces."

One interpretation placed on this agreement by a union official was that with the musicians firmly installed at the turntables and another AFL union at the controls, Mr. Petrillo might decide to tie up station operations in order to enforce any further demands he might make. In making a deal with the AFM which precipitated this agreement, "the networks should have realized this," he said.

Meanwhile action on the legislative front was taken to stop Mr. Petrillo from interfering with the broadcasting of noncommercial, cultural or educational programs. A bill (S-1957) was introduced Monday by Sen. Vandenberg (R-Mich.) in behalf of Sen. Clark (D-Mo.), who is chairman of a Senate subcommittee to investigate the AFM.

The bill is the outgrowth of testimony presented last March [BROADCASTING, March 27] by Dr. Joseph E. Maddy, president of the National Music Camp, Interlochen, Mich., regarding Mr. Petrillo's interference with the annual summer broadcasts over NBC by students of Interlochen. Mr. Vandenberg told the Senate that the chief purpose of his bill is "to release music of American school children from the domination of James Caesar Petrillo."

Text of the bill follows:

A Bill to amend the Communications Act of 1934, so as to prohibit interference with the broadcasting of non-commercial cultural or educational programs.

Be it enacted, etc., That the Communications Act of 1934, as amended, is amended by inserting after section 202 of such Act, a new section as follows:

Sec. 202. It shall be unlawful for any person, or any person representing an organization or group, to interfere with, intimidate any person or persons, binder, extort, delay, prevent, or conspire with other persons, for the purpose of hindering, delaying, interfering with, or stopping the production or transmission, by means of any radio station of any noncommercial educational or cultural program presented by any academically accredited and tax-exempt institution of higher education and planned and prepared for presentation by radio or television.
**WCOP to Cowles; Bulova Holds WNEW**

**KSUB Control to KSL; KBLM Is Sold to KBKR Owners**

Completing negotiations in progress several months, the Cowles stations group last week acquired WCOP Boston from the Arde Bulova radio interests for $225,000. The transaction is the second station acquisition by the Cowles stations within a month, WHOM Jersey City was acquired for $350,000 last from Joseph Lang and Paul F. Harron ([Broadcasting, May 25]). Both transactions are subject to FCC approval, as is the projected sale of KSO Des Moines by the Register-Tribune interests to Kingsley H. Murphy, Minneapolis newspaper executive, for $275,000 ([Broadcasting, May 8]).

Another station sale completed last week was that of KBLM La Grande, Ore. local, to the owners of KBKR Baker, Ore., for $15,000. A new company, Inland Radio Inc., has been formed by the Baker group to operate both stations, subject to FCC approval. Owners of KBKR who seek the La Grande local are: Marshall E. Cortnett, petroleum products and automobile distributor, and Lee W. Jacobs, former promotion manager of KFJI Klamath Falls, Ore.

Purchase of controlling interest of KSUB Cedar City, Utah, by Radio Service Corp., licensee of KSL Salt Lake City, has been negotiated, subject to FCC approval, according to Ivo Sharp, vice-president and manager of the Salt Lake City 50,000-watt. The purchase price for the 51% was not disclosed. KSUB operates on 1340 kc with 100 w.

Mr. Sharp said the purpose was to provide better program service to Cedar City and that the two stations would be operated jointly. Leland M. Perry, present owner and manager of KSUB, would continue to operate the Southern Utah station.

The WCOP transaction grew out of the relationship of the station to WORL Boston. The latter station is licensed to Harold A. Lafont, former radio commissioner and general manager of Bulova stations. The FCC's multiple ownership regulation, however, applies to related management as well as ownership in the same areas.

The WCOP purchase would leave Mr. Bulova, watch manufacturer and broadcaster, with only one station—WNEW New York—of his original group of six. He has contracted to sell WPEN Philadelphia to the Philadelphia Bulletin for $220,000; WNBC Hartford to General Tire & Rubber Co. for $220,000; WWO New York to the Mester Brothers of Brooklyn for $300,000; and WELI New Haven to Col. E. Carey W. Vail Inc. The New Hampshire operator, for $225,000. It is understood he does not contemplate selling WNEW, one of the nation's top independent stations.

The WCOP transaction was announced Tuesday in New York. The FCC was unanimous in nearly every decision involving the multiple ownership ban. Commissioner T. A. M. Craven did not participate in two morning decision and was absent Tuesday afternoon Commissioner Ray C. Wakefield i out of the country.

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**Four Station Sales Approved In Record FCC Decision Day**

**New Local Authorized at Port Angeles, Wash.; WIBC, WCOL, KXOX, KLRA Transfers Granted**

In the biggest decision day of its 10 years of existence, the FCC last Tuesday disposed of more than 60 individual broadcast cases, including approval of four station transfers involving an aggregate cost of about a million dollars.

Seeking to clear up its end-of-the-month docket, the Commission at an all-day meeting disposed of practically all cases ready for decision. A dozen of the items involved the Commission's multiple ownership order. Three petitions for extension of time in these "duopoly" cases were granted, while eight petitions were denied or designated for hearing. (See separate story on this page.)

One new station was authorized—for Port Angeles, Wash.—through reinstatement and conditional grant of an application for assignment on 1450 kc with 250 w. Licensee of the new local is the Evening News Press Inc., publisher of the Port Angeles News. Original application, for 50 w day and 100 w night on 1500 kc was filed in 1937, amended in 1941 and subsequently dismissed in 1942. Petition for reinstatement was filed in March of this year.

Station sales approved by the Commission and heretofore report ed included WIBC Indianapolis by Mr. and Mrs. H. G. (Bud) Wall and Mrs. Thelma M. Lohnes, of Washington, for $440,000, to the Minneapolis News; WNBC Milwaukee by Kenneth B. Johnston, C oolumbus attorney, to L. A. (Butch) Pixley, general manager of the Port Industry Co. stations and to members of his family, for $250,000; KLRA Little Rock from Arkansas Broadcasting Co., controlled by A. L. Chilton, to the Gazette Publishing Co. for $275,000; and KXOX Sweetwater, Tex., from nine stockholders to Wendell McWhirter and Lillie Agnes McBeath, for $27,646.

With approval of the WIBC transfer, the six-year-old regional outlet becomes the only newspaper-owned station in Indianapolis. The Indianapolis News, president and publisher of which is Richard Fairbanks, is the oldest daily paper in that city and has the largest circulation and advertising volume in the state. Stephen C. Noland is editor; C. Walter McCarty, managing editor, and J. F. Breeze, advertising manager. Holdings of the relinquishing parties were: Mr. Wall, 51%; Mrs. Wall, 24%; Mrs. Lohnes, 25%. The transfer involves all of the 1,000 shares capital stock. Mr. Wall was formerly connected with George B. Storer, president of the Fort Industry Co., which owns stations in Ohio, West Virginia, Georgia and Florida.

Lloyd A. Pixley and his wife acquired 51% interest in WCOL Columbus, with his father and mother, Mr. and Mrs. Milton A. Pixley, ac

(Continued on Page 61)

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**5 Duopoly Pleas For Delay Rejected**

**Licenses Renewals Set for Hearings; Four Extensions**

FCC last Tuesday denied five more petitions for extension of the duopoly rule effective date to permit "orderly disposition" of properties, granted four applications for additional time and designated for hearings two others which contended Sec. 3.38 under Order 84-B was not applicable.

In an all-day session Tuesday the Commission was unanimous in nearly every decision involving the multiple ownership ban. Commissioner T. A. M. Craven did not participate in two morning decision and was absent Tuesday afternoon Commissioner Ray C. Wakefield i out of the country.

Last-Minute Petitions

Although all indications point to rigid administration of Sec. 3.38 (effective date for which was suspended 15 days, April 4, in individual Commissioners express views that such was not the case. In most instances where petition for extension were denied and applications for renewal were granted for licenses designated for hearings, the Commission is understood to have felt that evidence submitted by petitioners was not sufficient to indicate that the broadcasters involved were making "serious efforts" to obey the Commission's wishes with reference to multiple ownership.

Documents for filing under Order 84-B was last Wednesday midnight and several last-minute petition were received. Some sought extension of the effective date beyond May 21 while others contended the duopoly rule was not applicable.

Petitions which asked extension of the effective date to permit orderly disposition of properties an which were denied last week follow:

Fisher's Blend Station Inc., St. attle, licensee of KOMO and KJJi, denied petition for extension of license of KJOO-KJEE, which was denied last week in its part.

Berk's Broadcast Co., Reac ing, Pa., licensee of WEEE, an Reading Broadcast Co., licensee of WRAW Reading, denied petition for extension; designated for hearing applications for license renewals; Commission Craven not participating.

Memphis Broadcast Co., licensee of WMC and Memphi Publishing Co., licensee of WM (both Scripps-Howard holdings), denied petition for postponement of effective date to Dec. 1; designated for hearing application for renewal of WMC license.

Berk's Broadcast Co., Reac ing, Pa., licensee of WEEE, an Reading Broadcast Co., licensee of WRAW Reading, denied petition for extension; designated for hearing applications for license renewals; Commission Craven not participating.

Memphis Broadcast Co., licensee of WMC and Memphi Publishing Co., licensee of WM (both Scripps-Howard holdings), denied petition for postponement of effective date to Dec. 1; designated for hearing application for renewal of WMC license.

Louis Wasmier Inc., licensee o (Continued on Page 62)
CONTINUOUS promotion of a store's radio program pays big dividends according to a recent survey of the time occupied by the Morning Watch sponsored by G. Fox and Company over WTIC Hartford.

On the air continuously since Sept. 1, 1935 six days weekly, 7 to 8 a.m., the Fox radio program not only attracts more listeners than any daytime program heard in Hartford, but also enjoys a larger share of the audience than any program, network or local, heard in the metropolitan area at anytime of the day or night.

The unusually large number of sets in use during the early morning period, which is the primary time of airing, is indicative of the program's daily audience. The size of the audience can be measured by the number of ratings in the four major listeners' surveys in the New York metropolitan area. G. Fox and Company have been very active in advertising this program throughout the four-month period.

MTIC Monday, Wednesday, and Friday mornings, and in the Afternoon from Wednesday to Friday, and in the Afternoon from Thursday to Saturday, 1 to 4 p.m.

Starting with the executive personnel a few months before the first program took to the air ten years ago, then following through with all other employees of the store, the executive personnel of G. Fox and Company have continuously promoted the Morning Watch. The program became a reality when WTIC representatives presented a buyers meeting point to the store executives the need for such a service in the market and a way of cash-in on the sale of merchandise to be advertised on the Morning Watch.

Promotional efforts were next entered on all store employees to build an interest in the show. Questionnaires were sent to employees skimming them if they felt that the store could profit from a radio program, and if so, what help they could offer it. Results were published in the house organ, the Go-Getter, store house organ.

G. Fox and Company has found that radio, as with any other medium, maximum sales at minimum advertising costs are obtained only when there is complete coordination between the store and the department where the merchandise being advertised. Promotional efforts are aimed at the employees to get this coordination. Merchandise displays mention the Morning Watch, and the sales force in the department involved is made familiar with the text of the commercial aired on the program.

The Morning Watch is also promoted to listeners and prospective listeners just as continuously and even more actively than it was in 1935. The store features both interior and window displays concerning the program. References to the program are made in the Fox Forerunner, a 24-page monthly newsletter, which is distributed to 210,000 homes in Connecticut and Massachusetts; in the store's newspaper advertising; in the monthly statement inserts; and in other direct mail.

G. Fox's out-town business has a tremendous increase since the radio program went on the air in 1935. Until gas rationing curtailed frequent trips to the store by customers living throughout WTIC's primary service area, customers would drive in many miles to shop. Today many customers who cannot drive to the store write directly to the store advertising on the program. Even if customers cannot come to Fox's, the store is knocking on their door 313 mornings a year.

The Morning Watch features and recorded music, frequent time announcements, whimsical chatter, and seven commercial spots. Many of the commercial spots are now turned over to push the sale of War Bonds and stamps or to advertise the Red Cross, the Connecticut War Council promotions, the OWI, and other war activities.

After Pearl Harbor, three news broadcasts were inserted into the program. A minute summary of the highlights of the news are given at 7:15 and 7:45 a.m., and there is a five-minute news broadcast at 7:25 a.m. The news is compiled and edited in the WTTC news room from dispatches direct from the wires of the Associated Press, International News Service, and Transradio Press.

Five other radio programs were developed for particular departments as a result of the response to various types of merchandise advertised on the Morning Watch. These departments were: electrical appliances; intimate apparel; linens and domestic supplies; optical; and the beauty and body moulding salon. In addition to promoting the departments involved, the programs produced excellent direct sales volume.

Looking to the future, G. Fox and Company, along with hundreds of other stores, anticipates the problems of being able to buy desirable time on the air from the station best suited to the store's advertising, and of developing various types of programs to meet specific needs. It has been G. Fox and Company's experience that any department in a store that has clearly or partially been merchandised, and staffed—from watch repair to millinery, from corsets to refrigerators—can sell its merchandise successfully over the air.

**Murrow Honored**

EDWARD R. MURROW, CBS London commentator, was the only radio personality to be given an award by the Headliners Club. It was revealed last week by Bill Henry, member of the awards committee. The award to Mr. Murrow, a bronze medallion, will be presented at a banquet for the Headliners Club Frolic at Atlantic City, June 9-11. Mr. Murrow won the award on the basis of his single broadcast last December after he was in London, England and was the first American radio news correspondent to be in Berlin. The broadcast was put into brochure form and titled "Orchestraled Hell." Mr. Henry, who was on a trip to Europe, also was the outstanding newspaper columnist for his Los Angeles Times column, "By the Way."
Legislation ‘Dead’ Says Senator Wheeler

Expresses Anger At Broadcast Criticisms

By BILL BAILEY

CHANCES for remedial legislation this session of Congress were all but wiped out last week as Chairman and coauthor K. Wheeler (D-Mont.) of the Senate Interstate Commerce Committee abruptly called off a Committee meeting Sunday, May 23, and announced tersely that the Wheeler-Bill (S-814) was “dead.”

Sen. Wheeler’s surprise action came after the NAB Legislative Committee submitted an anticlient despatch to the Committee, its comments on the revised measure which was made public May 23 following a Committee meeting. (BROADCASTING, May 29.)

Russell, Lord Opposed

Purturbed over Sen. Wheeler’s attitude, the Legislative Committee, in a session Wednesday, voted to confer on NAB President J. Harold Ryan and Committee Chairman Don S. Elias of WWNC Asheville, N.C., “plenipotentiary powers” to take what action they might deem necessary to have Sens. Wheeler reconsider and commit to the full Committee to discuss the legislation.

Frank M. Russell, NBC Washington vice-president, and Nathan Lord, managing director of WAVJ Louisville, voted against the “plenipotentiary powers” resolution.

Clair McCollough, WGAL Lancaster Pa.; James D. Shouse, WLW Cincinnati, and G. Richardson Shafto, WIS Columbia, S. C., had returned to their respective homes Wednesday. Reached by telephone, however, Messrs. McCollough and Shafto agreed to invest in the present and Committee chairman plenipotentiary powers. Mr. Shouse disagreed, stating he considered his consent ‘nullifying any further obligation’ he had to the Committee to help procure legislation at this time.

Attending the Wednesday meeting and voting extraordinary powers to the Ryan-Elias duo were: Joseph H. Ream, CBS New York; James W. Westerfield of WOR, New York; J. Leon Reinsch, managing director of the Cox stations; and W. L. Billings, Mont.; J. Leonard Reinsch, managing director of the Cox stations; and W. L. Billings, Mont.; J. Leonard Reinsch, managing director of the Cox stations.

The NAB issued the following statement last Wednesday after the meeting:

“Reiterating the imperative need for radio legislation, the NAB Legislative Committee concluded a three-day session in Washington today (May 31) and conferred on Don S. Elias, chairman of the Committee, and J. Harold Ryan, president of the NAB, plenipotentiary powers to expedite action on the revised White-Bill Wheeler. Approximately 70% of the radio stations of the country are represented in the NAB.”

Mr. Elias called his Committee to Washington Monday to consider the revised legislation. Section-by-section the members went over it and formulated comments which were submitted Tuesday to Sen. Wheeler.

Contained in a 14-page document, the NAB recommendations and comments are understood to have angered Chairman Wheeler, particularly suggestions that the proposed Declaration of Congressional Policy be stricken along with a clause limiting the power of stations to 50 kw. Sen. Wheeler long has been an advocate of not more than 50,000 w for any domestic station.

Herts Rural Areas

With reference to the proposed limitation on power the NAB comment was: “The NAB believes that specific limiting legislation of this character in a general proposal presents hazards from the standpoint of future developments, of the protection from foreign encroachment, of American radio stations, and of the avoidance of inconsistencies with existing treaties and Executive agreements.”

“In addition to the general objection to a statutory limitation on an ever-changing technical field, such as a limitation of power to 50,000 w, the proposed restriction on the service areas of the clear channel stations (no protection beyond 500 microvolts) will, in many cases, deprive listeners in remote rural areas of their only broadcasting service, and in many more areas will deprive listeners of any choice of programs.”

In an interview last Thursday, Sen. Wheeler said there were portions of the bill distasteful to him and that the co-author, Sen. Wallace H. White Jr. (R-Me.), acting Minority Leader, objected to other provisions “but it was a compromise between us and we hoped to leave our differences to the Committee members to help us iron out. Of course it wasn’t a perfect bill, but it was a beginning.”

He criticized not only the NAB, but the “networks” and Federal Communications Bar Assn. as “not knowing what they want.” “It’s disheartening,” he declared, “to work for months on some legislation and then have the broadcasters themselves change their minds with the wind. One day they want this; the next day it’s something else.”

Mr. Russell went farther than I felt I should in limiting the powers of the Commission,” he continued, “but I wanted to get a bill before the Committee—something we could work on. If there were provisions that wouldn’t work, then we could straighten them out later. The main thing was to get something going, but the broadcasters themselves don’t seem to know what they want. So far as I’m concerned the bill is dead.”

Must Curt Commentators

Still clinging adamantly to his provision banning the sponsorship of commentators (the clause also forbids newspaper sponsorship), Sen. Wheeler asserted that he was not opposed to stations selling time for “networks” and a radio itself acted to curb certain commentators “who attack people and lie about them,” Congress eventually would act.

“Everyone was to see restrictively.” (Continued on page 59)

Stormy Session on Procedure Marks House Hearing on FCC

Ensign Harold Graves Defends FBIS Usefulness:

Rep. Magnuson Hits Weekly Report

HEATED ARGUMENT between Rep. Warren G. Magnuson (D-Wash.), acting chairman, and Harry S. Barger, chief investigator and assistant general counsel, over procedure featured hearings last Wednesday of the House Select Committee to Investigate the FCC.

During a cross-examination of Ellis Porter, chief of the reports section, Foreign Broadcast Intelligence Service, and veteran newspaperman, over a weekly analysis released by the FBIS, Rep. Magnuson interrupted cross-examination to remark that the witness didn’t put out the weekly review and therefore was not qualified to testify about it. Mr. Barger countered that because of Mr. Porter’s experience he was qualified to express his views as to the worth of the review.

“That doesn’t mean anything to me,” declared Rep. Magnuson. “That’s one man opinion, and probably the weekly review was just a lot of paper and probably should have been discontinued.”

“Let’s get on with the witness.”

Cross-examination continued regarding a daily report issued through Mr. Porter’s section. Rep. Magnuson interrupted: “You didn’t ask the witness if the FCC planned to call any witnesses from other Government agencies to corrobate or deny the Commission’s contention that the FBIS services were valuable? That the witness would write letters to the ‘14 major agencies’ receiving the reports.

[When the same question arose last Tuesday Chairman Leske (Cal.) ruled it was up to the Commission to substantiate its claim by witnesses or correspondence inasmuch as the FCC was presenting its own defense.]

‘Ready to Walk Out’

Mr. Barger explained that the Comd had submitted letter in response to its last questionair during Mr. Magnuson’s absence Rep. Magnuson still thought, he said, it was the Committee’s job to inquire of the various agencies which include War and Navy and Navy Depts., as to the value of the reports. When Mr. Barger remarked that the acting chairman “seemed to forget” that the War and Navy Depts., had been forbidden by executive order giving any information to the Committee, Rep. Magnuson replied: “I don’t think that right.”

Charles R. Denny Jr., FCC general counsel, interposed that the

(Continued on page 58)
To conserve paper, we are decreasing the use of special folders, and presenting more factual data in our general advertising.

THE WORLD’S FIRST FARM MARKET—

Twenty-five percent of all “grade one” farm land of the United States is within the state of Iowa. Seventy-five percent of all “grade one” farm land in the United States is within 250 miles of the center of Iowa.

“No civilized area in the world of equal size has such consistently fertile soil”, says the World Almanac in describing Iowa.

FARM INCOME UP 256%

Iowa farm cash income has increased one billion dollars in five years—leads the nation.

<table>
<thead>
<tr>
<th>Year</th>
<th>Income</th>
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<tr>
<td>1939</td>
<td>$643,077,000</td>
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<td>1940</td>
<td>716,369,000</td>
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<tr>
<td>1941</td>
<td>908,902,000</td>
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<tr>
<td>1942</td>
<td>1,297,972,000</td>
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<tr>
<td>1943</td>
<td>1,648,880,000</td>
</tr>
</tbody>
</table>

All the gold produced in the world each year does not equal the value of the annual cash income of Iowa farmers.

The average Iowa farmer had income of $7,800 in 1943 and will have a 20% greater income in 1944.

Iowa is first of all states, in—
cash income for farm products
value of farms
corn production (20% of U.S.)
hog production (25% of U.S.)
number of horses
oats harvested
number of tractors used
value of livestock on farms
egg production
value of chickens produced
total value of farm property

WHY BUY WHO?

The WHO primary daytime coverage area produces more than 1/10 of the food supply of the U.S.A.

Where else can you find a medium that covers “The World’s First Farm Market” like WHO—the 50,000-watt Voice for Victory?

Our farm program service is supervised by Herb Plambeck. There is no better farm radio editor in the U.S.A.

WHO

DES MOINES . . . 50,000 WATTS

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

FREE & PETERS, INC. . . . National Representatives
NAB Music Group Urges Broadcasters To Resist ASCAP Royalty Claims

BROADCASTERS were advised last Friday by the NAB Music Committee that they "should not yield to ASCAP for disputed royalties when they feel they are right in principle merely because the amounts involved are small and because of the trouble involved in trying to fight a special music bulletin to the NAB membership." The committee reviewed results of its study growing out of claims made by ASCAP auditors against stations holding per program licenses.

Analyzed in the report was a letter dated May 5 from John G. Paine, ASCAP general manager, to Campbell Arnoux, WTAR Norfolk, chairman of the NAB Music Committee. Text of the five-page letter was published along with the following comments by each of Mr. Paine's policy interpretations:

NAB Cites Conclusions

The NAB committee contended Mr. Paine's letter set forth interpretations "directly at variance with the interpretation of the NAB Music Committee." The committee cited its conclusions as to the six disputed points, for the information of stations. (Text of the NAB special bulletin, Vol. 12, No. 1—is procurable from NAB headquarters in Washington.)

NAB contended a study of responses from stations on specific instances of claim. The royalties made by ASCAP auditor called claims were not only against stations with per program contracts, but also those holding blanket contracts. The following analysis of these claims that a subcommittee of the music committee, comprising Mr. Arnoux and James Begley, of Philadelphia, conferred with Mr. Paine and his associates, and propounded the half dozen questions on which clarification was wanted. The music committee survey indicated a large number of stations were receiving claims from ASCAP auditors for royalty payments on spot announcements, which were between or immediately adjacent to programs containing ASCAP music. Whereas ASCAP claimed that the major factor in the interpretation of the contract in this regard was a letter written to ASCAP by Independent Broadcasters Inc. in 1941, the NAB committee contended that the main document in determining the meaning of the contract is the contract itself.

The committee contended that ASCAP was not entitled to a special interpretation, regardless of length, which contains to ASCAP music and not to any part of the adjacent programs, and without reference to the character of the station's normal program work or local commercial or sustaining, for one or more hours, during a week where a participating program contains ASCAP music, the tax to which ASCAP is entitled is based on the percentage of the revenue from commercial announcements which are given wholly within recapitulating program, the NAB committee contended.

In those claims made with respect to music programs and announcements, the NAB said that if such a program is segregated from the normal broadcast schedule, payment must be made only with respect to such a program from that separate segment of the program which uses ASCAP music. The committee contended that ASCAP music in participating programs, because a non-sponsored Government transcription could not be considered the ASCAP music broadcast in the course of participating programs which contained no other ASCAP music should not be construed as making the spon soned segments payable. ASCAP's income from these subject to any other policy. It contended, would encourage broadcasters from donating the most advantageous time for the broadcasting of Government announcements.

To as regional network licenses for occasional regional networks, the music committee contended broadcasters are entitled to commercial network licenses or to sustaining network licenses, or to a combination of the two, depending on the relation of the programs to the regional network upon which the ASCAP station participates. Municipal and commercial programs at the option of the broadcasters.

In 1944 ASCAP was asked to clarify its policy on logging technique required by it. ASCAP contended it was impossible to accept record number because it had no files of recordings or of ASCAP company contracts, whereas ASCAP said this appeared to be exaggerated. ASCAP's position was that any ASCAP publisher members would effect this information, the NAB said. The committee added that it was its intention to cooperate with ASCAP by ascertaining what record catalogs ASCAP lacks and by endeavoring to supply them.

Point 6, relating to royalties on programs and announcements in behalf of controlling corporations, brought from Mr. Paine the interpretation that the understanding has always been that the exemption from percentage payments applied only to announce ments and not to programs. The NAB committee held there appeared to be no sound reason why a two-minute announce ment should be exempt, as it admittedly in, whereas a five-minute program would be subject to charge.

On the last point, "where ownership or a number in dispute is involved," NAB contended that Mr. Paine seemed to misread the case in his answer when he had said that ASCAP would be remiss if it didn't let stations know that it was claiming a number which they used because of the contingent liability expenses. The NAB committee contended it was incumbent upon ASCAP to bring some action to determine the ownership of performing rights where the proprietorship is in dispute, rather than to proceed by continuing harassment of licensees who have no means of independently ascertain ing where the truth lies between the parties to the controversy.

In conclusion, the committee held that Mr. Paine, in his answer, did not cover one of the most important difficulties with which broadcasters have been faced, "namely, the continued failure of ASCAP to admit the validity of consent decree grants made directly to broadcasters by authorization in a publisher members of ASCAP where the payment of no consideration is included in it", the committee will hold that the NAB has been assured by the ASCAP publishers that ASCAP has no intention of making these awards, but ASCAP has, nevertheless, seen fit to make claims with respect to many of them.

The NAB committee said it would consider the disruption of its work by the continuance of harassment of its members from ASCAP which they feel to be unnecessary to notify to the committee. The committee said it would lend such assistance to broadcasters as it can properly give.

AFRA Fee Plan Opposed by Ryan

NAB VIEWS on WMAL Case Transmitted to WB

OPPOSITION to the principle of assigned commercial fees for announcements by a National War Labor Board hearing officer in the dispute between WMAL Washington and AFRA, was expressed last week by J. H. Ryan, NAB president.

In a letter to the Board transmitting the views of the NAB Board of Directors, Mr. Ryan asked that in reviewing the recommendations the Board give serious consideration to the industry-wide implications of its decisions. The case, now pending before the Board, involves the method of payment to staff announcers who are assigned local commercial broadcasts by the station [BROADCASTING, May 1].

"If the War Labor Board should surmise the principle of requiring a station to pay a special fee to an announcer who is regularly employed upon the announcement staff, it would be a step in the direction of his contracts. The contractual duty to read a commercial!", Mr. Ryan wrote, "is obvious that it will have far-reaching effects upon the employer-employee relationship. In many operations, it will ultimately have the effect of destroying the control of station managers over staff announcers.

"The endorsement by the War Labor Board of the principle of fees for assigned commercial announcers as distinguished from selected commercial announcers would have the inevitable effect of removing control over announcers from the hands of station management to that of sponsor. We want to make it clear that there is no effort on the part of the management of fair wages to announcers based upon ability."

Senate Will Consider Conference FCC Budget

FACING the 1945 fiscal year with a cut of more than $2,000,000 in its requested budget, the FCC is reorganizing its national defense activities and part of its normal functions to conform with economic demands of Congress, expressed in the Independent Office Appropriations Bill (HR-4070).

The House last Thursday agreed to conference committees reducing the budget of $8,371,700 to $6,211,145. Conferences agreed on $29,104,500 for normal operations.

For national defense activities (including Intelligence Division and Foreign Broadcast Intelligence Service) the conferences cut $1,964,367, leaving the FCC $4,249,733 for defense functions.

The House defeated the McKel lar amendment to require Senate confirmation for all employees with salaries of $4,500 or more but sustained a Senate amendment to prohibit outlays of funds for executive agencies unless such use specifically authorized by Congress.

ARMY HONORS DR. ARMSTRONG

ARMY HONORS DR. ARMSTRONG

Army Honors Dr. Armstrong, inventor of FM and numerous radio innovations, last Thursday was awarded the War Dept. Chief Signal Officer's Certificate of Appreciation "for loyal and patriotic services rendered the Signal Corps of the Army of the United States in the accomplishment of its vital mission during a period of national emergency".

The certificate honoring Dr. Armstrong is the first of such two that has been given to individuals by the Signal Corps and companies not under the direct control of the War Dept., but who have performed outstanding services beyond their normal duty.

In 1941 Dr. Armstrong waived all royalties on the use of 17 of his patents on FM radio apparatus purchased by the War Dept., and now working successfully under fire in the field. At the same time, he offered to license manufacturers designated by the Army to produce this equipment for a fee of $1 a year for the duration. The Secretary of War, Hon. Henry L. Stimson, accepted the offer in a letter of appreciation.

Since Pearl Harbor Dr. Arm strong has given his time to the development of numerous experiments with radio equipment all over the country. He has also worked with the Signal Corps in advising on contract developments. The FM method practi

Page 16 • June 5, 1944

BROADCASTING • Broadcast Advertising
Ian Ross MacFarlane

We'd like to have you meet a new kind of news analyst ... Ian Ross MacFarlane. He's quite a guy.

His analysis of the war news packs a clarion-like authority because he's been in the war up to the hilt.

He lived in North Africa with the British 8th Army. He went out on a landing barge when the Commandos raided Dieppe. He broadcast to the U.S. the first thousand English plane raid over Germany.

He said Turkey wouldn't join the Allies ... one year before Churchill admitted failure in the House of Commons. He had Franco's number, too ... before England made its decision to favor Spain.

During the past 20 years he has lived closer to the countries and the people of Europe, about whom he talks, than probably any other commentator on the air today.

As a newspaperman on the staffs of American, English, French, and Yugoslavian Journals, MacFarlane spent nine years in Continental Europe, then traversed the globe three times.

Ian Ross MacFarlane broadcasts for W-I-T-H exclusively.

Baltimore, MD.

Tom Tinsley, President · Represented Nationally by Headley-Reed
Advertising's Role

In War Is Lauded

Dept. of Commerce Specialist
tells of Growing Respect

While exercising its "potent power of persuasion" to achieve an "amazing" recovery in the production of war themes, advertising has "earned the attention and respect of the public as never before," the Dept. of Commerce stated last week.

In an analysis of the role of advertising in the war, Corrie Cloyes, Economic Editor of the Publications Union, Bureau of Foreign & Domestic Commerce, finds that advertising has attained "a new high stature" which is clearly indicated by public response to the promotion of the war effort.

Paying tribute to the work of the War Advertising Council in mobilizing contributions of $527,700,000 last year through the major media for home front campaigns, Miss Cloyes heartily concurs with the Council's philosophy as to the necessity for continued advertising of information messages for some time to come.

"Undoubtedly," the war-time experience will have an everlasting effect on the coming peace-time advertising when products and services again must be actively sold," Miss Cloyes continues. "But before we reach that day we must prepare for it."

"...The people must know the merits of the substitute system. They must be informed and made to understand the meaning of this system and why it is a powerful factor for good social good. They must be persuaded to support the system."

"Advertisers who have grown in stature in the minds of the public, are the official ones to take charge of this task. They must do this without lessening their support of war theme campaigns, which always come first, but they must do their additional job, nonetheless, so that the war we are now waging will not have fought in vain."

Rail Radio Grant

FOUR construction permits were granted by the FCC last week to the Chicago, Rock Island & Pacific Railway Co. for experimental Class 2 stations to be used in conducting experiments under actual operating conditions on trains running between Chicago and Lincoln, Neb. Experimentation will be undertaken to develop factual information regarding the use of very high frequency circuits and systems in the following points of railroad service: end-to-end of trains; two-way yard-to-trains, trains-to-trains; one-way yard-to-yard; two-way dispatcher-to-trains, engines or cabooses; two-way brakeman or flagman-to-trains, engines or cabooses. Radiotelephone and radiotelegraph emission is authorized, including both AM and FM frequencies, within the bands of 30 to 40 mc and 100 to 400 mc, with 10 w maximum power.

New 50 kw. Grants

For Canada Hinted

Frigon Tells Committee Plans

To Award Power Boosts

POWER increases to 50 kw for some Canadian Broadcasting Corp. stations were mentioned by Dr. A. Frigon, CBC acting general manager at the Parliamentary Committee on Broadcasting hearings at Ottawa, May 24, transcript of which has just been released. This includes increasing to 50 kw CBR Vancouver, CCM Montreal, CJSB Toronto, and the building of a new power station in Maritime provinces.

The necessity of power increases on the prairies was also stressed by Dr. Frigon. No date was set when such power increases would be made, but a study of frequencies which can be used under the Canadian Treaty is now being made by the CBC, Dr. Frigon told the committee.

Television, FM Status

No station at present licensed in Canada for FM broadcasting, Dr. Frigon explained to the committee, but the CBC has a few low-power sets for use in an emergency. There were requirements when Canada went to war to take care of communications between stations and transmitters in case there was a stop to the line service, he stated. The equipment is not now in use. The CBC has earmarked $400,000 for use in installing FM equipment when production lines are acquired and freezing regulations allow that sort of experimentation. The same sum covers CBC research on television development in the United States.

 Asked if the CBC could finance television, Dr. Frigon stated that CBC revenue could take care of most of the money that would come up in sound broadcasting, but there is hardly enough money coming from license fees or from commercial broadcasting to allow us (the CBC) to promote television to any great extent."

He stated that priorities on cables is at present holding up the completion of the CBC shortwave station at Saskville, N. B., but it would be operating normally by January.

An independent survey of CBC national newscasts revealed that 65% of Canadians were of the opinion that all political parties were treated in a fair and equal manner, 17% felt political news in CBC national news was subject to bias, and 25% had no opinion. This was the told the committee according to D. C. McArthur, CBC acting general manager of the survey, made by Elliott-Haynes, Toronto, in March, was made following criticism in the House of Commons of the political news in the CBC national news summary.

Allocation on International Basis, Plus

Commercial Radio Planned by Britain

By ROBIN WALKER

LONDON—ALLOCATION of frequencies on an international basis, expansion of the British Broadcasting Corp. programs to worldwide proportions and creation of a commercial broadcasting system, that of the U.S. are among post-war plans now being considered for Great Britain.

Robert Foot, who has retired as Director General of the BBC, disclosed at a conference of railway liaison officers in London that by 1947 Britain will have three major broadcast systems: the publicly-owned BBC and two commercial methods, one operating for home consumption and the other for worldwide reception.

International Growth Urged

Specific plans for the BBC include a policy of decentralization, according to Mr. Foot. London, he explained, will not necessarily be the focal point of resources. Mr. Foot called for more international broadcasting, based on the principle of reciprocity. Television has become a potentially more possible proposition and one that is within the reach of the mass of population, he pointed out, adding that BBC already is giving serious attention to sight-sound broadcasting.

FM, although yet in its stage of technical development in Britain, also must be considered as a factor in post-war radio, he said. Wired reception, now common in blocks of flats, is likely to increase and play an important part in distribution, the retiring BBC head asserted.

With reference to BBC Mr. Foot said:

"As long as the BBC has the job of conducting this great service, we shall never forget that it belongs to the people, all the people of our country. We shall try to run it in the kind of way that we believe the people as a whole would want and expect it to be run—responsibly, independently, without fear or favor and as near first-class in all fields of broadcasting as human endeavor can make it."

The BBC charter expires at the close of 1946. If precedent is followed, such as that of the U.S., there will likely be a charter framed, but the BBC will have the important function of taking over the Government Committee with the final decision resting with Parliament. In connection with proposed commercial broadcasting, the press of Great Britain, formerly antagonistic to radio advertising, is getting behind the move to emulate the American system.

Set Shortage Seen

British advertisers were using commercial radio in pre-war days. In 1939 two million pounds of British money was spent in Luxembourg for broadcast advertising, which was beamed to British listeners. Many of the agencies which refused to consider radio as a medium for clients even when others turned to Luxembourg, today are thinking of broadcast advertising.

Advertisers, too, are watching post-war radio as a potential medium. Many of the leading firms are seeking agencies which can give radio service. Looking forward to a possible commercial system of broadcasting, advertisers and agencies alike are casting about for writers, authors, producers and experts on selling by radio "just to be prepared."

Mr. Thomas believes that Britain must look to its newspapers for leadership in commercial radio. He disclosed that several multi-millionaire syndicates, including a large insurance firm, are ready to finance a system of broadcast advertising on a sane and sound basis.
How much do you know about the South OR THE SOUTH'S MOST PROGRESSIVE MARKET?

1. Did you know that the South has steadily shown a greater industrial growth than any other section of the nation?

2. Did you know that the South produces 40% of the nation's pulp; 41% of its coal; 60% of its oil; 89% of its cotton; 87% of its textiles; 88% of its tobacco?

3. Did you know that Knoxville, Tennessee, is located in the heart of the great Tennessee Valley—the home of an ever increasing number of large industries with plenty of electric power, raw material and transportation facilities available?

4. Did you know that the South produces more than 20% of the nation's hydro-electric power—much of this by the TVA with headquarters in Knoxville, Tennessee?

5. Did you know that Knoxville, Tennessee—a city of almost 200 thousand people—continues to lead the nation in sales increase?

6. Don't you think that Knoxville, Tennessee, because of its rapid growth, and assured postwar development, should be included on your advertising schedules?

Sales Management's "Retail Sales and Services Forecast for June 1944", with June 1943 as a base of 100%, showed Knoxville with an increase to 160%... tops for the United States!

WROL WNOX WBIR

KNOXVILLE • TENNESSEE • HOME OF TVA
Post-War Set Saturation Point Revealed By Third OCR Survey

RADIO SETS rank sixth in demand for consumer durable goods and appliances, according to a third nationwide survey of the Office of Civilian Requirements as of June 1.

A survey of 2,030,508 families indicated purchase of a radio would be their first or second choice among such appliance items as electric irons, washing machines, and stoves. The OCR pointed out that 48% of the 2,030,508 families had no radio at present, which indicates that the number of new radio homes would be increased by over a million. This would increase the percentage, now believed to be around 90%, of radio homes, the OCR said.

Coast Silence

SOUTHERN CALIFORNIA area stations, in first radio silence in more than a year, went off the air at 7:05 p.m. (PWT) on May 30 for 32 minutes. Silence was ordered by Los Angeles Fighter Wing of the IV Air Force when unidentified targets were detected. When identified as friendly, all clear signal was given at 7:37 p.m. (PWT). Affected were 30 stations in the Southern California area. Previous radio silence on April 25, 1943 lasted 66 minutes.

The 2,030,508 sets which are wanted by American families after the war, however, falls surprisingly short of the 13,100,000 sets sold in 1941, the last pre-war year [1,944 Broadcasting Yearbook]. Comparing this with the indicated post-war set demand, the OCR stated, it is indicative of a "saturation point" so far as radio sets are concerned, for then approximately 93% of American homes will be radio homes.

There were 4,488 householders questioned, and of the 154 who placed radio first among the things they would buy, 49% said the radio would replace an old one, while only 5% admitted they didn't "really need one."

ATS Awards

WABD New York, Du Mont television station, and WRGB Schenectady, General Electric video station, have been recommended to receive the 1943-44 American Television Society Awards for outstanding contributions to commercial television programming. Awards committee also praised WXYZ, Paramount Station in Hollywood, for its contributions of improved techniques in video production for the year.

EXAMINING the 1220 kc crystal which will control the new frequency of WGAR Cleveland are John F. Platt (right), vice-president and general manager, and Lloyd Wingard, acting chief engineer. WGAR moved from 1480 to 1220 on June 4 at 12:20 p.m.

**Movie Wave on 32**

Hassenstein Co., Hollywood (Movie Wave, home cold wave permanent), with increased radio advertising appropriation has revised its list and is utilizing a heavy schedule of 2½ and 5-minute transcribed dramatized announcements on 32 stations. List includes KOY KFBR KFOX KGFI KLSL KGRS KLX KKRD KSAN KSF0 KSDO KTDO KTBK KUCC KVEC KYOS KMYR KID KBBO KFIJ KZL KEBU KOVO KSUB KVVU KLO KEVE KJF KVI KYRS XEMO. Firm in addition on May 20 started for 52 weeks sponsoring daily quarter-hour participation in Make Believe Ballroom on KFIR Hollywood. Dean L. Simmons Adv., Hollywood, has the Hassenstein account.

**WGAR MAKES A MOVE**

**Ships to 1220 kc With Heavy Promotion Campaign**

WITH its scheduled switch from 1480 to 1220 kc and power increase to 6,000 w fulltime, WGAR Cleveland employed an extensive advertising and exploitation campaign. The date of change was June 4 at 12:20 p.m. with a special international salute to WGAR over CBS on the Trans-Atlantic Call program. Previous radio publicity included spot salutes from many top CBS names. Other media broke on May 8 with an avalanche of newspaper, billboard, direct mail, cab signs, car posters and novelties flooding the WGAR coverage area. Keynoting the campaign was the catchy phrase "What's Happening at 1220?" This theme was incorporated in all publicity.

Since the new 1220 facility will accommodate 50 kw, WGAR plans to apply for that power as soon as the FCC freeze on material is lifted. The station has acquired the highest piece of ground in the territory for the new transmitter site with an eye to post-war operation of an FM outlet which WGAR has on file with the FCC.

**LAMOYNE A. (Lene) JONBS, press secretary to Wendell Willkie, has resigned to become press relations representative for Information Please, it was learned last week. Mr. Jones, a former political reporter for the New York Herald-Tribune, had been associated with Wendell Willkie since the 1940 Republican National Convention.**

**ONE! -- TWO! -- THREE! -- Put them all together and they spell . . .**

123 Primary Area Counties in Pennsylvania, Ohio, West Virginia, Maryland and Virginia. Population, 7,534,006. There is also a "Good Secondary" Area of 140 Counties. Population, 6,545,629.

**WWVA**

Wheeling, West Va.
50,000 Watts

Represented Nationally by --

JOHN BLAIR & CO.
Basic Blue Network

Page 20 • June 5, 1944

BROADCASTING • Broadcast Advertising
"The Heat's On" is one of the modern smelters near Spokane. One-third of the nation's lead, one-fourth of its silver, much of its zinc, copper, gold, magnesite come from Inland Empire mines and smelters, adding $110,000,000 annually to its diversified income. And "The Heat's On" when your program appears on KHQ. It reaches even the most remote parts of this wealth-producing area. (Photo Courtesy Sullivan Mining Co.)
TO ADVERTISERS WHO ARE LOOKING SOUTH

Most marketing experts agree that the South is now the nation's greatest "area of opportunity." If you feel that's true in your industry, we suggest you consider South Carolina as a starting point.

South Carolina is easy to cover. One station—WIS at Columbia—reaches virtually the entire State, daytime. The WIS service area has 74% more radio homes than New Orleans, 185% more than Atlanta, 208% more than Birmingham.

We'd welcome an opportunity to tell you how and why this 5000-watt station, at 560 KC, has a stronger signal (actually delivers more microwatts) over a larger area than is possible even to many 50,000-watt stations. Drop us a line—or ask Free & Peters.

MORE RADIO HOMES HERE THAN IN ANY SOUTHERN CITY

WIS
COLUMBIA
SOUTH CAROLINA
5000 WATTS • 560 KC
FREE & PETERS, Inc., National Representatives

Page 22 • June 5, 1944

OWI PACKET, WEEK June 27

Check the list below to find the war message announcements you will broadcast during the week beginning June 27. All station announcements are 60 seconds long, and are available for ownership. Tell your clients about them. Plan schedules for best timing of these important war messages. Each X stands for three announcements per day or 21 per week.

<table>
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<tr>
<th>WAR MESSAGE</th>
<th>NET. WORK GROUP</th>
<th>ANNOUNCEMENTS GROUP</th>
<th>NAT. SPOT PLAN</th>
</tr>
</thead>
</table>

Fifth War Loan
Don't Travel
Save Paper
Prepare for Winter

See OWI Schedule of War Messages 144 for names and time of programs carrying war messages under National Spot and Network Allocation Plans.

Fifth War Loan Continues as Leading Subject in OWI War Message Schedule

Six subjects appear on the OWI Domestic Radio Bureau allocation schedule for the week beginning June 26, with messages on the Fifth War Loan given major emphasis.

Network messages on the Station Announcement allocation plan will call attention to the continued need for enlistments in the Women's Army Corps. Radio is being asked to help overcome an apathy that has deterred many potential candidates from joining the WAC by carrying appeals which correct misconceptions regarding the service.

Transcribed announcements are being sent non-affiliated stations on the Save Paper campaign, messages asking listener cooperation in reducing use of paper for packaging and wrapping and collecting every piece of paper for salvage. The spots are regarded as specially suitable for sponsorship by food markets and waste paper dealers.

Returning to the packet after some months absence is the Don't Travel campaign, with messages assigned to network programs. Fear of critical congestion of rail and bus lines arising from increased troop movements unless civilian travel is curtailed prompts the resumption of appeals which are aimed at those planning trips over the 4th of July.

Play Square with Gasoline, scheduled on the Station Announcement plan, continues appeals to conserve gas to make it possible for us to meet military needs. Transcribed messages urge full compliance with rationing rules, sharing cars and using gas only for essential driving.

Prepare for Winter, scheduled for National Spot allocation, completes the weekly packet.

C-B-I Theatre Troops
Get Broadcast Stations

YANKS in the China-Burma-India theatre now have their own broadcasting stations with the installation of the first six of a planned 14 Armed Forces Radio Service stations. Because of climatic conditions, the men could not pick up American shortwave broadcasts, but with the new service, troops around Calcutta, Agra and New Delhi can hear their favorite shows, with commercials deleted.

Each station broadcasts 42 hours of new transcribed programs each week. The remaining 78 hours or more weekly, live talent shows, are written, produced, directed and performed by troops themselves. The stations broadcast on 60 w portable transmitters covering 15 to 30 miles. Special Services Division, ASP, is sending hundreds of small "tropicalized" receiving sets to the men—Maj. Henry M. Jackson, of Morale Service Division, former Western Division radio sales manager for CBS, supervised installations.

Saidenberg to OWI

Daniel Saidenberg, symphony conductor, has been appointed chief of the music department of the Radio Program Bureau, OWI Overseas Branch, succeeding Macklin Marrow, who resigned to return to RCA. Mr. Saidenberg will undertake a special series of broadcasts of noted American and European artists now residing in the U.S., most of whom have not been heard in Europe for the last 10 years. He was a member of various orchestras, including the Philadelphia and Chicago symphony, and has served as musical director of the Alec Templeton program on NBC.

Mullen Resigns

Resignation of Jack A. Mullen, effective June 25, as chief of the editorial and production division of the OWI's domestic radio bureau was announced last week by George F. Ludlam, bureau chief. Mr. Mullen has also been serving recently as deputy chief in charge of the bureau's New York office.

Broadcasting • Broadcast Advertising
KFAB Provides Valuable Service to Farmers

That's WHY KFAB is the ONLY Major Station in Nebraska That Carries These Farm Accounts*

FEEDS
O. A. Cooper Co. (Flour-Feeds)
Dissen Mills
Friend Elevator
Little Cow Milling Co.
Sargent & Co.
Vitamined Feed [Dr. McDonald]
POLLTRY & LIVESTOCK SUPPLIES
Dr. Hess & Clark (Poultry Remedies)
Geo. H. Lee (Poultry Remedies)
Oyster Shell Products (Chicken Feed)
Ostwian Chemical Co. (Stock Medicines)
Pennsylvania Salt Mfg. Co. (Livestock Salt)
Rev-Roostarch (Fly-Spray)
Gland-O-Lac (Poultry and Livestock Remedies)
Morrison Salt (Stock Salt)
Smith's Mother Nature Brooder

BABY CHICKS
Gibbs Hatchery
Hill Hatchery
Hamburg Hatchery
Lincoln Hatchery
Smith Chickeries

CORN, HYBRID SEEDS
Garst Thomas
Hamilton Country Farms
Nebraska Hybrid Seed Corn Co.
Tek-Seed Hybrid Corn Co.
Michael Leonard
Dekalb Agriculture Association
Crown's Hybrid Co.
Thompson's Hybrid Seed Corn Co.
J. C. Robinson Seed Co.

PUBLICATIONS
American Poultry Journal
Swapper's Trading Post
Poultry Tribune

OTHERS
Paramount Hosiery
Quills Block House
Sanford Direct Mail
Betty's Book
Jesse's Book
Service Life Insurance Co.
Lincoln Benefit Life Ins. Co.
Three Daughters
Dave Minor
Rock Dale Monument
Intercity Nursery
Power Fence Company
Pollock's (Overall)
C. W. Swinney (Dead Animals, Etc.)
Farmer's Supply Co. (Kil-Balm)
Arvey Corp.
Tek-Seed Hybrid Corn Co.
Thompson's Hybrid Seed Corn Co.
J. C. Robinson Seed Co.

PUBLICATIONS
American Poultry Journal
Swapper's Trading Post
Poultry Tribune

*The above accounts were verified with the latest "Air-Check" made during April.

"The BIG Farmer of the Central States"

KFAB
LINCOLN, NEBRASKA
OMAHA
BASIC COLUMBIA

Hugh Feltis, General Manager

Represented by EDWARD PETRY COMPANY
HERE YOU SEE
PACIFIC COAST LISTENING*

*Average Pacific Coast Hooperating (March report) of all programs for each network during time indicated.

WESTERN DIVISION
It is particularly evident in the West!

Hour after hour, day after day—NBC is "The Network Most People Listen to Most."

What accounts for this? Western listeners, like those in other parts of the nation, favor NBC’s outstanding transcontinental programs. But that’s only part of the answer. The rest—

NBC Western Division has its own Parade of Stars: 19 top-flight news, drama, comedy, music and variety programs heard exclusively on NBC Pacific Coast Network. Among them 3 out of 4 leading news programs . . . the No. 1 drama and comedy shows. And the two top music and variety programs.

Yes, these stars, too, are responsible for capturing the big share of listening in the West.

As an advertiser or time-buyer, isn’t that what you want?
Fly Says FM Will Not Reach Small Markets for Some Time

Chairman Advises NAB Group Improvement of Present AM Equipment for Use Several More Years

FM may be some time in reaching small markets, Chairman James Lawrence Fly, of the FCC, told the recent meeting of the NAB Small Market Stations Committee, held at NAB headquarters in Washington. The chairman offered this prediction in answering a question dealing with the wartime equipment problem of small market stations.

It was pointed out to Mr. Fly that some small market stations are having difficulty putting out the highest possible quality signal because of a lack of new equipment. The chairman advised stations having this problem to improve their present facilities as soon as possible since they may have to rely on AM broadcasting for several years.

Reshuffling Possible

In reviewing problems of the small market group, Chairman Fly said the possibility of making more local channels available to improve nighttime service of these outlets would have to be discussed with the FCC engineering department. Agreeing that nighttime interference on some local channels is bad, he suggested some reshuffling might be possible but noted there would be a tendency to jam any new channels made available.

Where composite transmitters have deteriorated seriously, he said, new transmitters can sometimes be obtained if necessary to maintain existing service. The FCC engineering department knows of a few transmitters available and has aided in obtaining such equipment in some emergency cases. FCC has no definite policy on covering application for FM and later television facilities by newspapers now owning the only AM outlet in the community, Mr. Fly said.

Asked about the situation where an application for an FM license is filed by some individual or organization not now engaged in broadcasting and then an AM broadcaster in the community applies for similar FM facilities, he said he could not commit the FCC to any general policy. The pioneering of the AM broadcaster is certainly a factor to be considered in his favor, he added, with economic factors and other conditions also aiding in determining whether either or both applications should be granted.

Small Station Problems

Chairman Fly said the FCC recognizes economic problems of small market stations and believes a reasonable policy would permit one chief engineer to handle a station's AM and FM transmitters if located in close proximity. Change in present rules governing use of unattended booster stations for FM may be necessary, he said, since the FCC wants to be reasonable about the situation.

Referring to rules governing programming of FM outlets, he said he believed that as time goes on FM licenses will be required to do more and more original programming. Small market stations, he said, could draw on the high-fidelity recordings and transcriptions now available.

At the meeting of the committee, held May 22-23, Chairman Marshall Pengram, of KBNR Rochester, said that "for the vast majority of small market stations, group selling of five, seven, ten or more stations at one time offers the best approach to increased national advertising."

The committee analyzed a preliminary study of small market station coverage in which it was shown that such stations cover a substantial percentage of all radio homes, the percentage varying from 75% in such densely populated areas as Connecticut to 81.17% for such predominantly rural areas as Kansas. A detailed presentation will be made at the NAB meeting in Chicago Aug. 28-31.

It was agreed that stations employing eight or less persons are generally overstaffed technically, resulting in too few production people and salesmen.

The committee expressed the opinion that the proposed FCC Order No. 120 relating to mechanical records fails to solve the problem of too frequent repetition of the words "recorded" and "transcribed". Members generally believe there is no need to identify transcribed announcements as such, but that programs of five minutes' duration or longer should be so announced at least once an hour. The committee asked NAB President J. Harold Ryan to name a district chairman in each of the 17 NAB districts.
Nebraska Court's Denial of Rehearing To WOW May Go to the Supreme Court

The State Supreme Court first denied an appeal for rehearing asked by WOW in connection with the high court's decision on a suit originally brought against the station and the Woodmen of the World Life Insurance Society by Homer Johnson, Dr. Johnson, a Society member, had asked that the lease of WOW by the Woodmen of the World to Radio Station WOW Inc. be set aside. Radio Station WOW Inc. is headed by John J. Gillin Jr., who managed the station for the Society.

The local District Court had ruled that the lease was completely legal and upheld the action of the Society and the new corporation in entering the lease deal. The State Supreme Court overruled the District Court opinion and ordered the lease set aside. Then, on May 26, it refused a rehearing. However, on May 27 the court granted a plea of Radio Station WOW and the Woodmen of the World Life Insurance Society for a stay of issuance of mandate in the suit. The mandate was ordered withheld until Aug. 25, pending appeal to the U. S. Supreme Court, and a $50,000 bond was ordered and posted. The case would go up on a writ of certiorari. Under the writ the highest court would use its discretion in deciding whether to hear the appeal, dependent upon whether it considers a federal question involved.

In the appeal for a rehearing, the defendants, Radio Station WOW Inc., and the Woodmen of the World, charged that the issue of "constructive fraud" was not pleaded in the original case and that the court's decision constituted a fatal variance from the pleadings. The defendants also submitted the plea that the subject matter of the action was solely within the jurisdiction of the FCC and that the State Supreme Court is without jurisdiction to pass on the issue. The high court admitted the right of the FCC to license and to require compliance with the regulations of the Commission but held that does not deprive the State courts of jurisdiction to hear and decide all other property rights in a radio station.

Dr. Frank Stanton, CBS vice-president, and Dr. Paul F. Lazarsfeld, director, Office of Radio Research, Columbia U., are expected to appear in a one-time broadcast on WEJW New York, dramatizing for the layman the operation of the CBS program analyzer for measuring audience reactions.

Mary Margaret McBride Feted at Garden Rally

NBC AND WEA F New York last Wednesday celebrated the 10th radio anniversary of Mary Margaret McBride with a special two-hour rally from Madison Square Garden, probably one of the largest events of its kind honoring a local woman commentator. Orchestra leader Fred Waring served as m.c. and provided the music. Mrs. Eleanor Roosevelt, John Golden, Robert St. John, Fannie Hurst and Billie Burke were among those participating in the event. A large portion of which was given over to recruiting for the women's services. A full hour of the show was broadcast on WEA F covering the 1-1:45 p.m. period regularly occupied by Miss McBride, who devoted the last portion of her program to thanking her 12 participating sponsors. The network carried the first half-hour.

Invitations to attend were issued by Miss McBride through three announcements on her WEA F program. There were more than 45,000 requests for tickets to the Arena, which seats over 18,000. Miss McBride was the guest of honor at a press luncheon given at the Waldorf-Astoria Hotel Monday by NBC and WEA F. William S. Hedges, NBC vice-president in charge of stations, made the introduction. John McKay, NBC press chief, presided.

Garfield & Guild Names Oxrart as L. A. Head

TO BETTER service clients and in an expansion program, Garfield & Guild Adv. San Francisco Agency, has established Southern California offices at 416 W. Eighth St., Los Angeles, with Frank Oxrart, newly elected vice-president in charge as resident manager. Telephone is Trinity 3632. Mr. Oxrart has been account executive of CBS Hollywood. Prior to that he was San Francisco manager of Radio Sales division of the network.

Bertha Rios, head of media, has been transferred from San Francisco to Los Angeles as office manager. Major accounts serviced by the Southern California office include Milani Food Products, Chicago (French dressing); Kay Jewelry Co., Los Angeles (retail chain); Hunt Bros. Packing Co., Los Angeles (canned foods).

Nejelski Forms Agency

LEO NEJELSKI, formerly a member of the advertising plans board of the American Home Products Corp., New York, has opened offices under his own name at 144 East 39th St., same city. Phone number is Murray Hill 3-6775. His agency will function as a public relations and management counsel.

YIP-E-E

The BLUE Network

COMES TO West Texas

Service Begins June 1

The world famous programs and facilities of the great BLUE NETWORK are now being broadcast by KRBC, Abilene, KBST, Big Spring, and KGKL, San Angelo, in addition to the outstanding programs of the coast-to-coast Mutual Broadcasting system. Combined primary coverage of KRBC, KGKL, and KBST is 24 counties with a combined population of 326,773. Write, wire, or telephone for availability and combination rate card.

Radio Stations

KRBC
KBST
KGKL

Represented by
JOHN E. PEARSON CO.
360 No. Michigan
Chicago
250 Park Ave.
New York

Blue ★ Mutual ★ Texas State Networks
DeVAULT—a veteran of 21 years' experience in the United States Diplomatic Service, all with the major nations now at war.

DeVAULT—knows personally the top-ranking leaders in both the Allied and Axis camps.

DeVAULT—selects the significant in each day's happenings.. interprets it with unerring insight.

DeVAULT—His radio popularity and the demand for personal appearances are increasing by leaps and bounds. A plus for sponsors!

DeVAULT—has arrived!

Charles L. DeVault, teamed with the pull and penetration of KDKA's 50,000 watts, is spotted at a time when the teeming Pittsburgh area is at ease and receptive.. a combination to do a he-man's job of selling to the whole family! See NBC Spot Sales for complete details.
WHEN DOROTHY WADMAN says—

"SPINACH"

...then spinach takes on new value in the eyes of thousands of Maine women!

Mrs. Wadman knows whereof she speaks. Her daily program — POINTS AND POINTERS — at 9:45 a.m., Mondays through Fridays, is fifteen minutes of required listening for homemakers in the WGAN area. Recognized (throughout Southern Maine) as an authority on dietetics and home economics, Mrs. Wadman has gained an enormous following for her chatty and informative radio talks. Whatever product she advertises — whether food, new kitchen gadgets, cook books, or lunch boxes — is sure to become an overnight best seller in Maine!

If you wish to tap the rich Portland market, and that of 14 counties in Maine and 1 in New Hampshire, get in touch with us or any Raymer office! The opportunity to take advantage of Dorothy Wadman's proven selling ability can be yours — on an economical participation basis!

STATION  WGAN  PORTLAND  MAINE
5000 Watts                             560 Kilocycles
Columbia Hotel, Portland, Maine

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

Proposed Disc Rule Clarified by FCC
Commission Points Out That Sec. 3.407 Still Operates

TO CLEAR up the inaccurate report that it had actually amended its regulations relaxing the transcription and recording announcement, the FCC last Monday issued a public notice emphasizing that the change is simply a "proposed" amendment and has not been finally adopted. It is understood a news association transmitted the report on May 16—date of the FCC's announcement—as an immediately effective amendment, rather than to be considered finally after briefs due on June 16. Following is the text of the FCC's notice:

In view of an apparent misunderstanding on the part of some broadcasters as to the effective date of the Commission's proposed amendment to Section 3.407 of its Rules, relaxing the requirements of identifying announcements for transcribed radio programs, the Commission issued the following statement:

"On May 16, 1944, the Federal Communications Commission in Order 120 proposed an amendment to Section 3.407 of its Rules and Regulations governing announcements of transcriptions. At the same time, the Commission invited interested persons to file statements or briefs on or before June 16, 1944, setting forth why the amendment should not be adopted or why it should not be adopted in the form proposed. No final action will be taken by the Commission on the proposal until after June 16.

"Therefore, pending final action by the Commission, Section 3.407 of the Rules and Regulations, as presently constituted, continues in effect."

Former WSIX Facilities Sought in Applications
SECOND APPLICATION within a fortnight to seek a construction permit covering the Nashville, Tenn. facilities of 250 w unlimited time at 1240 kc, local assignment vacated by WSIX Nashville in 1942, was to be filed with the FCC by the last day of May by the applicant, J. B. Fuqua, executive vice-president and general manager of Twin States Broadcasting Co., licensee of WGAQ Augusta, Ga., and WSIX Nashville. The first application, receipt of which was announced by the Commission May 26, was filed by two prominent Nashville businessmen, E. E. Murrey and Tony Sudekum, and J. B. Fuqua, executive vice-president and general manager of Twin States Broadcasting Co., licensee of WSIX Nashville.

It is reported that both proposed stations would be affiliated with Mutual, giving Nashville for full-time outlets, one for each network. Mr. Birdwell states that his station would provide service strictly of a local nature and would cooperate fully with all local civic, fraternal, religious and governmental agencies. Sale of WBIK was authorized in January from Mr. Birdwell to Armstrong Broadcasting Corp., licensee of WJHL Johnson City, Tenn. The first application, receipt of which was announced by the Commission May 26, was filed by two prominent Nashville businessmen, E. E. Murrey and Tony Sudekum, and J. B. Fuqua, executive vice-president and general manager of Twin States Broadcasting Co., licensee of WSIX Nashville.

In such cases, WHERE licenses are used, the requirements for program and operating log entries shall conform with those of the broadcast station with which they are used. There are a few cases where a relay broadcast station is licensed for the use of two standard broadcast stations. In such cases, regulations will be issued for a period of three years from the date of issuance.

RELAY LICENSES
NOW THREE YEARS

AMENDMENTS made to its Rules and Regulations by the FCC last week increase the normal license period of relay broadcast stations from two to three years, made the expiration dates of these licenses more uniform, and enforces the license of the broadcast station with which they are used. (There are a few cases where a relay broadcast station is licensed for the use of two standard broadcast stations.

The Commission on May 3 amended Section 4.3(b) of its Rules governing Broadcast Services Other Than the Standard, so as to increase the license period of relay broadcast stations from two to three years, and make expiration dates of these stations uniform. (There are a few cases where a relay broadcast station is licensed for the use of two standard broadcast stations. In such cases, regulations will be issued for a period of three years from the date of issuance.

"Section 4.3—LICENSE PERIOD: RE-NEWAL—

(a) **

(b) **—License for relay broadcast station for a special relay broadcast stations authorized under Section 4.2(h) of the Rules are not used for a period in excess of the license of the broadcast station with which it is used.

At the same time the Commission amended Section 3.407(a) stating the requirement for program and operating log entries by the licensee of each broadcast station, by adding a fourth requirement.

At the same time the Commission amended Section 4.3(b) of the Rules and Regulations, as presently constituted, continues in effect."

New Canadian Station
CFPA are the call letters of a new 500 watt station at Fort Arthur, Ont. licensed to R. H. Parker, Fort William, Ont. Station will operate at 1230 kc, according to information from the Department of Transport, Ottawa. Mr. Parke is at present is general manager of CKPK Fort William.
AVERAGE 1943 CASH INCOME PER FARM:

For WOWLAND STATES: $5613
For U.S. as a whole: $3242

Advantage of WOWLAND FARMER
Over Average U.S. Farmer
$2371

AVERAGE CASH INCOME PER FARM FOR 1943
Figures are from the U.S. Department of Agriculture

WOWLAND FARMERS' Cash Income for 1943 is Better than the U.S. Average by 35% to 250%

(AND 1944 LOOKS EVEN BETTER!)}

Radio Station WOW covers the western third of Iowa; the eastern two-thirds of Nebraska; half of So. Dakota and rich areas of Minnesota, Kansas and Missouri

Ask Your Blair Man for Availabilities
They’re Listening to

Wherever radio stations broadcast WBS transcriptions, their audiences are listening to the greatest array of talent in any library service today... headliners in every field of musical entertainment... directed with rare showmanship... and recorded with the life-like clarity made possible by World’s Vertical Cut Wide Range method of recording. Talent is the key to radio sales success, and WBS delivers headline artists in every field of entertainment. They’re all on hand—when you subscribe to World Program Service.

Brilliantly Reproduced by
WORLD’S VERTICAL CUT WIDE RANGE TRANSCRIPTIONS
MORE THAN a quarter of NBC's 2,500 employees are now members of the network's Ten-Year Club. With the recent induction of 114 new members into the club, membership now totals 586.

FIFTY youth leaders working with youth organizations in Dane County, Wis., were guests at WIOD Miami, May 27 at the second program of the 13-week series, Here's To Youth. Title of the May 27th broadcast was "School's Out".

QUARTER-HOUR transcription describing the work of the USO Camp Shows overseas has been written by Bob Sloane, produced by Bob Shayon, both of CBS, and recorded by WOR Recording Division for local station use in the fall in connection with the National War Fund drive.

NEXT MEETING of the Board of Governors of the Canadian Broadcasting Corp. will take place June 26 at Ottawa.

CAMPAIGN instituted at WHN New York by Dick Gilbert, record m.c., to secure free postage for patients in veterans' hospitals, is slated for support by the military Order of the Purple Heart. Organizations will consider resolutions on Mr. Gilbert's proposal at its forthcoming national convention.

ORIGINATING at WLW Cincinnati, the World Front panel discussion program marked its first anniversary as an NBC network feature on June 2. Program was started on the night of Pearl Harbor in 1941 and for 18 months was aired locally.

KIDO Boise, Idaho, has arranged for a system of region-wide bells, fire sirens and horns to sound immediately upon signal from the station should the news of the commencement of invasion operations come during the time KIDO is off the air. Preparations have been made for the setup with mayors and fire chiefs in all of the principal cities in southwestern Idaho and eastern Oregon.

KXYZ Houston and KRIS Corpus Christi have appointed Free & Peters as national sales representatives, effective June 1.

Palmer Hits Surveys

CRITICIZING rules of the many types, methods and present listening surveys as an "affliction" suffered by radio today, Fred Palmer, manager of WCKY Cincinnati outlined a standard measurement formula before the Kokomo, Ind., Lions Club a fortnight ago. Such a formula, Mr. Palmer said, would be fair to all and should contain: (1) an adequate sample; (2) proper supervision; and (3) public inspection.

RECORDINGS of school children's class entertainments have been aired by CHEX Peterborough, Ont., as public service feature in connection with the drive for the sale of war savings stamps. Classroom sales of war savings stamps were placed on a monthly basis and classes reaching or passing their quota were encouraged to put on classroom entertainment, the best of which were later broadcast.

WHO Dayton broadcast a special program from the home of Capt, Don generator, Mr. who has shot down 30 enemy planes, when the Fiqua, Ohio hero returned.

WHYN Holyoke, Mass., "literally upstaged" its special broadcast by the Hitler Gang—Adolf himself, Dr. Goebbels and Field Marshal Hermann Goering. That trio of Nazis was played by Robert Waterson, who has portrayed Hitler in the movies: Martin Konsleck, who does Goebbels, and Alexander Pope, who soon makes his motion picture debut as Goering. Assisting was Ward Bond as announcer.

WCED DuBois, Pa., in early May presented a one-hour broadcast, sponsored by the Rural Electric Cooperative. The broadcast was carried also by WMRF Lewiston and WOKR South Burlington, General Hospital, Butler, Pa., before 1,000 wounded veterans. Following the broadcast the unit entertained the soldiers unable to leave their quarters for the hour presentation.

WBK Kansas City was host a fortnight ago at a luncheon for public relations personnel of Government agencies in Kansas where a pre-broadcast recording of the new Front and Center program, heard Sundays on the Kansas State Network, was played. Representing WHB were John T. Schliff, general manager; Dick Smith, war program director and creator of Front and Center, and "Mouse" Straight, script writer.

PHIL HARRIS, Hollywood musical director, will replace Kay Kyser on the weekly NBC College of Musical Knowledge for eight weeks starting with July 5 broadcast. Vacationing for the first time in six years, Kyser will entertain servicemen overseas during the eight-week hiatus. Program format remains same. American Tobacco Co. sponsors the 60-minute variety show.

CHML Hamilton, Ont., began broadcasting 24 hours a day on May 15 and claims to be the first station in Canada so to do. Promotion announcing the change featured "Don't be caught napping when D-Day comes." Ken Sob, station owner-manager, stated that prior to the tube shortage the station was on the air 22 hours daily. With tube supply better now, and D-Day expected any time, the station would continue its on-the-hour newscasts every hour of the day, with news bulletins every half-hour from midnight to 7 a.m.

NEW antenna system for WCBI Columbus, Miss., a Conceptor Type 101 is now in operation. Old tower was destroyed by floods from the Tombigbee River several weeks ago when floating houses clipped the guy wires and caused it to collapse.

KFEO Longview, Tex., has been awarded a $500 War Bond, first prize in a merchandising contest for Grape-Nuts Wheat Meal sponsored by Key- stone Broadcasting System in connection with a spot campaign sponsored by General Foods on 78 Keystone stations in the south and southwest to introduce the product in that area.

WCBI Columbus, Miss., took second prize, a $100 War Bond; KOTN Pine Bluff, Ark., won a $50 bond for third place and 22 other stations were given $25 War Bond honorable mention awards.

RALPH EDWARDS and his NBC Truth or Consequences program staff are moving to new quarters at 654 Madison Ave., New York.

ASSOCIATED BROADCASTING Corp., newly formed network with headquarters in Grand Rapids, has established Pacific Coast offices at 3005 Wilshire Blvd., Los Angeles. Telephone is Exposition 1368. Van C. Newkirk is general manager.

WDAY Fargo, N. D., celebrated its 22nd birthday on May 22nd.

WHIO Dayton broadcast a special program from the home of Capt. Don Gendle, Mr. who has shot down 30 enemy planes, when the Fiqua, Ohio hero returned.

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"MUST" COVERAGE

Coverage of... one out of every two radio homes in the U.S.
Coverage in... markets where families have a buying power more than one-third higher than the nation's average
Coverage that... any advertiser can secure by using these 11 essential stations in these 11 essential markets...

<table>
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<tr>
<th>WEAF New York</th>
<th>KOA Denver</th>
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<tbody>
<tr>
<td>WRC Washington</td>
<td>KPO San Francisco</td>
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<td>WMAQ Chicago</td>
<td>WBZ-A Boston-Springfield</td>
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<td>KDKA Pittsburgh</td>
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<td>WTAM Cleveland</td>
<td>KYW Philadelphia</td>
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<td>WOWO–WGL Fort Wayne</td>
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Advertisers who want a bigger share of the people with active purses... receptive ears... in responsive markets should consider the above facts. Remember: millions automatically turn to these 11 essential stations to hear their favorite programs.

For further evidence on "must" coverage... data on audiences, successes, time available, costs... call your nearest NBC Spot Sales Office listed below.

NBC SPOT SALES

New York, Circle 7-8300... Chicago, Superior 8300... San Francisco, Graystone 8700
Washington, Republic 4000... Cleveland, Cherry 0942... Hollywood, Hollywood 6161
Denver, Maine 6211... Boston, Hancock 4261
OLD FASHIONED fairy tales, the kind that have enchanted children for generations past, are featured on a new series of weekly quarter-hour programs produced by WINXI Washington, D. C. Titled Once Upon A Time, the weekly dramas are acted out and produced by local talent. Highlight of the inauguration of the series, which has been signed for 13 weeks by the Embassy Dairy Co. of Washington to promote its homogenized milk, was a "My Favorite Fairy Tale" contest in which children wrote letters on their favorite fairy tale. Best letter was awarded a black puppy dog (which writer named "Winxy"). Embassy agency was Lewis E. Ryan Co., Washington. * * *

Best Sellers
WLIR Brooklyn, N. Y., compiles a list of the best-selling records of the week from sales information and presents the records in a weekly quarter-hour program.

AWARDED ON MERIT!

KFNF
SHENANDOAH, IOWA

"The Friendly Farmer Station"

IN ONE MONTH, March 26th through April 26th, 1944, started or accepted COMMERCIAL CONTRACTS calling for the production, before May first, 1945, of up to . . .

3958
Commercial Quarter Hours!
(Plus a Substantial Volume of Station Breaks Sales Participation)

OVERWHELMING PROOF—Following a Net Sales Gain of 73.3% in 1943 . . . of KFNF's unquestioned Leadership in a Vital Market

In The Heart of the Missouri Valley—It Is—

KFNF
"The Friendly Farmer Station"

1000 Watts
920 KC.

Mail Maps Tell the Story—Write or Wire—direct to
Frank Stubbs, Mgr. KFNF, Shenandoah, Iowa

Service Command Work
FORMER entertainers in civilian life, now in the Army, will be featured in Twenty-One Stars, weekly half-hour program starting on the Blue Network June 17. Subjects relating to different phases of service command duties will be highlighted on each program, with the purpose of making known the war work being done in all parts of the country.

WNLC Variety Show
UNDER the auspices of The Sub, newspaper published by the shipbuilders & Marine Engineers Union of Groton, CT, WNLC New London, Conn., is presenting on each publication date a series of bi-weekly quarter-hour variety programs, with talent drawn from the 12,000 employees of the Electric Boat Co.

School Bands
BANDS of high schools and colleges in the metropolitan New York area are giving guest appearances on the Tolerance Through Music program heard weekly on WOV New York. Arrangements for guest appearances of the school bands are handled by Alan Courtney, WOV record m.c. and conductor of the program.

Record Loan
CJBC Toronto has started a new program titled Collectors' Items, featuring swing records loaned to the station by collectors of "hot" records. Many rare swing transcriptions, not in the station's musical library, will thus be heard by swing fans on the station's Ten-Ten Swing Club program. Records are promptly returned after the broadcast.

College Forum
WAAT Newark, N. J., presents a weekly 25-minute youth forum under the auspices of the Seton Hall College Adv. Foundation for copy and advertisement evaluation. Program is produced by advertising course students of Seton Hall with students of colleges in New Jersey and other states as guests on each broadcast.

Know Your Money
DETECTION of counterfeit coin and currency and safeguards against check thieves and forgers will be revealed in a quarter-hour answer and question program starting June 8 on WNYC New York. A local secret service agent will conduct the weekly program.
Another Lesson Learned at Pearl Harbor*

GATES TRANSMITTERS GIVE MORE PERFORMANCE HOURS—PER DOLLAR!

A recent survey of Gates installations reveals:

MAINTENANCE COSTS FOR 80 GATES TRANSMITTERS IN THE 2½ YEARS SINCE PEARL HARBOR HAVE BEEN LESS THAN $1000!

Just figure it—an average maintenance cost of $12.50 for 2½ years—forty some cents per month! Today, when equipment is at the "critical stage," efficiency is not only important, it is a must. Years of experience in transmitter designing has enabled Gates engineers and skilled craftsmen to design and build transmitter equipment that measures up to today's heavy-load requirements. And that's a sound reason why the less you have to spend, the more important it is to buy Gates equipment and enjoy more performance hours per dollar!

If you'd like to know more about the Model 250C Transmitter illustrated, write for technical bulletin which gives complete data and details. Consult us on any maintenance problem, without obligation.

Model 250C Transmitter
"Showmanship With a Plus Performance!"

GATES RADIO AND SUPPLY CO.
QUINCY, ILLINOIS, U.S.A.

Manufacturers of Radio Broadcast Transmitters, Speech Equipment, Recording Apparatus and Allied equipment in the electronic fields.

Broadcasting - Broadcast Advertising
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BALTIMORE: THE PACKING CENTRE

CHAMPION CATTLE-HOGS-LAMBS

In addition to being an industrial giant, Baltimore is also the heart of a rich agricultural region. From the rolling pastures for miles around come a steady stream of cattle, hogs and lambs to Baltimore's stockyards. Great packing companies like Schluderberg-Kurdle (the famous Esskay brand) Corkran-Hill, Goetze, Swift, Heinz's, Armour and others ship Baltimore meats and meat products over a wide area.
GREATEST MEAT IN THE EAST

There are 24 meat packing establishments in Baltimore. In the last 25 years, this great Baltimore industry has increased by more than 150%!

The tremendous growth of the meat packing business in Baltimore has its parallel in scores of other industrial fields. For Baltimore's prosperity is based on diversification — and more than 100 different industrial classifications contribute to steady, uninterrupted progress. Baltimore is the fastest growing big city in the East! For more than 25 years the industrial output, the number of wage earners and the total industrial payrolls have been growing at a rate that outstrips any other Eastern seaboard city.

If you regard advertising as an investment, you'll want to put your advertising dollars to work in a growing market like Baltimore. And Baltimore's Number One advertising medium is W B A L.

WBAL means business in Baltimore

NATIONALLY REPRESENTED BY EDWARD PETRY & CO., Inc.
Planks & Lip Service

THE MAJOR political parties are about to hold their respective conventions in nominating their respective Presidential candidates. Now it looks hands down, Roosevelt versus Dewey.

Following custom, each party will adopt a platform committing it to speedy and complete victory, postwar rehabilitation and betterment of the economic, social and political fabric of the nation.

Four years ago, for the first time, both political parties adopted “free radio” plans. Each pledged radio on a parity with the press—free by constitutional guarantee.

No one questions the sincerity of these utterances. The resolutions committees of the two parties considered free radio planks as important in the national scene, for even then there were more than cursory pot-shots at the bungling tactics of the FCC and the threat to radio’s freedom implicit in its actions.

But let’s look at the record. Is radio free today than it was four years ago, when these planks were adopted? Does the Supreme Court decision of May 10, 1945, give radio greater or lesser freedom? Would the White-Wheeler Bill, in its latest revised form, offer more or less restraint upon radio as a “free enterprise?”

It can be expected that radio planks again will appear in the party platforms. But they should amount to something more than mere campaign rhetoric promises that look good in type or ripple well over the air. Merely lip service won’t give radio its freedom.

That Fresh Start

SHORT TEMPER, confusion, unwillingness to face facts and perhaps Washington’s heat (man-made and natural) seem to have combined to frustrate remedial radio legislation. The White-Wheeler Bill to amend the Communications Act has been pronounced dead by its co-author, Chairman Wheeler (D-Mont.) or White (R-Me.) also appears to have deserted action.

The blame is ascribed to differences between Committee members and those representing various segments of radio. The bill is the result of weeks of hearings and months of deliberation by Sens. Wheeler and White and Committee aides.

Not even the authors contend the bill is perfect. But evidently they are unwilling at this stage to talk it over and compose differences. Certainly the bill is far from perfect. Admittedly it doesn’t accomplish the ends which even its authors sought to gain.

But it is a start in the legislative process. We were never aware that a committee print of a bill is sacrosanct. The bill, as now drawn, is contradictory. The provision on banning of news sponsorship, though perhaps never seriously intended for anything more than window-dressing, stirred up a controversy that overshadowed all other aspects. And the proposed ban on power—to which Mr. Wheeler appears to be so irreconcilably pledged—shouldn’t be the altar upon which full-scale corrective legislation should die.

It was our impression that Congress legislated, not for the good of an art or industry, but for the welfare of the public. Sen. Wheeler Committee, after years of cursory consideration, decided a revision of the Communications Act, the radio provisions of which were written 17 years ago, was desirable. Hearings were held and a revised measure drafted. Now, because of “differences”, Chairman Wheeler is disposed to dump everything overboard.

If new legislation is needed, then it is the duty of Congress. The legislative processes in both Senate and House usually root out the evil or undesirable provisions. We agree with Sen. Tobey (R-N.H.) that “nothing constructive” can come from “doing nothing”.

New Low on Valor

EVIDENTLY playing on patriotism, several fraternal and labor organizations are reported spending thousands of dollars for transcribed dramatic serials for intensive membership campaigns. One of a series, produced by a fringe organization and submitted to a broadcaster for use “without charge”, went like this:

As two young men leave for Army service they’re given a rousing home-town send-off. The mayor promises their jobs will be waiting when they get back; their boss gives added assurance. Through dramatic sequence and sound effects the youths are taken into battle, wounded, returned and finally medically discharged but still able to work.

It’s a different story when they return; their boss is sorry but has no vacancies; the mayor can do nothing for them. They turn to the Shaking-Hand Fraternity, which maintains a service club for men. The Grand Vicer in charge of Jobs for Service Men picks up the phone, calls their old boss (who, by the way, is a brother Hand-Shaker).

The light dawns; after all the boss didn’t realize his fraternity was interested . . . why sure, send ‘em over first thing in the morning; the jobs are waiting. The thing is a plea for membership to “help us find jobs for our returned heroes”.

To what does it add up? Listeners are told (through drama) that: (1) employers have no interest in employees who have gone to war; (2) political leaders don’t give a hang for the men of their communities; (3) the Shaking Hand Fraternity is doing a real service for “our boys”. And all that adds up to new members, plus creating doubts in industry and Government.

Some of these membership campaigns are offered to radio without charge. If a station manager turns them down as sustainers, then he’s offered full card rate. That should be the pay-off to any broadcaster.

Many stations, in cooperation with the Veterans Administration and local Government employment offices, are providing time to assist returning service men in finding niches in civilian life. The same stations will continue this public service for the men who are giving their all.

Broadcasters want no part, however, of any membership campaigns which exploit, for commercial gain, American patriotism and valor.

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Our Respect To—

HUBBELL ROBINSON Jr.

SOME 15 years ago a young man in traffic department of Young & Rubicam in New York overheard the conversation of two of the agency’s radio producers. They were exasperated because a typewriter for one of the larger radio shows had gone on a spree and there was no sign of an overdue script. In their aggravation they decided to take drastic action when next if the scriptwriter returned.

When the executives left the department a young man opened his desk drawer, took some copy paper, borrowed a typewriter and pounds the keys for several hours, producing a script which he promptly took into the production department. The radio chiefs read the script, made some minor changes and a few days later a network detective program was broadcast—from the traffic boy’s scribbles.

That young man was Hubbell Robinson who today is vice-president and associate publisher of radio at Young & Rubicam. Born Schenectady, N. Y., Oct. 16, 1905, he attend Phillips Exeter Academy, and Brown U. where he received his AB in 1927. At Brown he was associate business manager of the Brown Daily Herald, campus paper. He was also a member of Alpha Delta Phi.

Upon graduation, Hubbell decided he was going to be a newspaper reporter, he started as a reporter for the Schenectady Union Star. Left when he was offered the opportunity of reporting job on the Knickerbocker Press Albany. But the young reporter was ambitious and wanted to get places fast. There was only one town where that could be accomplished. That was New York.

And so to New York. There he got a job reviewing stage shows in large present houses for the Exhibitor Herald, but after short time decided advertising agencies afforded the best opportunities for an aspiring writer.

To get started, he took an unglamorous job in 1928 as a messenger-boys with Young Rubicam. His efficiency and alertness was noted and he was promptly moved into the traffic department. Shortly after his debut into the scriptwriting field he was made assistant to the head of the radio department.

In 1933, while on the R&R’s production staff he was Hubbell was appointed to set up a station management department. Three years later he turned to the production department, where he easy style and flair for scriptwriting and writing soon ranked him as an authority in radio production.

Another promotion came in 1938 when

(Continued on page 42)
THREE REASONS

why WMFM belongs on your fall schedule . . .

LISTENERSHIP

Wisconsin has eagerly accepted the advantage of static-free, crystal-clear FM broadcasting. In Milwaukee, and much of Wisconsin, FM means WMFM. The appealing WMFM combination of crystal-clear, static-free FM, plus outstanding programming strikes a responsive note.

PRESTIGE

Your programs become an integral part of the WMFM schedule of distinctive, quality programs keyed to the wants and needs of the community. Your product . . . your program are associated with a station that has won the respect and gratitude of its listeners.

PROGRAM SERVICE

WMFM has learned FM programming. It has pioneered some of the outstanding FM programs in the country. You can benefit by the experience that WMFM has gained since it took to the air in September of 1940, as the first FM station west of the Alleghenies.

Perhaps one of the many outstanding live sustaining programs of WMFM will exactly fit your requirement. If not, we welcome the chance of working with you in the development of the right program.

Add WMFM to your fall radio plans. Join the fast growing list of pioneers who know that WMFM programs build audiences and promote sales. Write, wire, phone for availabilities.

WMFM

THE MILWAUKEE JOURNAL FM STATION

Member -- The American Network
Our Respects to
(Continued from page 40)
radio production was placed under his supervision. The following year he took over all program planning and talent buying. He became a stockholder in the agency in 1941. He was named assistant director of the radio department in 1943. This year he has been appointed a vice-president of the firm where he started as a messengerboy only 16 years before.

Hubbell Robinson married the former Therese Lewis of New York in 1940. His wife shares his same deep interest in the entertainment business. She was at one time scriptwriter for the Helen Hayes' radio series and also wrote the movie-script for Rosalind Russell’s film, "What a Woman."

From time to time he contributes short stories, satires and articles to Esquire, Scribner’s, Current Opinion, and other periodicals. After working 16–18 hours a day, he spends his spare time writing and reading American history.

His early enthusiasm and eagerness is still on tap. He is continuously on the lookout for new ways and means of producing better radio programs and doing a better job for his firm and their clients.

Speaking of radio production he said, "There is too much slippage production in radio today. The public has been educated to some bad production and what producers must constantly be on the alert and work to obtain, and maintain, a general high level of excellence in their work." When asked about television, he said, "There are enormous possibilities for radio producers who familiarize themselves with television. In a comparitively short time demands on radio producers for television shows will be great and the 'stop-watch' producers who discover they have no place in the video field, nor that field for him."

Graybar Names Cossman, Guy In Personnel Change

WALTER P. HOAGLAND, vice president and central district manager of Graybar Electric Co., retired June 1 after 44 years' service with the company. George J. Cossman, his former assistant, and also a veteran employe of 44 years, will succeed him.

Additional changes announced by Graybar include the appointment on June 1 of W. E. Guy as Distinctive Commercial manager at Chicago, succeeding J. H. Gleason, who will retire shortly. Mr. Guy, who started with Graybar Electric Co. in 1924 was at one time president of the Chamber of Commerce, Hammond, Ind.

CBS Playhouse at 1607 Broadway, New York, is the scene of "Murder on the Fred Allen Program," a mystery novel appearing in the July issue of Readers Digest. Ross Allen, Portland, and other members of his program play prominent parts in the story.

BURRIDGE D. BUTLER, president of WLS Chicago and editor-publisher of Prairie-Farmer, returned to Chicago last week from his home in Phoenix, Arizona, where he lives during the winter.

LEWIS ALLEN WEISS, vice-president and general manager of Don Lee Broadcasting System, Hollywood, will preside at the San Francisco meeting of station and program executives of Pacific Coast affiliates on June 10.

GILBERT M. HUTCHISON, commercial manager of WHGO Greensboro, N. C., has been appointed assistant manager of the radio department of the NBC western division. J. E. Cossman, who succeeds him on June 15, will act as assistant to Jennings Pierce whose activities include the Hollywood hunt and guest relations for NBC in the west.

C. H. HELLER, now with the Overseas Branch of OWI, visited his former associates last week at WLOK Lima, Ohio, where he was the assistant manager for the station. Mr. Heller is attached to the OWI New York news and feature bureau, awaiting overseas assignment.

CHARLES MICHELSON, president of Charles Michelson Co., radio transcription agency, has been named managing director in the foreign language broadcast in the New York City area in connection with the Fifth War Loan Drive. He will divide his time between the drive and his station duties, which he is continuing pending approval of the transfer of the station to the Broadcasters Protective Committee.

FRED J. MURPHY is a new member of the sales staff of WSRF Stamford, Conn. Mr. Murphy was formerly regional manager of Broadcast Productions, New Haven.

FRED A. WEBER, former district manager for Investors Syndicate, Davenport, Ia., has joined Burns-Smith Co., Chicago, station representative, in a sales capacity.

WARREN JUSTICE, released from the Navy, has joined KJH Hollywood as account executive.

EDWARD W. WOOD, Mutual network sales manager, has returned to New York following Hollywood conferences with Lewis Allen Weiss, vice-president and general manager of Don Lee Broadcasting System.

DON NORMAN, NBC spot sales representative in San Francisco, has taken over that office in Hollywood, replacing Fred Seizer who reports to "K." Mr. Norman's predecessor is Carl Nielsen, former KPO sales representative.

DON FRANCISCO Jr., former advertising manager of Avon Co., Los Angeles (aircraft parts), has joined KKKW Pasadena, Cal., as account executive.

THOMAS F. CLARK Co. has been named as national representative for WLAF La Grange, Ga., effective June 1.

**Personal Notes**

Official U. S. Navy Phot

LOOKING OVER latest radio news, from the States while on Navy assignment somewhere in the Caribbean are these broadcasters, who get together whenever time permit to talk over trends in the trade.

New serving as communication officer, Caribbean Sea Frontier, Lt. Comdr. E. Gluck, USNR (seated), who is president of WSOI Charlotte, N. C. Standing is Lt. Louis Read, USNR, former commercial manager of WWL New Orleans, now public relations office for the Ninth Naval District.

Hooper Ratings Show Audience Drop in Ma

C. E. HOOPER, Inc., in the May 30 time network ratings, reports the average audience at 68.8, down 2.0 from the last report, down 2.3 from a year ago. There is a drop of 1.4 fro the previous report for average set-in use, the current figure being 14. Average daytime program rating stands at 4.3 a decrease of 0.6 from the last report.

First place goes to When a Gi Marries in the 100000 weekday program. Young Wilder Brown repeats second, and We Love and Learn third, followed respectively by Ma Perkins (CBS); Kate Smith Silver Steels; Bell Sisters; Our Gal; Sunday; Popp Young's Family, Big Sister; Ma Perkins (NBC). Top-ranking Saturday daytime show, not included in the weekday list are: Stars Over Hollywood, first; Fashions in Rations, second. Ma Perkins has the highest sponsor identification index of those programs included in a list of subscribers to the C. E. Hooper service.

ORVILLE PRESCOOTT, literary critic of the New York Times, on July 10 stars a weekly book review on CBS, Saturday 2:15 p.m.

**Sports**

1050 1050 1050 1050 1050

**Music**

1050 1050 1050 1050 1050

**News**

1050 1050 1050

**Sports**

1050 1050 1050 1050 1050

**Music**

1050 1050 1050 1050 1050

**News**

1050 1050 1050

**U.S. News**

1050 1050 1050 1050 1050

**Sports**

1050 1050 1050 1050 1050

**Music**

1050 1050 1050 1050 1050

**News**

1050 1050 1050
PRESTO IS 10 YEARS OLD

In 1934 Presto made the first commercial cellulose coated recording disc. At the time there were perhaps 3 or 4 instantaneous recording studios in New York making recordings on plain aluminum. We sent these studios samples of our new coated disc and a steel needle to cut them.

They were amazed. Never had they heard a record with so little surface noise...such perfect musical response.

Recently we received an order for 100 discs and the entire plant personnel (all 5 of us) worked a week to fill the order.

Already we had made a few recording turntables which we offered, among others, to broadcasting stations and schools. Often as not they asked, "What use would we have for those things?"

Today thousands upon thousands of Presto recorders are in daily service all over the world. On this, our 10th birthday, we want to thank you for having helped us to grow and to assure you that we will continue to do our darndest to give you the best recording equipment we know how to build.

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

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

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ROBERT F. ANTHONY, former assistant program promotion director of Mutual, has joined WIBG Chicago, has joined WHN New York as sales promotion and sales director, replacing Harley Samuels now in charge of Parade of Stars promotion at NBC.

GLENN DOLBERG, one-time program director of KEF-KEGA Los Angeles, has been appointed western field representative for Broadcast Music Inc., with headquarters in Hollywood.

HOWARD R. MALCOLM, formerly on the announcing staff of WBRO Chicago, has joined KHQ-KGA Spokane.

JIMMIE SIMPSON has left the announcing staff of WROG Salisbury, Md., to join WWDC Washington, D.C.

EVERETT C. PARKER, assistant to the manager of the NBC New York public service department, is the father of a girl.

DAVID FELTZ, freelance radio writer, has joined Owen Vinson Productions, Chicago.

ROBERT HANSEN has joined WIND Chicago as sales promotion and public relations director.

ALEXANDER GRIFFEN, WIP Pittsburgh, news commentator, has signed with Harold Sokkin, New York publishers, for his third book, "Hers Sayre, M.D., to be published this fall.

Rex Bowen, formerly with the CIAA's united network news staff in San Francisco area, has been inducted into the Navy. Before going to CIAA, Mr. Bowen was with KFBC Minneapolis and KCA Prescott, Ariz.

SYLVIA BROWN, food consultant for WCKY Cincinnati, will be married to Dr. Walter Bernard Devine, Natches, O. physician, in July.

KATHERINE FOX, public service director and coordinator of war activities for WJL Cincinnati and who serves as chairman of women's activities of the Ohio War Finance Committee, has been awarded the Distinguished Service Medal, highest form of recognition for volunteer work given by the Committee.

REMI MARTEL has joined the production department of WOR New York as assistant to Steve Ellis on the Moonlight Saving Time program, replacing James Miller, resigned.

LUD GLUSKIN, CBS Hollywood musical director, has been signed for the RKO film "Going to Town," which stars Chester Lauck and Norris Golf (Lum & Abner).

GEORGE FISHER, released from the Army and former commentator on KFOX Hollywood, has returned to the station.

ED HOCHHAUSER, announcer at WING Dayton, Ohio, is the father of a girl.

ROBERT LIGHT, former assistant director of Warner Broa, has joined Blue Hollywood production staff.

MARK GREGORY has left the announcing staff of KYW Philadelphia to join WJR Detroit as news commentator.

EMMA MAE ROBERTS, former promotion director of WCAU Philadelphia, has joined the publicity staff of the United War Chest in Philadelphia.

JAMES MCMILLIN, formerly of WROG Worcester, Mass., has been added to the announcing staff of WIND Philadelphia.

TED R. LINGO, formerly with the cast of the Whistling Steel-Makers network show, has joined the announcing staff of WPEN Philadelphia.

BILL HEDGEPETH has joined the announcing staff of WIBG Columbus, Ohio. He formerly announced at WDNO Dunsmore, N.C.

WAYNE MULLER, announcer and newscaster of KIEV Glendale, Calif., is the father of a boy.

JEAN RUPTZ has joined the program staff of WOFM Schenectady, N.Y., the General Electric FM station. Miss Ruptz was formerly with WTRY Troy, N.Y. Also new to the program staff of WOFM is Jane Ousman.

JERRY SILL, former director of advertising and promotion of WNEW New York, has joined Mutual's station relations department.

GARRETT HOLLIDAY resigned his position as program director of WMCA New York to produce programs on a freelance basis.
WGR

New Blue Buffalo Outlet
Strengthens Web in Upstate N.Y.

More Power on Better Frequency enables Blue to deliver Nation's 14th City and Surrounding Area ... Adding 164,000 MORE Families to present Daytime Coverage ... Station will do standout promotion.

On June 1, Station WGR (5,000 watts day—1,000 watts night on 550 kc) became the network's new outlet in Buffalo. This shift to a station with greater power and better frequency enables The Blue to cover 87,000 more radio homes nighttime—and 164,000 more daytime.

This is particularly important to advertisers because it means that from now on The Blue will give even stronger coverage for advertisers in upstate New York.

WGR is launching a comprehensive campaign on its new affiliation with The Blue—to swing the audiences over and in addition will continue to promote Blue sponsored shows with unusual aggressiveness.

The Blue Network

AMERICAN BROADCASTING SYSTEM, INC.
BERNARD BURROWS, former librarian of CHEX Peterborough, has graduated as a pilot in the Royal Canadian Air Force and commissioned as pilot officer. He is stationed overseas.

KATHLEEN FARREL, new to radio, has joined the staff of CKGB Timmins, Ont.

DON NAIRN, formerly of CKGB Timmins, transferred to the announcing staff of CHEX Peterborough.

JUSTIN DOUGHTY, announcer of CHEX Peterborough, has joined the Royal Canadian Air Force.

LEE TRENHOLM, director of public relations, Underwood Elliott Fisher, Toronto, has been re-elected president for 1944-45 of the Toronto Advertising and Sales Club. Ray A. Barford, J. J. Gibbons Ltd., was elected secretary. G. Alice Phane, radio director of R. C. Smith & Son, is treasurer and R. J. Avery, radio director, Ronalds Adv. Co., director.

ED FRECH, announcer, has joined WALA Mobile, Ala., transferring from WMAN Mansfield, Ohio. Bill Orlean, formerly of WAIT Chicago, has also joined WALA. Other new WALA announcers are John Longsworth and Ollie Cain.

MISCHA BREGMAN has been named music librarian at WCCO Minneapolis. Mr. Bregman was associated with the Minneapolis Symphony Orchestra as a violinist and librarian for several years.

KEN KENNEDY, program director of WDAY Fargo, N. D., was elected president of the State Junior Chamber of Commerce at the annual war conference.

HOWARD NELSON, war effort director of WDAY Fargo, N. D., is father of a girl.

CHARLEY STOOKEY, farm editor of KMOX St. Louis, completed his 16th consecutive year in farm radio on May 20. He originally joined WLS Chicago in 1928.

DORIS KLUDT has been added to the announcing staff of WSRH Stamford, Conn. She was formerly with Connecticut Radio Ad., Hartford.

MARIE DONAHUE has been promoted to traffic manager of WEEI Boston. She formerly was secretary in charge of national sales. Katherine E. King, formerly with WBBM Chicago, is now a member of the WEEI transcription staff.

ROLAND E. SCHEER, former staff announcer of KTSA San Antonio, Tex., is a new member of KHGY Weslaco, Tex.

JOLA BRUBECK, continuity writer of KPRO Riverside, Calif., has resigned to join her husband who is stationed at a Texas Army training center.

ROD O’CONNOR, announcer-producer of WGN Chicago, has joined KHJ Hollywood.

NEIL REAGAN, production manager of KFWB Hollywood, has shifted to CBS Hollywood as producer.

SHELDON W. PETERSON, of the NBC Chicago press staff, is the father of a girl.

ROBERT DUMM, former program director of KSFO San Francisco, has been promoted to a Lieutenant (j.g.) in the Navy.

DON DAVIS, formerly of KLS Oakland, has joined KFRC San Francisco as announcer.

K. LOUIS FLATAU, journalist and recognized authority on international affairs, has started a five-week, quarter-hour commentary on KMTR Hollywood.

FORTY BELOW weather was described to listeners of WING Dayton, when Roving Reporter Lin Mason (the warmly clothed gent on the right) told of his sensations in the AAF Materiel Command’s “All-Weather Chamber” at Wright Field, Dayton. Capt. Walford Harrs (left) is director of the Clothing Unit of the Aero-Medical Lab. In the weather chamber, Materiel Command tests equipment.

WALT HARRIS, previously with KIT Yakima, Wash., and KOB Albuquerque, N. M., is now a member of the announcing staff of KIRO Seattle.

BILL BUTLER, released from the Navy after 18 months’ service, has rejoined WHIP Jacksonville, Fla., as announcer.

FRANCES F. RATER, continuity chief and associate producer for Radio Council, WBEZ Chicago Public Schools station, joined NBC Chicago June 1 as assistant to Judith Waller, central division public service director in charge of NBC-Northwestern University Summer Radio Workshop.

KEN WILSON, WKBN Youngstown, Ohio, announcer, and Dorothy Johnson, former control room technician of WMBS Uniontown, Pa., were married May 13.

ROBERT HAY MILLER, associate producer for the Radio Council, WBEZ Chicago public schools station has been appointed to a Rockefeller fellowship in radio, granting him three months of study in New York network headquarters. Mr. Miller will plans enrollment in New York University Summer Radio Workshop.

KARL SCHLICHTER has been appointed director of the new radio education department of Los Angeles County Tuberculosis & Health Assn.

BOB WARD, director of publicity WJJD Chicago, is the father of boy.

If you want to reach another 300,000 ears use KFDM

~Broadcasting~
Everest Topped by Flier's Find?

(At a U.S. Air Base) An American flier said today that while flying an uncharted route across part of China, he was surprised to find that his altitude of more than 30,000 feet left him still some 2,000 feet below the peak of a mysterious mountain which reared its cloud-shrouded heights alongside his course. Mt. Everest, world's highest known peak is 29,141 feet high. Thus, it appeared that the new, unnamed mountain might prove to be a record-breaking height if later exploration corroborates the aviator's observations.

a new HIGH...

The war's end will bring the day when scientific expeditions may verify a new high on the world's roof. When that time comes, the world will also know a new high in the quality of electronic products . . . through radio and other electronic devices built by

DETROLA RADIO

DIVISION OF INTERNATIONAL DETROLA CORPORATION - BEARD AT CHATTIELD, DETROIT 8, MICH.

C. RUSSELL FELDMANN  PRESIDENT
VICK KNIGHT, Hollywood producer, now with Army Special Services division, Palm Beach, Fla., has been promoted to sergeant.

LT. COL. PAUL JONES, former announcer of KGB San Diego, Calif., is attached to the staff of Lt. Gen. Joseph W. Stilwell in China.

FRANCES FARMER WILDER, for the past six years director of education for Columbia Pacific Network, Hollywood, has been appointed CBS coordinator of daytime programming, with headquarters in New York. In her new capacity, Mrs. Wilder will deal with agencies and clients in merchandising material obtained through research in markets dominated by women listeners.

ELIZABETH KERN of WING Dayton has been named chairman of the fellowship committee of the Dayton Advertising Club by Jack Hershay, director of advertising for the Dayton Rubber Mfg. Co., and newly-elected president of the club.

PAUL J. MILLER, production manager of WWVA Wheeling, W. Va., has completed his 23rd year of broadcasting. Joseph A. McQuay, announcer, has shifted to WVWA from WAJR Morgantown, W. Va.

STEWART SPENCER, announcer and publicity director of WPTF Raleigh, N. C., has resigned to enter the Navy. New addition to the WPTF announcing staff is Larry C. Johnson.

KENNETH PETERSON is now a member of the WMPS Memphis announcing staff. He was formerly with KOBH Rapid City, S. D.

LESLIE BALOGH BAIN, news commentator of WIOD Miami, has returned to the station after a two-week observation tour overseas as an accredited Naval correspondent. Reports on his observations and experiences are now featured on his Monday through Friday broadcasts.

DOROTHY FULDHEIM, lecturer and commentator, has joined WJW Cleveland.

CLARE PATRICK, formerly of KPO San Francisco music rights department, has been appointed a first lieutenant in the WACS and is stationed at Stout Field, Indianapolis.

ROBERT ARTHUR, free-lance who writes Nick Carter and Mystery Traveler, both heard on Mutual, has been named by the Blue network to edit scripts for Appointment With Life.

TONY FERREIRA, formerly with the Republic Pictures publicity department and previously a stage manager-director, has joined the Television Workshop, New York, as a writer-producer-director.

WILLARD L. DOUGHERTY has been promoted to a first lieutenant in the Navy. Known as "Will Douglas" to CBS listeners, the former announcer was employed at WKBW Youngstown, O.

JOHNNIE ALSON has relinquished his m.c. duties with the Blue Network to become a staff announcer, replacing Hugh James, who continues his commercial commitments on Blue and NBC programs.

BILL DILLNER, formerly on the announcing staff of WDSU New Orleans, has joined WAAF Chicago.

Westinghouse to Import

WESTINGHOUSE Electric International Co. has announced that after more than 25 years in the international field as an exporter, the company will now enter the import field. According to John W. White, president of the company, the move will further reciprocal trade among nations. Hampton C. Marsh has been named manager of the new department. Imports will consist mainly of raw materials.

Champions of Detroit's new Inter-Station Bowling League are these members of the WJR team which made a clean sweep of all honors in the league's first season of competition. Standing (1 to r): Marc Williams of the Happy Hank program; Charles Park, announcer and secretary of the league; Harold Lake, transcription librarian; William Jacoby, technician and organizer of the league. Front row (1 to r): Dave Olson, producer; Eric Howlett, program director; Lew Cervenak, musician.
YOU MIGHT DRIVE A BOAT 141 MILES AN HOUR* —

BUT—you can’t really reach Western Michigan from Chicago!

Not by radio, that is! Because there’s no station in Chicago—or in Detroit, either—that can weather the distance (and our local fading conditions) well enough to pick up anything like a representative audience in the western half of this great state of Michigan.

On a map it looks easy. On the air, it’s impossible. If you’ve been thinking otherwise, let us give you the facts about WKZO and all our “competition”—and save you some disappointments. Drop us a line—or ask Free & Peters!

* Sir Malcolm Campbell did it—141.74 MPH—on August 19, 1939!

WKZO

5000 Watts
590 KC
CBS

strongest selling force in Western Michigan, with studios in
KALAMAZOO and GRAND RAPIDS

Owned and Operated by Fetzer Broadcasting Company

FREE & PETERS, INC., EXCLUSIVE NATIONAL REPRESENTATIVES
LARRY HANSON, formerly with Crowell-Collier Pub. Co., has joined the new business department of Me-Cann-Drikinson, New York, as administrative assistant.

HENRY R. HELM, former account executive of Al Pail Lefton Co., New York, has joined the creative staff of Fuller & Smith & Ross, New York.

DAISEY AMOURY, formerly with the production division of the Office of War Information as producer and director, has joined Donahue & Coe, New York, as radio script writer. Robert F. Kaufmann, former exploitation and radio writer of KRO Radio Pictures, has also joined the agency as a script writer.

SIDNEY MATTHEW WEISS, vice-president and manager of the New York office of A. L. Lewin Co., is now a partner in the agency.

SAMUEL CHESTER REED PARK-HURST, chief of the copy department of Samuel C. Crow, New York, has been appointed vice-president of the agency. He has been associated with the firm for 12 years.

WADE Adv., Los Angeles, has taken additional office space at 411 W. Fifth St.

CULBRETH SULLER Co., Los An-gles, has changed its corporate philosophy, is no longer a religious broadcasting department to supervise production of church pro-grams. Wade Lane, known professionally as Strollin' Tom, has been named manager.

BILL CORNELL, known professionally as Bill Parkes, has joined Charles Stahl Adv., Los Angeles, as writer-announcer.


Foster Expands

HARRY E. (Red) FOSTER, president of Harry E. Foster Agencies Ltd., Toronto, has announced that the company has recently been granted a franchise from the Canadian Daily Newspapers Assn., and will enter the general adver-tising agency field. Mr. Foster in-dicated that this does not mean curtailment in radio advertising on the part of the agency, but that because all forms of advertising have become more closely linked, the step was a natural one for company’s further development.

JAMES H. BRUNDADE, formerly with Evans-Winter-Hebb, Detroit, in sales and advertising, has joined the production staff of Aubrey, Moore & Wallace, Chicago.

TO CLARIFY position of Carroll Carroll, recently appointed editor of radio division of the agency, it was announced that the agency extends to all shows of the agency produced in Hollywood New York, Chi-cago and San Francisco.

RICHARD T. LINSEY, formerly advertising manager of Red Star Yeat & Products Co., Milwaukee, has joined Needham, Louis & Brorby, Chicago, as account executive.

WILLIAM T. HANSON, formerly with Jerome Green Adv. Co., Chicago, has joined Kuttner & Kuttner, Chi-cago, as production manager.

ROBERT LEE has joined the copy staff of Buchan & Co., Los Angeles. He was previously public relations re-presentative for the Los Angeles Depart-ment of Water & Power.

STEVE HANNAKAN, publicity agent, has been appointed by Rath-auff & Ryan, New York, to handle promotion for Jack Benny, who returns to the air for American Cigarette & Cigar Co., in October.

FREDERICK W. ZIV Co., Cincinnati radio production firm, has moved its New York office to 501 Madison Ave.

ARTHUR AUSTIN, formerly NBO producer, has joined Compion Adv. New York, as program supervisor.

HUTCHINS ADV. Rochester, N. Y., will establish a branch office in Phila-delphia, taking over Bayre's Ram- dell Assoc. Frank F. Hutchins, head of the agency, has been associated with the Ramdell agency, which will be dismantled as a result of the recent death of Mr. Ramdell, who handled the Philadelphia Corporation account.

STEPHEN O. MACHINSKI Jr., formerly with Reed Co., has joined the Kats Agency, New York.

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On a recent daytime participation program over WJZ, two announcements pulled 1,734 letters, each containing a nice, green, one-dollar bill.

And the cost per letter was less than one-third what the sponsor had expected.

It surprised the sponsor. Yes, it even surprised us. But here is the answer:

(1) WJZ's newly-located transmitter brings all of WJZ's programs to greater New York with a new, more powerful, clearer signal.

(2) Our program policy has no truck with staid or stodgy program formulae. To quote Harriet Van Horne, radio editor of the New York World-Telegram, "The Blue is light-handed with traditions." Yes, we're light-handed but not light-hearted. We're getting hard-headed business results.

And besides, it's easy to do business with WJZ, which means that good programs and good sales follow with a minimum of fuss and feathers. Maybe it's time you took another look at all the details we're ready to furnish on request.

**NOW! Your Strongest Voice in the WORLD'S RICHEST MARKET...**
FROM WHERE WE SIT . . .!

Radio Advertisers


MICHIGAN Mutual Liability Co., Detroit, begins sponsorship June 2 of a weekly quarter-hour transcription program produced by Neblett Radio Productions, Chicago, So's The Story Goes, on WWJ Detroit. Contract is for 13 weeks, placed by Neff Radio Productions, Detroit.

W. F. McLAUGHLIN & Co., Chicago (Mauer House coffee), will expand sponsorship of its quarter-hour musical program, Supper Interlude, WMQX Chicago, from three-weekly to five-weekly on June 5. Contract is for 13 weeks. In addition McLaughlin Co. on June 5 begins sponsorship of a 10-minute commentary featuring Clifton Detley Mondays thru Saturdays on WMQA. Agency is Sherman K. Ellis Co., Chicago.

THOR CANADIAN Co., Toronto, has started a weekly quarter-hour transcription Famous Fathers on CKGL Toronto. Account was placed by Pren- tenac Broadcasting Co., Toronto.

PERFX Co., Omaha (Perfx cleanser), has placed its advertising account with Buchanan-Thomas Adv., Omaha. Budget for radio is said to be approximately $55,000.

PARAMOUNT PICTURES, Inc., will use radio on a chain basis for the first time in northern California and southern Oregon when it promotes the premiere of "Hitler's Gang" over the Mutual-Don Lee Network. Seven shows anticipate 22 quarter-hours have been set to start June 5, contract running two weeks. Deal was arranged through the New York office of John Blair & Co. Stations in the tie-up are KFRC San Francisco, KDON Monterey, KYOS Merced, KYMC Marysville, KHSL Chico, KVU Redding, KIBM Eureka, KFRE Fresno, KJFJ Klamath Falls, Ore.

GALVIN Mfg. Co., Chicago (Motorola radios), began sponsorship May 22 of a quarter-hour musical program Strictly Instrumental. Monday thru Fridays, on WIND Chicago. Contract was placed direct for 52 weeks.

WEINSTOCK LUBIN & Co., Sacramento (department store), on behalf of its men's department currently is sponsoring Henry J. Taylor, commentator, five times per week on KFTR Sacramento. Plus includes an extensive promotional campaign on series. Firm also sponsors a half-hour and two 15-minute programs on that station.

ADAM HAT STORE, New York, on June 5 starts sponsorship of a series of 13 half-hour Monday night boxing shows totaling 30 five-weekly, have Sam Taub as sportscaster. Agency is Glicksman Adv., New York.

LORCH LOCK, former eastern advertising and publicity director of Universal Pictures, New York, has been named director of advertising and publicity for United Artists Corp., New York, succeeding Paul N. Laza- rus Jr., now in the Service.

KRAFT POWER & Light Co., Hartford, Conn., has signed with WYLC Hartford for 52 weeks, sponsorship of "Uncle" Jim Platt's Victory Garden, five days weekly, 9:15-9:30 a.m., in Baker, Sohy & Penfield, Hartford.

GINBEL Brothers, Philadelphia (department store), increases its time on KWFH Philadelphia by adding a second sponsorship to the schedule of four one-minute announcements weekly on the KWFH Musical Clock programs, six other announcements weekly for a period of 52 weeks. Business placed was direct.

M. ANTHONY MATTES, formerly with Blacklett-Sample-Hummert, has been appointed advertising manager of the Standard Oil Co. of California.

LONDONBERRY Co., San Francisco (ice cream powder), has named Briscoe, Van Nostrand & Stifft, San Francisco, as agency. Plans for radio are said to be included.

PARAMOUNT PICTURES, Hollywood, has contracted with KMOX St. Louis for 14 quarter-hour programs, 1 half-hour program, 42 station break announcements and 20 one-minute spot announcements to promote local showing of the film "Hitler's Gang".

STANBACK Co., Salisbury, N. C., has three quarter-hours of news in signing a 32-week renewal for a total of 22 five-minute news programs and seven seven-hour news periods weekly for its headquarters on WMGA New York, effective July 4. Agency is Klinger Adv., New York.

KROHEI M F U R N I T U R E Co., Cleveland, begins sponsorship June 27 of a 30-minute, twice weekly musical variety program, sponsored by the National Federal Furniture Co., Cleveland. Contract is for 26 weeks.

HARTZ MOUNTAIN Products, New York (bird & pet products), has begun sponsorship of a five-minute weekly news program, sponsored by Hartz Mountain, on WOLY New York, effective June 5. Agency is George H. Hartman Co., Chicago.


WILLIAM B. DANA Co., publisher of The Commercial & Financial Chroni- cle, New York, on June 4, started a series of one-minute live spot announcements, five times weekly, on WMCA New York for 13 weeks. Reprints of article dealing with taxes and inflation will be offered to listeners free of charge. Agency is Albert Frank & New York.

ARCO PUB. Co., New York, has ap- pointed Jasper, Lynch & Fishel, New York, to handle advertising for books. A national spot announcement campaign is being planned.

KMA is a unique, entirely exception- nal organization in the nation's farm-station set up. Though it has a full lineup of Blue Network commercials—though it carries some top Mutual commercials, too—KMA devotes 70% of its broadcasting time to the specific needs of its audience. These tested programs can do a job for you—if you want a big job.

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

KMA
Blue Network

The No. 1 Farm Station in the No. 1 Farm Market

152 COUNTIES AROUND SHENANDOAH, IA.

Free & Peters, Inc.
Emu State National Representative

COLUMBIA AFFILIATE—Wichita Falls, Texas
Represented by PAUL H. RAYMER CO.

New York Chicago Detroit San Francisco Los Angeles

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

You can't cover the Southwest without KWFT

You may watch a farm experiment.

KWF
5,000 WATTS 620 KC.

KOPLA-LAYLA-OKLAHOMA

LUKE'S WICHITA FALLS, TEXAS

You can't cover the Southwest without KWFT

Check the CBS listening area map-you'll see KWFT dominates a rich Texas-Oklahoma area that should be covered on any schedule.

"But, Captain, the Green Hornet on WDFD Flint—"
FIVE mothers were very appreciative!

Five wonderful mothers got a trip to Chicago to spend Mothers Day with their sons in service at the Great Lakes Naval Training Station. Dozens more were in the WIZE studios and spoke to their sons over a WIZE and WAIT, Chicago, hookup. Thousands more heard this full hour broadcast in Chicagoland and in the Springfield Ohio area. These fortunate mothers were spared nothing in making their trip an outstanding experience. Climaxing their visit was an interview on Don McNeill's Breakfast Club over the coast to coast Blue Network.

All this... was a Public Service feature of station WIZE which realizes its responsibility to its loyal listeners. It is this realization more than anything else that has made WIZE the foremost medium of expression in the Springfield area.

Remember, to cover this rich market you need WIZE. No other medium or outside station can do this.

WEED & CO.
NATIONAL REPRESENTATIVES

Reggie Martin
General Manager

Ronald B. Woodyard
Vice President
Hummert Radio Ffrt To Handle Valiant Lady

WITH THE shift of General Mill Valiant Lady to CBS from Knoxville Adv, Minn,apolis, to Dancer-Fitzgerald-Sar-ples, with effective June 5, the program will be produced by Hurmert Radio Features, with Air Force Station, Atlanta, handling production details. Frank at Anne Hummert, who set up the own production firm last January as a dissolution of Black- Sample-Hummert, will handle their first non-program program. With the Hummert handle handling production for American Horse Products shows for the agency, to be a natural sequel to the the agency and product for Valiant Lady, which will now promo Chacebook.

Also effective June 5, General Mills will replace Kitty Foye (BS for Wheaties, with Light, the Meat) with John Balaban on NBC 5, Kitchen Tested Flour. Knox Reev Adv, handles Kitty Foye. Agency For Light of the World is D-P-D.

McAvity Withdraws

FOLLOWING clash of personal ties which threatened to impair success of Parker Davis show sponsored by Seattles Inc, To McAvity, Hollywood producer, has resigned with Robert Redd talking over that assignment June 8. Under new set-up Redd will also con tribute the story line to the change program format. McAvity's withdrawal as producer followed a long series of tiffs with Misty Davis James A. McAvity, vice-president in charge of radio for McKee & Albright, New York, was i Hollywood during late May to ap point the news producer.

Join Video Group

WGN Chicago and Balaban & Katz of that city have become active members of Television Broadcasters Assn, as announced follow ing a meeting of the board May 20 Electronic division of General Elect ric Cory has been made an associate member. GE also has an active membership in TBA.
Millions see these ads daily in the New York Times, Mirror, Tribune, News, Sun and Post.

SPREADING THE STORY OF "MINUTE PROGRAMMING"

HOW BIG IS BROOKLYN'S TREE?
Brooklyn's three million population—greater than Philadelphia, much greater than Boston or Detroit or Los Angeles—gets a more intensive coverage of its buying public through WBYN, Brooklyn's only full-time radio station.

For Availabilities: WILLIAM NORINS, Gen. Mgr.

All New York sees these arresting Minute Ads—they tell the story of "up-to-the-minute" WBYN service—every few minutes — news, sports, racing results — spotted between pleasant music all day long.

A PRE-SOLD AUDIENCE AWAITS YOU ON

Brooklyn's Only Full Time Radio Station

WBYN
BROOKLYN

June 5, 1944 • Page 55
FCC Certificates in Forced Sales Under Duopoly Required by Revenue Bureau

ANY BROADCASTER affected by the duopoly rule (Sec. 3.35) who wants to take advantage of the capital gains exemption under the Revenue Act of 1943 must file with the Commissioner or Collector of Internal Revenue a certificate from the FCC showing the sale or transfer of property involved was necessary under the Commission order.

Such was the interpretation issued last week to Collectors of Internal Revenue by Commissioner Joseph D. Nunan Jr., who announced a set of new regulations conforming with the 1943 Revenue Act. The FCC already has announced that certifies required under the law will be issued in sales or transfers made necessary by the multiple ownership ban.

The FCC certificate must clearly identify the property and show that the sale or exchange was "necessary or appropriate to effectuate the policies of the Commission with respect to the ownership and control of radio broadcasting stations". Accompanying each certificate must be a detailed statement showing: the kind of property, date of acquisition, cost or other basis of the property, date of sale or exchange, name and address of transferee, amount of money and the fair market value of the property other than money received upon such sale or exchange.

Commissioner Nunan pointed out that the new regulation [Sec. 29.112 (m)] applies "only in the case of a sale or exchange made necessary by reason of the Commission's policies as to ownership or control of radio facilities." It does not apply in the case of a sale or exchange "made necessary as a result of other matters, such as the operation of a broadcasting station in a manner determined by the Commission to be not in the public interest or in violation of Federal or State law".

Interpretations of the law by the Treasury Dept., Bureau of Internal Revenue, are available at the Office of the Commissioner of Internal Revenue, Washington 25, D.C. Titled Amending Regulations 111 to conform to section 112 of the Revenue Act of 1943, relating to gain from sale or exchange of property pursuant to orders of FCC, the new Treasury Dept. rules are listed as (T.D. 55) Tax — Internal Revenue, Chapter IV, Subchapter A—Part 29, Income Tax.

At least one listener in Eaton ton, Georgia tunes to WGY...

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

A loyal listener in Georgia sent birthday greetings to WGY from her garden.

BUT closer home, WGY's immediate coverage area—a 1 3/4-billion-dollar market with 1,045,717 radio families—MORE people listen to WGY than to ALL other stations in the region combined.

50,000 watts—NBC—22 years of service Represented nationally by NBC Spot Sales

WGY
GENERAL ELECTRIC
SCHENECTADY, N. Y.

New Haven Local Sought

ELM CITY Broadcasting Corp. New Haven, Conn., last week filed with the FCC an application for a new station to operate on 1340 kc with 250 w, unlimited time. Application states that $5,000 worth of the necessary equipment is ready on hand. Majority interest held by Patrick J. Goode, president of WELI New Haven, and Aldo De Dominicis, WELI salesman (see 40%). Remaining interest is divided equally between Perlie Vin-Ing, president, and Garo W. Ray, vice-president and former WIC Bridgeport engineer, now a capital in the Army Signal Corps at Fort Monmouth, N.J. Mr. Goode, no-post master of New Haven, formally held an interest in WELI, sale of which by the Bulova interests now awaits approval of the FCC.

KORN Control to Baldwin

AUTHORITY was requested in an application filed with the FCC last week for acquisition of control of KORN Fremont, Neb., by Artie Baldwin, president, and 6% owner. Through the purchase of 139 of the total 189 shares common stock issued and outstanding for a consideration of $8,754.70 from Lloyd A. Thomas (30%), owner of KOFI Kearney; Earl J. Lee (21%), vice-president; S. S. Sidner, 19%; A. A. Gun- derson, S.; and H. A. Gundersen, 2%. Relinquishing parties stated that they require more time to devote to their other business interests. The remaining minor portion of common stock not involved in the transfer is divided among 16 other individuals.

Cox Assails Fly

CHARGING FCC Chairman James Lawrence Fly with an attempt "to control freedom of the press generally", Rep. E. E. Cox (D-Ga., former chairman of the House Select Committee to investigate the Commission, last Thursday raised into the Congressional Record a letter written by Mr. Fly to DeWitt Wallace, editor of Reader's Digest, protesting an article on which Gretta Palmer was working. [Broadcasting, May 22]. Rep. Co. also read Mrs. Palmer's article declaring: "Does further proc need to be offered to show what I happen to be free speech, free radio, and free press at the hand of the man who heads the FCC!"

NBC Station For
WINSTON-SALEM
GREENSBORO & HIGH POINT

* 5000 WATTS 600 KC.

Representative HEADLEY REED CO.
du Mont Tells Radio Club Seminar
25-Line Video Sufficient for Home

ELEVATION pictures of 525-line definition, called for by present CC standards, are as good as is necessary for home reception, Allen du Mont, head of the du Mont Labs. and of video station WABD New York, told the television seminar of the Radio Executives Club at Thursday.

Viewed from the normal distance five to ten times the height of a picture, further increases in definition are not discernible. Mr. du Mont said, adding that when definitions were raised from 441 to five lines the improvement in the picture to the viewer's eye was not nearly so much as had resulted from the previous increase from 5 to 441 lines. More definition would be needed for large-screen pictures in theaters, he said, but 5 lines are plenty for pictures 10 or three feet high, which is to be the maximum size for one use.

Ralph R. Beal, assistant to the vice-president in charge of RCA Labs., co-speaker with Mr. du Mont on the subject “How Good Television Pictures Today Give Will They Be in One Year, Two Years, Three, Five, Seven and Ten Years,” traced the story of television development to its present state but exercised scientific caution about the future, restricting his predictions to the statement that post-war pictures will undoubtedly be of quality superior to those of today.

Both speakers pointed out that the pre-war receivers in use today are incapable of receiving full 525-line definition and that improvements in tube design already achieved will produce better pictures on home receivers without requiring any changes in standards.

The seminar this coming Thursday will cover commercial developments anticipated during the next decade. Edgar Kobal, executive vice-president of the Blue network, will discuss home television. Ralph B. Austrian, television consultant to RKO Radio Pictures, will discuss theatre television.

INSTITUTE AT KON OFFERED TEACHERS

KON Portland, Ore., in cooperation with local public health schools, will conduct a three-week radio institute for teachers, beginning June 12, to instruct public school teachers in the classroom use of radio. Offered free of charge, the curriculum will include daily classes in writing and production and utilization of radio in school, laboratory projects, forum discussion, and production as demonstrated by KON programs.

Faculty will include radio educators, guest instructors from CBS, KON's parent network, and staff members of KON. Among those scheduled to teach are: Norman Corwin, CBS producer-writer; Dr. Lyman Bryson, CBS vice-president in charge of western division; Frances Wilder, CBS education executive; Kathleen Lardie, assistant supervisor of radio, Detroit public schools; George Jennings, acting director, Chicago radio council; Harriet Hester, free-lance writer.

Patrick to Congress

LUTHER PATRICK, former commentator of WRC Birmingham, Ala., and for two terms Representative from the Ninth Alabama Congressional District, is assured of return to Congress with the 75th Session next year, having defeated the incumbent, Rep. John P. Newsome, for the Democratic nomination. Upon his defeat in 1942 by Rep. Newsome, Mr. Patrick took a post with the War Production Board in Washington.

Labor Series Off Air

NBC has cancelled for the summer Labor for Victory, weekly sustaining series presented alternately by the CIO and the AFL. Program will go off the air for the June 25 broadcast, with the return date still undetermined. Network headquarters in New York had no comment to make on the cancellation. The CIO and NBC have been having some script difficulties in connection with the program during the past few weeks, it is reported.

THE BRANHAM COMPANY

representing

KTHS . . . . Hot Springs, Ark.
KWKH . . . . Shreveport, La.
KTBS . . . . Shreveport, La.
WCPO . . . . Cincinnati, Ohio
WTJS . . . . Jackson, Tenn.
WNOX . . . . Knoxville, Tenn.
WMC . . . . Memphis, Tenn.
KTBC . . . . Austin, Texas
KRIC . . . . Beaumont, Texas
KRLD . . . . Dallas, Texas

No. 1 Station in a No. 1 Market

KON
PORTLAND, OREGON
CBS Affiliate

BROADCASTING • Broadcast Advertising
June 5, 1944 • Page 57
WHAT'S SO DANDY ABOUT BANDY (Ky.)?

We have no desire to disparage Bandy (Ky.), or any other small towns in this State. But, as markets for merchandise, all the "Handies" together don't even come close to the Louisville Trading Area—which, for instance, has 35.5% more buying power than the rest of Kentucky combined! ... Incidentally, WAVE reaches every radio bone in this Area, does it for less than any other medium. Isn't that what you want?

Strikes Averted (Continued from page 11)

in the process of being transmitted by radio stations, and it shall likewise be unlawful for any person as a part of a group or organization to threaten or intimidate any other person for the purpose of preventing by group action the operation of any broadcasting station while preparing for or in the operation of broadcasting such noncommercial educational programs, unless such interference, work stoppage, or group action is part of a general action for other purposes and is of such a nature that it would create a serious interference with the broadcasting of such noncommercial educational and cultural programs.

Provided, That such radio station or stations have agreed to broadcast such programs and that no commercial money, or other valuable consideration is directly or indirectly paid or promised to, or charged or accepted by such station from any person for broadcasting or agreeing to broadcast such program and no service, money, or other valuable consideration is directly or indirectly paid or promised to, or charged or accepted by the persons producing or participating in such program from such station or from any commercial sponsor, for services rendered in producing or participating in such program.

DISPOSITION—"To coerce" shall mean to plan with others, to hold meetings for the purpose of planning, to take action as the result of a plan or purpose—such as an united stoppage of work at a radio station, or to write communications urging interference by action or by word of mouth to induce action for the purpose of interference.

Television Test


ALL-COAST GUARD table at recent SPAR luncheon of Boston's Adverting Club was sponsored by WBNX and WBAZA and included Westinghouse radio staff members serving with the Coast Guard Temporary Reserve. Left to right: C. F. O. George W. Slade, WBNX publicity manager; Yeoman, 3rd class, Beatrice Pfyffer; Pharmacist Mate Elmer Ketel NBC spot sales representative; Storekeeper, 2nd class, Ellen Lash; Boatswains Mate Wallace Dixon, New England Council publicity chief; Hospital Corpsman Mary Michener; Boatswains Mate Harry D. Goodwin, WBNX sales promotion manager; Storekeeper, 3rd class, Rosalie Flatt, Boatswains Mate C. S. Young, WBNX general manager; and Storekeeper 2nd class, Filomena Mongiello. Mr. Dixon attended as substitute for Machinist Mate, 1st class, C. Herbert Masse, WBNX sales manager.

Legislation Dead, Says Wheeler (Continued from page 11)

"laws," he said, "but there's a definite sentiment against certain commentators who attack people and who promote the philosophies of their sponsors or others." Sen. Wheeler added that from both Houses of Congress and from many persons he had received commendation for the commentator sponsorship ban.

As for the physical setup of the Commission, Chairman Wheeler said he didn't go along with the idea that the members should rotate on the broadcasting and common carrier divisions, as provided in the bill. He expressed the view that a Commissioner would just be reaching the point where he was familiar with one branch of communications when he'd have to transfer to the other.

"But those are things we hoped to work out in the Committee," he said. He held doggedly to the power restrictive clause, however, declaring he saw in super-power a potential "monopoly in broadcasting" to the exclusion of the "little fellows." Virtually every small station operator in the country favors power restriction, he added.

Asked if he intended to call his Committee at some future date to consider the bill, he again said: "As far as I'm concerned the bill dead.

Sen. White withheld comment "until after I talk to the chairman," he said. First inking I had that Thursday's meeting would not be held, he added, was a notice from the chairmain's office that the session was "postponed indefinitely." Sen. White is understoed to have "gone along" on the new sponsorship ban in return for Chairman Wheeler's support of five-man commission with rotatry chairmanship. Just before the Mi. 23 meeting, however, Sen. White reported he had changed his mind and would oppose the proposed bill on news sponsorship.

Hearing Cancellation

It was understood that sever Committee members vigorously opposed certain restrictive clauses: the White-Wheeler draft. Sen Wheeler announced following the meeting that the Committee would assemble on May 26 to consider "general provisions" and on May 31 to take up the "controversial issues" which he named as the duplication of clear-channel claun.

A Proven Sales Medium

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

WBXN broadcasts daily to Metropolitan New York's racial groups which can reach 70% of the population. These millions, with millions to spend, have their own churches, newspapers and retail outlets. They respond to WBNX for the most effective advertising medium. For further information, contact WBNX, 69 West 41st Street, New York, N. Y.
Stormy House Session
(Continued from page 14)

Commission would be “very happy” to solicit letters from the various other Government agencies as to the value of its reports. The stenographer was instructed not to record the proceedings as Mr. Barger rose to tell Rep. Magnuson that if the chairman didn’t want to be advised “I’m ready to walk out now”. Rep. Magnuson reminded the chief investigator that he was “working for the Committee” and would take orders.

The stormy session wound up as the acting chairman announced future meetings would be at the call of the chair. Dr. Robert D. Leigh, chief of the FBIS, was slated to testify, Mr. Denny said, but was ill. A meeting was tentatively scheduled for June 6.

Before the outbreak between Rep. Magnuson, only Committee member attending Wednesday’s session, and Mr. Barger, Mr. Porter had admitted under cross-examination that the FBIS “summaries reflect the views of those who write wholly desirable sections of the bill. The need for definitive legislation at the present time is vital.

NAB believes that a bill, incorporating the suggestions here-with submitted, would represent the greatest forward step in providing much-needed guide-posts for the future development of radio broadcasting. If the bill is to serve the maximum public interest, the following deserve special attention:

1. There should be no prohibition of sponsorship of news.

2. Greater restrictions are required on the FCC’s power to control programs and business policies.

3. Political and public discussion on the air should not be restricted by burdensome and impractical requirements.

4. A practical statutory ‘right of reply’ is the best guaranty of ‘fairness of the air.’”

Then followed a section-by-section summary along with the NAB comments.
Harry for Hal

MAN WHO deserves most credit for securing Democratic nomination for Hal Styles, KFWB Hollywood commentator in the 15th Congressional District at May 16 primaries is Harry Maizlish, general manager of the station. Not only did he persuade the commentator to run for office but Maizlish also designed and conducted the radio campaign which was instrumental in defeat of Rep. John M. Costello, Democratic incumbent of Los Angeles [Broadcasting, May 22].

of the News & Intelligence Division although Mr. Hensley professed the 8,500 effective May 15 as chief

the testimony will correct misunderstandings concerning the work of the division. It will explain what radio broadcast analysis actually is, how it is done, and why it is economical for our Government to have it done by a central agency, rather than to have it dissipated and duplicated in many agencies.

Ens. Graves prefaced his testimony with a statement that he appeared not as a Naval officer, but as a former assistant director of the FBIS and that he was “not authorized” to speak for either the Navy or the OSS. As he went on with a voluminous statement and asked the Committee frequently to include unread parts in the record, Mr. Barger raised an objection.

Chairman Lea remarked that “undoubtedly a great mass of material in this record has no relevancy”. Rep. Wigglesworth objected to “submitting reams of material without reading it” and the chairman ruled that the Committee would decide, after viewing the unread portions, whether to include them in the record.

Value of Reports

Mr. Barger raised the question that “these long statements are replete with statements attributed to other Government officials”. He demanded to know whom they were and why the FBIS hadn’t brought in the officials to substantiate the Commission’s claims. Mr. Denny suggested the OWI be called to appraise the value of FBIS reports. When Mr. Barger asked if he could bring in “any officers of the Army and Navy” Mr. Denny replied: “I have no control over the Army and Navy”.

“Well, we have a lot of second-hand statements in the record,” commented Chairman Lea. Wher Ens. Graves completed his prepared statement Mr. Barger inquired when the statement was prepared. The witness said he had prepared all the correspondence introduced and a small portion “between 10 o’clock last Thursday evening and 8 o’clock Friday morning”.

He testified that “until April 11, 1944, I was on leave from the FBIS” and when Mr. Barger asked how much time he had given the FBIS since he went on active Navy duty, Ens. Graves estimated “in

ROCHESTER, N.Y.

50,000 Watt...Clear Channel
...1180 on Dial...Affiliated

with the

NATIONAL BROADCASTING COMPANY

National Sales Representative:
GEORGE P. HOLINGBERG CO.

“The Stromberg-Carlin Station”

Page 60 • June 5, 1944

THE EARS HAVE IT WITH

WBNS

CENTRAL OHIO’S ONLY CBS OUTLET

AND HOW!

ASK ANY BLAIR MAN OR US!

BROADCASTING • Broadcast Advertising
Mr. Barger asked Ens. Graves how he accounted for the fact that other Naval officers had been forbidden under Presidential directive to testify before the Committee while he was permitted to appear.

"I was at liberty under Naval regulations to disregard that directive," said the witness. "It was purely understood that I am not testifying as a Naval officer and not for the OSS, but as a former staff member of the FBIS." Rep. Miller asked if any "commanders in the field" would be able to evaluate this FBIS analyses. When Ens. Graves replied they would, Rep. Miller asked if Adm. Redman (chief of Naval Communications) would be in position to evaluate them.

Different Functions

"I would say that Admiral Redman would not be in a position to make an evaluation of FBIS services," said Ens. Graves. He explained that Communications was "largely technical" while the FBIS dealt in propaganda. Mr. Barger asked who gave him clearance to appear before the House Committee, Ens. Graves said "a Captain Kennedy." When the chief investigator inquired if Capt. Kennedy was "related to" or was "the Capt. John A. Kennedy of the West Virginia Network," Ens. Graves replied:

"I don't know his initials. If you have a Navy telephone directory you can look him up."

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"I don't know his initials. If you have a Navy telephone directory you can look him up."
When Shipments are Ready

LET 'EM GO!

WHEN AIR EXPRESS shipments are allowed to lie around waiting for end-of-the-day pick-up, you’re throwing away a chance for earlier delivery. Ship when ready! Call AIR EXPRESS the instant the label is on. This saves your shipment from running the gauntlet of end-of-day congestion at the airport, assures earliest possible delivery at destination. Remember: when they’re ready—let 'em go!

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

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

WRITE TODAY for “Vision Unlimited”—an informative booklet that will stimulate the thinking of every executive. Dept. PR-6, Railway Express Agency, 230 Park Ave., New York 17, N. Y., or ask for it at any local office.

Blue Adds WROX
WROX Clarksdale, Miss., on June 5 starts operations a fulltime Blue affiliate, bringing the total number of Blue stations to 193. Mississippi’s new station is owned and managed by Robin Weaver, operating with 250 w on 1450 kc.

Duopoly Pleas
(Continued from page 18)
KHQ Spokane, Wash., and Maj. Louis Wasmer, licensee of KGA, denied extension of station licenses “for such periods as may be necessary to enable the petitioner to comply with Sec. 3.35”; applications for renewal designated for hearing.

WAIT Chicago designated for hearing petition for grant of regular license; also designated for hearing application for renewal.

Extensions were granted as follows:
KPG broadcasting Co., Pitts
burgh, licensee of KPG, and Pitts
burgh Radio Supply House, licen
see of WJAS, granted 30-day exten
sion from May 31; (petitioners had requested six months).

Oregonian Publishing Co., licen
see of KGW and KEX Portland,
granted 90-day extension from May 31 and extension of KGW li
cense for 90 days (as requested). KEX has been sold to Westing
house for $460,000, subject to FCO
approval [BROADCASTING, May 22].

KOIN Inc., Portland, Ore., and KAE Inc., licensee of KALE, granted extension to Aug. 1, 1944 (as requested).

Delaware Broadcasting Co., li
censee of WILM Wilmington,
granted 50-day extension of effec
tive date of Sec. 0.35 from May 31 and given 60-day extension of sta
tion license (petitioner requested 90 days).

Petition of Sioux Falls (S. D.)
Broadcasting Assn., licensee of KSDO and KELO, requesting find
ing that multiple ownership rule is inapplicable, was designated for hearing as requested; application for renewal of KSDO license also designated for hearing; Commis
sioner Craven not participating.

Joint petition of KGKO Broad
casting Co., Ft. Worth, licensee of
KGKO; Carter Publications, Ft.

HANDSHAKE SEALS a three
year contract between American
Composers Alliance Inc., New York,
and Broadcast Music Inc., for the
latter to handle all radio and tele
vision performances of ACA music.
Aaron Copland (left) is an officer
of ACA, a national organization
representing a group of “serious
music” composers; Merritt E.
Tomkins (right) is vice-presi
dent and general manager of BMI.
Unusual feature of the deal is the
provision for a yearly BMI award
of $6,000 for the best musical com
positions done by ACA members.

Worth, licensee of WBAP, and the
A. H. Belo Corp., Dallas, licensees
of WFAA, contending multiple
ownership regulation is not appli
cable, was designated for hearing
as requested; applications for re
newal of licenses of all three sta
tions also set down for hearing.

‘Unfair Competition’ Cited
New petitions filed in the last
week include these:

Evansville on the Air Inc., licen
see of WEOA WGBF and WMIL
FM Evansville, Ind., contending “common ownership and operation
has not been and is not now con
trary to public policy or interest . . . Such common ownership and operation has been and is actually
beneficial in the best interests of
certain parties affected.” Forc
sale of one of the stations now may ex
pose the remaining one to unfair
competition; broadcasting Service Organi
zation Inc., licensee of WORL Bos
ton, Mass.; Broadcasting Corp.
licensee of WCOP Boston, asked for
extension to Aug. 1, 1944, conten
ting that contract for the sale of
WCOP to the Cowles interest
has been signed and that applica
tion for consent to transfer will be
filed “as soon as it can be pre
pared” (See page 2).

Delaware Broadcasting Co., ll
license of WILM Wilmington, sought a 90-day extension on the basis that a preliminary sales agreement was signed May 25 and that negotiations should be completed shortly (granted 60-day extension).

WOKO Inc., licensee of WOKO Albany, and Adirondack Broadcasting Co., licensee of WABY, in identical petitions seek such additional time as the FCC may deem necessary to complete an exchange of holdings. Petitions recite that WOKO Inc. has issued an outstanding 1,000 shares of stock as follows: Harold E. Smith 255 sh; Raymond M. Curtis 255 sh; The Press Co., 250 sh; balance in name of R. K. Phelps, but “the question of actual ownership of said 240 shares has been the subject of inquiry by the Commission, and that while the exact facts are not known to your petitioner, it may well be that the Phelps stock is actually owned by one Sam Pickard, former radio commissioner and ex-CBS vice president, or his wife Franke Pickard.”

Stock in the Adirondack corporation (200 sh) is owned as follows, petition set out: Harold E. Smith 52½ sh; Raymond M. Curtis 52½ sh; the Press Co., 30 sh; Remselaer Polytechnic Institute, Troy, N. Y., 60 sh; Griffin Lumber Co., 15 sh.

Petitioners claim Messrs. Smith and Curtis will sell their 105 shares in the Adirondack company to the Press Co. for $52,500 and the Press Co. will sell its 250 shares in WOKO Inc. to the corporation for $75,000, thus transferring control of the two firms.

Pittsburgh Radio Supply House, licensee of WHJB Greensburg, Pa., contends that the multiple ownership rule is not applicable to WHJB inasmuch as its transmitter and that of WJAS Pittsburgh (also a holding) are separated by 25 to 27 airline miles and by “close to 35 miles” via highway; that each station serves its own community and that there is no overlapping except minor duplication of daytime coverage. WHJB operates on 620 kc with 250 w power days while WJAS operates on 1320 kc with 5,000 w day and night, using directional antenna at night.

Fry Heads Neb. Group

Paul R. Fry, general manager of KBON Omaha, was elected president of the Nebraska Broadcasters Assn. at its annual meeting in Hastings last week. Other officers elected were vice-president, Lumir Urban, KORN Fremont, and secretary-treasurer Art Thomas, WJAG Norfolk. A resolution was adopted praising the staffs of WJAG Norfolk, WOW KOIL Omaha andKFAB Lincoln for their work during the recent flood (Broadcasting, May 25).

‘Look’ Spots


Blaufarb Joins OHI

Douglas Blaufarb, news editor of WQXR New York, has resigned to join the overseas branch of the Office of War Information. Albert Grobe, WQXR newscaster, has taken over supervision of the newscast, assisted by Jim Hoffman, Murray Stoopack, and two new members—Judith Koff, formerly editorial assistant of the Research Institute of America; and Saul Silverman, former newspaperman and more recently in the Merchant Marine.

Stan-B Extension

STANDARD BRANDS Inc., New York, will place advertising for Stand-B vitamins on a national basis after July 1, with the extension of distribution to the eastern area. Space and time advertising have been moving eastward gradually since May a year ago, when the campaign got under way.

[Note: The rest of the document contains various advertisements and articles related to broadcasting and advertising.]
Four Station Sales Approved
(Continued from Page 12)
queries the remaining 49% of the total 250 shares issued and outstanding stock involved in the acquisition of the Columbus local from Kenneth B. Johnston, attorney. Mr. Johnston stated that he wished to sell because of the "uncertainty of outlook in radio" due to imminent developments and in order to devote full time to his practice. L. A. Pixley is general manager of the Fort Industry Co. According to the application he will sever this connection upon the return of Fort Industry officials now in the armed Federal service. The Pixleys operate the Pixley Electric Supply Co., wholesale concern, and formerly operated one of the pioneer Columbus stations, WBAY.

A. L. Chilton and his wife, Lorene H. Chilton, take over operation of KGHI Little Rock, doing business as the KGHI Broadcasting Service, a partnership in the split of that station and KLRA, both previously licensed to Arkansas Broadcasting Co. of which Mr. Chilton was president and majority stockholder. Arkansas Broadcasting is now under the new setup is now controlled by the Gazette Publishing Co., which publishes the Arkansas Gazette, of which J. N. Heiskell is editor. This dual transaction was effected through the sale by Mr. Chilton of the greater part of his interest in Arkansas Broadcasting to the Gazette Publishing Co. (also including several other small holdings) for the total sum of $275,000, and relinquishment of the remainder of this interest for acquisition of KGHI [BROADCASTING, April 17]. KLRA is a CBS affiliate, operating on 1010 kc with 10,000 w to local sunset and 5,000 w night. KGHI is a 250 w local outlet on 1290 kc and is affiliated with both the Blue and Mutual networks. Mr. Chilton also is major stockholder in Chilton Radio Corp., licensee of KSKY Dallas.

Consolidated Hearings
Former stockholders of KXXX Sweetwater, Tex., were all local businessmen. New owners hold or have held other radio interests. Wendell Mayes is general manager and part-owner of KBWD Brownwood, Tex., J. S. McBeath, former publisher of the Brownwood Bulletin, now editor of the Sweetwater Reporter, has held an interest in KBWD along with his wife, Mittie Agnes McBeath.

Approval was also granted by the Commission to the voluntary assignment of the license of WOSH Oakkosh, Wis., from the Oakkosh Broadcasting Co., a corporation, to a partnership of the same name and owned by the same individuals, Myles H. Johns, William F. Johns Jr., William P. Johns and Frederick W. Henshaw. No money was involved in the shift. Wm. F. Johns is vice-president of WTCN Minne-

General Foods Shifts

GENERAL FOODS Corp., New York (Maxwell House Coffee), on June 15 discontinue for 10 weeks Maxwell House Coffee Time (Fanny Brice-Frank Morgan) on 115 NBC stations, Thurs, 8-8:30 p.m.; and on June 9 discontinue for 15 weeks Kate Smith Hour (Jelly-O) on 122 CBS stations, Fri, 8-8:55 p.m. Beginning June 16 for 15 weeks replaces (first half-hour of) Kate Smith Hour (Jelly-O) on 122 CBS sta-
tions, Fri, 8-8:30 p.m. with Maxwell House Iced Coffee Time fea-

Page 64 • June 5, 1944

pheonix and tucson

THE SHADOW

Available locally on transcription—see C. MICHELS ON 67 W. 44 St., N.Y.C.

PROFESSIONAL DIRECTORY

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

McNARY & WRATHALL
CONSULTING RADIO ENGINEERS
National Press Bldg., D. C.

J. E. GODLEY CO.
CONSULTING RADIO ENGINEERS
Montclair, N. J.

MCNARY & WRATHALL
CONSULTING RADIO ENGINEERS
National Press Bldg., D. C.

HECTOR R. SKIFFER
H. R. SKIFFER DONALD M. MILLER
CONSULTING RADIO ENGINEERS
ENGINEERING SERVICES AVAILABLE AFTER VICTORY

GEO. C. DAVIS
Consulting Radio Engineer
Munsey Bldg. District 8466
Washington, D. C.

R. C. A. COMMUNICATIONS, INC.
46 Broad St., New York 4, N. Y.

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

WOODWARD & KEEL
CONSULTING RADIO ENGINEERS
Earle Bldg. National 6513
Washington 4, D. C.

HENRY R. SKIFFER
H. R. SKIFFER DONALD M. MILLER
CONSULTING RADIO ENGINEERS
ENGINEERING SERVICES AVAILABLE AFTER VICTORY

- Evening Star Building, Washington, D. C.
- 321 E. Gregory Boulevard, Kansas City, Mo.

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

RAYMOND M. WILMOTTE
CONSULTING RADIO ENGINEER
From FCC Application to Complete Installation of Equipment
1409 Church St., N.W., Washington 5, D. C.

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

United Press
THE MARK
OF ACCURACY,
SPEED AND
INDEPENDENCE
IN WORLD WIDE
NEWS COVERAGE

Broadcasting • Broadcast Advertising

WISCONSIN NETWORK inc.
MAIN OFFICE WISCONSIN RAPIDS, WIS.
Vatican Scoop

TOM MORGAN, commentator heard on WOV New York, last week presented a series of three broadcasts on the behind-the-scenes in the Vatican, can, obtained via RCA communications directly from the Holy City. Through contacts established there by Mr. Morgan when he was Rome manager, it is said to be one of the few stories taken behind the German lines to be handled by an American correspondent and the first inside story on the Vatican to come to this country since 1941. Morgan’s arrangements were made by Ralph Weil, WOV manager, the broadcast material was released by INS and carried on the wire as a series of four articles.

Vadeboncoeur Returns From Pacific Journey

COMPLETING a 26,560 mile news gathering trip to the South Pacific commands, E. R. Vadeboncoeur, WSYR Syracuse news commentator and director of special events, has returned. The stateside where Vadeboncoeur flew in 17 hours of combat missions over enemy territory, and cabled news of the missions and interviews daily to H. R. Ekin, former UP war correspondent, who took over the commentator’s 12:15 spot for P. Lorillard & Sons on WSYR.

In addition to interviews with Gen. and Mrs. MacArthur, Mr. Vadeboncoeur also saw Gen. George Kenney, Chief of Allied Air Forces in the Southwest Pacific, and Vice-Adm. Thomas C. Kincaid, chief of Allied Naval Forces in the same area. He brought back a Philippine peso given him by Mrs. MacArthur and signed by all members of combat crews with whom Mr. Vadeboncoeur flew.

All-Star Game Sold

FOR THE second consecutive year, Gillette Safety Razor Corp., Boston, will sponsor the All-Star baseball game on CBS in behalf of razor blades and other shave products. Played for July 11 the game will be covered from 8:55 p.m. to conclusion on the full CBS network including stations in Hilo, Honolulu, Montreal and Toronto, Agency is Mason Inc., New York.

Armour on CBS

ARMOUR & Co., Chicago, begins sponsorship June 12 of the quarter-hour CBS sustainer, Dateline, Mondays, Thursdays, 7:15-7:45 p.m. (EWT) with any overseas broadcast 11:15-11:30 (EWT) on a full 134 station CBS Network. Contract is for 25 weeks. Agency is Foote, Cone & Belding, Chicago.

Pulse in Phila.

THE ESL of New York has ex- tended to Philadelphia its radio search measurement service by the personal interview-roster method. First to cover July and August, will be issued at the end of August. Bi-monthly reports will represent the results of 6,700 personal interviews.

Chernoff to ETO For West Va. Net

Becomes First Independent to Be Accredited by Army

HOWARD L. CHERNOFF, managing director of the West Virginia network, last week became the first independent broadcaster to be accredited as a war correspondent under the Army’s new accreditation procedure for radio in the European theatre and will leave for England with a month.

Direct broadcasts released from England and other points, presumed in connection with invasion coverage, will be carried over the West Virginia Network, keying through WCHS Charleston. Mr. Chernoff, a former newspaperman, also will use transcriptions for delayed and feature coverage, as well as "overhead" radio and cable.

He has asked West Virginia Network listeners to supply names and APO numbers of men and women in service in the European theatre for radio interviews.

Under the accreditation procedure, approved several weeks ago, representative of regional networks and individual stations will be accredited for a minimum of 26 days and a maximum of 90 days in the European theatre.

Mr. Chernoff formulated plans for the trip with Capt. John A. Kennedy, president of the West Virginia Network now on active duty in the office of the Vice-Chief of Naval Operations. Capt. Kennedy himself is a former newspaperman and Washington correspondent.

Sen. Johnson Revives Liquor Ban on Radio

STATIONS heard in states which prohibit liquor advertising, or in Canada, would be forbidden to ac-
cept as sponsors distilleries, breeder or wineries under a proposed amendment to what now appears to be the defunct White-Wheeler Bill (S-814), introduced last Friday by Sen. Ed. Johnson (D-Colo.), member of the Interstate Commerce Committee. His amendment, if passed, would prohibit acceptance of advertising barred by statute in states in which transmitters are located, but would also include stations located in unaffected areas where such signals are heard in areas where such a ban is effective. Following is text of the proposed amendment:

No person shall broadcast by means of any radio station for which a license is required by any law of the United States and no person operating any such station shall permit the broadcasting of any advertisement of or information concerning any such advertising to be broadcast by any radio or television station within such station’s area.

The amendment also provides that radio stations are prohibited from acceptance of advertising reported by state law.

REACH THE Active SALT LAKE MARKET KKV

UTAH'S NBC STATION

S. S. Fox, President and General Manager

580 kc. FREQUENCY and peak soil conduc-
tivity give WIBW the "most - easily - heard" sign in Kansas and adjoining states.

REACH THE Active SALT LAKE MARKET KOY

SALT LAKE CITY

S. S. Fox, President and General Manager

580 kc. FREQUENCY and peak soil conduc-
tivity give WIBW the "most - easily - heard" sign in Kansas and adjoining states.

WIBW The Voice of Kansas in TOPEKA

JOHN BLAIR & CO. National Representative

United Press last week opened a new bureau at Portland, Me., the sec- ond UP office within a month. Harry Van Dernoot, formerly night manager of the Boston bureau, has been placed in charge.

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Albert Roos has been appointed summer relief operator of CBB Vancouver, the transmitter and its studios. He is a fourth year applied science student at the U. of British Columbia.

Bill Crone, new to radio, has joined the operating staff of CHEX Peterborough, Ont.

Ernie Mott has returned to CKGB Timmins as chief engineer, following rejection by the Canadian Army for medical reasons.

Raymond Hurley, chief engineer of WALA Mobile, Ala., has entered the Merchant Marine on an indefinite leave of absence. He is replaced by John Kilough. Emilie Patrick, WALA control operator, has entered the WAVES and is succeeded by Katherine Rowe.

Hugh McCartney, chief engineer, WCCO Minneapolis, has been elected chairman of the Twin City Section of the Institute of Radio Engineers.

John Leon is a new member of the engineering staff of WDAY Fargo, N. D.

James E. Studebaker has joined the engineering staff of WSAY San Diego, Calif., after serving as a civilian instructor with the Army Signal Corp. Byron Strong is on leave from WSAY to become the armed forces and is stationed at Fort Bliss, Okla. Elvin Fletcher is also a new member of the WSAY technical staff.

David Toy, formerly of WCAM Camden, N. J., has joined the engineering staff of WIBG Philadelphia.

Harvey Heller, school teacher of Altoona, Pa., will assume a new position as chief man in the engineering department of WIBG Philadelphia.

John Turner, WGN Chicago, engineer, now in service stationed at Camp Forest, Tenn., has been promoted to sergeant.

Lloyd Roe, former engineer of KFI Los Angeles, has joined Wouxon Done Lee television station, in a similar capacity.

Elmer Blum, control room operator at WTAG Worcester, Mass., has left the station for Army induction. He is replaced by Odel Swemel.

Allan Bode, sound engineer of CBS Hollywood, has joined OWJ overseas radio branch and has been assigned service in England.

All work and no play makes even a station executive dull, as members of the executive staff at WTAG Worcester, took time out for a jam session recently when Joan Brooks, CBS songstress, visited the station. Musicians three whose hidden talent came to light are (1 to 1) David H. Harris, WTAG program-production manager and runner-up for Harry James’ title of No. 1 trumpet; Howard M. Booth, general manager of the station and affiliated newspapers, the Worcester Telegram and the Evening Gazette; E. H. Hill, managing director of WTAG striking those ivory keys a la Frankie Carle; and Joan, atop piano.

AFA Awards

WINNERS for the annual awards for advertising club achievement in advertising, publicizing and promoting the war effort, were announced last week by the Advertising Federation of America, sponsor. In the classification of clubs in cities under 300,000 population, first prize went to the Advertising Club of Springfield, Mass. The Milwaukee Advertising Club won first place among clubs in larger cities, while the second prize went to the Advertising Assn. of Houston. The Philadelphia Club of Advertising Women received honorable mention in competition with clubs in the larger cities.

Al Kimbrough, former Union City, Tenn. engineer, is now on the staff of WGBI Columbus, Miss., as operator and entertainer.

John Carbee, released from the Navy after five years’ service, is now control room member of WCOP Boston.

Herbert William Noble Jr., has joined WIOD Miami as transmitter engineer. Formerly with NBC, he replaces X. M. Dickerson, who resigned because of ill health.

Sterling Drug Absorb.

Frederick Sterns & Co.

Sterling Drug Inc., New York will take over Frederick Sterns & Co., Detroit pharmaceutical manufacturers, effective June 30, when Sterns common stockholders are expected to approve final details of the transaction. Acquisition was assured last Wednesday, when Sterns directors, meeting in Detroit, voted to retire preference stock. The pharmaceutical house which produces Astringosol will come a division of Sterling with change in management or personnel contemplated. To date no consideration has been given to advertising plans. MacManus, John Adams Inc., Detroit, Sterns agency, said the firm had not been active in radio in this country, though using spot advertising in Latin America through Export Adv., Chicago.

Quaker Oats Spots

Quaker Oats Co., Chicago (puffed grain cereals), begin sponsorship July 1, of disc announcements twice daily on the following stations: WJAC WFTL WJBC WBGI WCHS WOPI WEII WTBK WENY WGAL Contract is for 18-weeks. Agency is Sherman & Marquette, Chicago.

A Preferred Market

April SALES MANAGEMENT

WFMJ

YOU NGSTOWN, OHIO

MORE LISTENERS

PER DOLLAR

ASK

HEADLEY-REED

New York - Chicago - Detroit

Atlanta - San Francisco

WSLJ

JACKSON

MISSISSIPPI

Jackson, MISSISSIPPI

YOURS FOR THE MARKET

Mississippi's effective buying income, for the 12 months ending September 30, 1943, had reached $1,074,426.00. In 1942, the state's effective buying income increased 80 per cent over 1939. Remember, WSLJ offers you effective coverage of this "Double-Return" market—at last cost.

Blue Network

WEED & COMPANY

NATIONAL REPRESENTATIVES

WBDA

CONNECTICUT'S PIONEER BROADCASTER

THE POWER OF 3 . . .

For spot announcement schedules, radio-wise buyers get all three on WDRC-coverage, programs and rates.

WRITE BM, Malm, Commercial Manager, WDRC, Hartford 4, Conn., for availability.

Use WDRC to CONNECT IN CONNECTICUT

POSITIVELY HIGHEST CASH

Prices paid for any or all equipment needed to build complete 250 watt station from turntables to tower.

Write Box 345

Broadcasting Magazine

Chattanooga

In the Heart of TVA

Power. Empire

WDOD

CBS

5,000 WATTS

Day and Night

Paul H. Raymer Co.
RELIGIOUS ‘RACKET’ CLAIMED BY CLERIC. EPORTING before the General Assembly of The Presbyterian Church in the United States of America on May 26, at the annual meeting held at the Stevens Hotel, Chicago, for the Special Commit-tee on Religious Radio, the Rev. Arthur H. Limehouse said there “has developed a use of the radio in the arena of religion to exploit a por- tion of the public in what is de-scribed as a ‘racket’ of astounding proportions. Across the country, air is filled with a medley of so-called religious programs that are frequently offensive, unworthy and even harmful.”

Dr. Limehouse mentioned that $200,000,000 a year is taken in through mail collections, the sale of gospel texts or other devices by those who ask for contributions on which no accounting is made. The reverend also stated that “A number of the more reputable and longer stations are becoming dis- tressed with this situation and are saying that they will no longer be party to commercializing religion. Many of the smaller stations, however, eager for every dollar they can get, seem willing to try the way program without question.”

Expressing his gratitude to the networks not only for giving a slumber time freely but for their instincr that religion as presented over the air should be non-commercial, spiritual, positive and universal,” Dr. Limehouse recommended to the moral assembly, however, further use of local programs.

BBC Yearbook

HE BBC Yearbook 1944 has been sued by the British Broadcasting Corp. reviewing 31 years of BBC activities, wartime broadcasting on the battlefield and in Britain. It incites broadcasts of 1943 as well as many foreign broadcasts and overseas services. In a chapter titled Looking Forward, book criticizes not only the networks such as FM and wired broadcast as well as the possibility of advertising programs, a decision which is up to Parliament to make. When renewing the BBC charter after the war.

RUDY VALEE, former star of the weekly NBC Rudy Vallee show, goes on inactive Coast Guard duty in mid-summer and returns to civilian work following a tour for the USO War Loan Drive.

WILL PAY TOP 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

A GREAT NAME IN LOUISVILLE! WINN IT MEANS RESULTS! Write, Wire or Call WLCX, Muncie, Ind.

Hooper proves It’s a Bull’s-eye!

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

1000 WJHL 910 Watts Johnson City K.C. Tennessee REPRESENTED BY HOWARD WILSON CO.

630 KC 5000 WATTS FULL TIME Represented Nationally by John Blair & Co.
The text contains a list of license renewals and extensions for various radio stations. It includes details about the stations, the dates of their licenses, and any other relevant information such as the status of the license (granted, denied, etc.). The text is structured in a tabular format with columns for the station name, the city, the state, and the details of the license action. There are also notes about the locations of the stations, such as New York, Portland, and Los Angeles, and the names of the stations, such as WNBC, KFW radio, and WEAN radio. A few notes about the context of the actions are also included, such as the reason for the renewal or extension, the status of the license (granted, denied, etc.), and the dates of the renewal or extension. There are also mentions of other radio stations and license actions, such as KFW radio in Portland, Oregon, which is granted a license renewal, and WNBC in New York City, which has a renewal petition denied. The text also includes a note about the legal status of the license, such as granted or denied, and the dates of the license renewal or extension. The text is a list of radio station license actions.
Help Wanted

ashington Engineering Firm needs draftsman and a control radio engineer. Must be good. State starting salary desired and draft classification. Box 209, BROADCASTING.

Situations Wanted (Cont'd)

Sales Executive, 48, aggressive capable producer, with broad commercial experience handling national accounts. Has large, active, and productive permanent connection with program directors. Strong background representation of ABC or Commercial or Station Manager. Now in broadcast equipment sales with large electrical manufacturer. Inquiries invited on strictly confidential basis. Box 205, BROADCASTING.

Chief Engineer, local network station available soon. Transmitter, control room, and recording experience. First phone license. 4F. Box 330, BROADCASTING.

Announcer—12 years one organization. Excellent ad-lib, straight. Years of interviewing, auditions, personality special events. Versatile, Draft deferred. Prefer southern California. Box 331, BROADCASTING.

Time Sales Representative—Available now. Lady representative, please. Son, 18 years experience basic Net- work Station, excellent sales record in competitive market. Average earnings $6000 annually. Best references from leading agencies. Accept moderate sal- ary plus commissions. If you want sales incentive write me. Box 335, BROADCASTING.

Engineer—First phone. Wants permanent position on West Coast or Rocky Mount- ain area. Control work preferred. Offer six months experience, reliability, salary $8000, 47, 4F, married. Box 336, BROADCASTING.

Supervise—College-trained, local station experience. Reasonable offer accepted. Box 337, BROADCASTING.

Announcer—Young, versatile, deferred. 2 years experience. Box 338, BROADCASTING.

Announcer available. Good resonant voice. Recently completed best available voice training in Chicago. Familiar with large station and chain operation. Experience includes NBC Public Relations Depart- ment. Has radio and television installation experience, or Radio. Good command of a man’s work. Good communication skills are most important to this salary. Box 339, BROADCASTING.

Announcer—3 years experience in news editing, newsmaking and network. De- sires permanent position. Ability with commensurate salary. Box 340, BROADCASTING.


Chief Engineer—To assume charge of a station up to 19 kw. Will be available by October 1st. Box 341, BROADCASTING.

Chief Engineer—Desires change. Interested in connection Eastern Section. Will not consider retail and small national net- work affiliation. Also very interested in local affiliations. Box 342, BROADCASTING.

スキッパーやアシスタントスキッパー、フルタイム50 kw 站第5年。Recently completed best available voice training in Chicago. Familiar with large station and chain operation. Experience includes NBC Public Relations Depart- ment. Has radio and television installation experience, or Radio. Good command of a man’s work. Good communication skills are most important to this salary. Box 339, BROADCASTING.

Equipment Wanted

1 kw transmitter and all other accessories for 1 kw station. Give full details, description, etc. Regional Radio Sales Co. 225 E. Bradley Rd. Milwaukee 9, Wisconsin
Hettinger Takes Post With Crowell-Collier Co.

DR. HERMAN S. HETTINGER, who retired May 1 as deputy director of the Domestic Branch of OWI, on June 6 joined the Crowell-Collier Publishing Co., with executive editorial duties at New York headquarters. The precise nature of his assignment has not been announced.

Dr. Hettinger resigned last month after nearly two years in Government service specializing in war advertising campaigns. He recently was appointed campaign manager of the War Advertising Council for the Government’s economic stabilization program. Before joining the OWI in 1942 Dr. Hettinger was associate professor of advertising and marketing at the Wharton School of Finance & Commerce, U. of Pennsylvania. In that capacity, he originated a number of radio research studies and has engaged in private radio consulting practice for more than a decade.

‘Look’ on WRGB

A NEW SERIES of television programs was started in the Look magazine on WRGB Schenectady. The premiere telecast at 9:30 p.m. featured a mystery from “Photocrime”, one of its regular photo-features. Two subsequent programs, June 29 and July 15, will be a television version of “Photooquis”, another of the magazine’s pictorial features, and a telecast based on an anti-inflation article which appeared in Look last February. Daniel D. Mich, executive editor of the magazine, will m.c. the program.

Expanded Analysis

AS ANOTHER step in its program of expansion, the Cooperative Analysis of Broadcasting has announced that beginning with its June program it will rate five-minute newspaper programs as well as those of longer duration. Inclusion of these ratings is made possible by the twice monthly radio prospectus viewing in 81 U. S. cities of 50,000 or more population, CAB states.

Ruppert on 25

JACOB RUPPERT BREWERS, New York, is running a series of musical transcriptions from two to five times a day on 25 stations along the eastern seaboard. Brewery has started sponsorship of the Newark Bears International League night baseball games on WHOM Jersey City, in conjunction with Look magazine, to continue until the end of the season in September. Ruppert agency is Ruthrauff & Ryan, New York.

Disney Discs

WALT DISNEY PRODUCTIONS, Hollywood, to promote its animated cartoon, “The Three Caballeros”, has contracted with Standard Radio, Hollywood, for transcriptions of entire film score, to be released to stations in United States, South and Central America. Recorded in English, Spanish and Portuguese, discs will be sent to approximately 1,000 stations for use in connection with release of the motion picture by KKO Radio Pictures Inc., during July.

Mentalatum Sponsors

MENTHOLATUM Co., New York, on June 12 starts sponsorship of What’s Doing, Ladies on 14 Pacific Coast stations of the Blue Network, for 42 weeks, using three-weekly quarter-hour broadcasts of the five-times weekly program. Contract was negotiated by Blue Spot Sales in New York, through Walter Thompson Co., New York. Safeway Stores sponsors the first quarter of the program Monday through Friday.

Conrad Beltz Moved

COMDR. WILLIS H. BELTZ, for the last three years head of the Shore Group, Radio Division, Navy Bureau of Ships, last week was transferred from the Philadelphia Naval Yard as Radio Materiel Officer. Comdr. Beltz relieves Comdr. Gustaf S. USNR, formerly with RCA. Comdr. Beltz, prior to his call to active duty on July 16, 1941, was department manager for RCA transmitter sales, and headquartered in Hollywood.

Army V-Discs Are Mad Available to the Nav

“V-DISCS” prepared and distributed by the Army Special Services Division for use in Army camps here and abroad, will be available to the Navy about July 1, if the Navy requests appropriate funds for 36,000 discs a month for its own use. Other branch of the armed forces may follow suit. The Army is now sending overseas 160,000 discs a month and an additional 24,000 to hospitals in this country.

A portion of the material made up from selections from recorded programs with commercials deleted, but about 85% consists of specially built acts, with tales contributing their services.

S. A. Rate Change

AS A result of talks between the American delegation to Bogota, Columbia, Broadcasting, May 18, was informed the Colombian Government, subject to approval of Colombia, Dept. of Communications, Commander, for the transmission of radio programs with charges on Inter American telegraph service. The Colombian Government has also agreed to the request for a minimum charge of 3 cents basic word rate on ordinary northbound telegrams to the U. S. This is approximately the rate proposed by the FCC in its order effecting reductions beginning July 1943 on rates charged by U. S. communications to Colombia and cable company on Inter American telegraph service. The Colombian Government has also agreed, subject to approval by the Colombia Congress, to make the same northbound rates applicable to all types of telegrams whether carried over RCA, Communication Co., Inc. or all America Cables & Radio. At present, RCA’s northbound rates are lower than those of all America. The Stat. Dept. has received word that no new rates have been confirmed by the Colombian government.

NEWSPAPER GUILD TO CONFERENCE AWARD

NEW YORK Newspaper Guild will offer its annual Page One awards on Norman Com- win, Bob Hope, and Kate Smith as representatives of the radio industry. Presentative of the awards to 16 individual newspapers in the industry as part of a Broadway play, will be in June 10 at the Hotel Commodore in New York.

Mr. Corwin, CBS writer-produc- cer-director, receives his award for having "created a unique audience." His plays, presented weekly on the NBC network, are cited as being the "most popular play of the year." Mr. Corwin, who is working on his book about the "radio industry," said that his play for Radio City, which he founded in New York, was awarded the award by the New York Drama League.

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NASHVILLE, INDIANA... Nice To Come Home To

From the green-lawned homes within the town,
From the fertile farms beyond, along the red-sand roads,
From the cabins clinging to the hillsides...
To all the places of the earth where war is waged...
Sweethearts, brothers, sons and fathers
Have gone from Nashville.

So relatively few, you say?
No, they are relatively many out of few!
So many blue-starred flags wait in the windows;
So many anxious hearts greet each tomorrow
With hope, with apprehension...
Eagerly snatching at morsels of news.

Their precious letters have replaced tall tales.
When cronies gather at the Liars' Bench;
Across the grocer's counter, tidings are exchanged:
"John’s won his corporal's stripes".

“My boy's at Anzio”.
"The wire said 'killed in action'.”

But they'll come back
To the green-lawned homes and the fertile farms
And the hillside cabins...
Back to Weedpatch Hill, and Salt Creek,
And Echo Lake, and Yellow Wood Lake...
For these are wonderful to come home to.

Meanwhile, this is our sacred trust:
To follow them around the earth,
And bring the news of them to these friendly homes
Where ours is a welcome familiar voice.

WLW
The Nation's Most Merchandise-able Station

DIVISION OF THE CROSLEY CORPORATION
How a new RCA Transmitting Tube is created

Our tube designers are much like orchid fanciers...everlastingly striving to produce a new "strain"...a new type that will outdo its predecessor.

Consider the RCA 828, for example:

In this case the designers were after a transmitting tube of small size, with long life, high gain, low distortion, relatively high output.

From the experience gained in building the most complete line of tubes ever assembled by any one manufacturer, these RCA design engineers adopted an idea here...made trial adjustments there...introduced improvements...and applied known theories in new ways. Experimented...discarded...and tried again.

A zirconium-coated anode was selected in order to provide greater heat dissipation and therefore longer tube life. Electron beam principles were applied to obtain higher efficiency.

Drawing always on their training, their years of experience, their skill, and with the desired end-result always clearly in mind, these experts labored on where less qualified workers might have given up.

It's only engineering "know how" of this high order that can create for broadcasters a tube such as the RCA 828, and that will continue to produce the one right RCA tube type for the purpose intended.

Is it any wonder, then, that RCA Transmitting Tubes are the standard of comparison in the broadcasting industry? The Magic Brain of all electronic equipment is a Tube...and the fountain-head of modern Tube development is RCA.