OF THE 1,014,209 letters received by WLS last year 56.3% contained proof of purchase. 571,265 letters with boxtops, wrappers or cash orders ... this great proof of purchase mail total ... is tangible evidence of RESULTS! That's our story...proof that Mid-West America listens to WLS ... listens and BUYS!
DENVER DELIVERS
DRUG SALES

KLZ
Delivers the
DENVER MARKET

DENVER IS 18TH IN DRUG STORE SALES

- Drug stores are busy places in Denver. They're busy places all over Colorado. Last year Denverites spent well over $17,000,000 in drug stores, an average of $50.97 per capita! All Colorado drug stores took in $31,084,000; an average of $29.65 for every man, woman and child. The U.S. average was $21.56. In drug store volume, Denver ranked 18th among U.S. cities in 1943 (Sales Management Survey of Buying Power). Are you giving the Denver Market the importance it merits in your selling program? Denver delivers drug sales! Use KLZ to deliver drug sales to you!
WSIX NOW LEADS IN NASHVILLE
All Day from 8 A.M. to 6 P.M.

ROOPER LISTENING INDEX Oct.'43-Apr.'44

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WSIX
The Voice of Nashville

Represented by the Katz Agency

All commercial programs canceled for 24 hours of radio’s greatest reporting

HOUR AT NBC

AS D DAY DAWNED

The desk man monitors shortwave radio. Adolph Schneider, manager of operations of NBC news and special events department, makes notes. William F. Brooks, chief of department (with cigarette holder), looks on. In center (dark suit) is Niles Trammell, NBC president.

TASK FORCES OF NEWS

Here’s how some of NBC’s newsmen moved about the face of Europe to strategic positions prior to D Day and took their posts for the biggest news story in history. For 24 hours, without interruption, NBC broadcast news flashes, bulletins, comment and expert opinion, canceling all sponsored programs, to devote its complete services to the American public’s interest.

H. V. KAL TENBORN

Expert NBC newscaster, preparing one of his penetrating analyses of bulletins which he broadcast intermittently throughout the day.
EYE-WITNESS ACCOUNT

Within a few hours of the first flash NBC was on the air with eye-witness stories. Here, foreign news monitor Croswell Bowen plays a recording of such a report in the early morning.

FEEDING THE MIKE

William F. Brooks (standing), manager of NBC news and special events department, and copy desk editor Robert Brown hustling a portion of the hundreds of thousands of words toward the NBC mike. Fruits of long and careful planning were evidenced by the smooth performance of all departments.

ROBERT ST. JOHN

Checking maps and charts to assure accuracy of teletype news flashes was just one of the hundreds of tasks undertaken by NBC to guard its high standards of news reporting. Here Robert St. John, ace NBC commentator, verifies a war zone location.

STILL AT IT!

Six hours of continuous NBC broadcasting at this point, and the strain is beginning to show in their faces. But on it went. By this time hundreds of congratulating telegrams from affiliated NBC stations throughout the country were arriving in New York.

FILLS A BOOK!

Even the tightly condensed version of the rapid developments in NBC coverage of the invasion story, already in book form, required 36 full pages! Titled “HOUR, 1944,” it is an amazing thumbnail record of NBC's successful accomplishment of one of the most stupendous jobs ever faced.

AMERICA'S NO. 1 NETWORK FOR NEWS

Once more NBC justified the public's confidence in its leadership as "The Network Most People Listen to Most."
Today—When You Think of NEW ORLEANS...You Think of PENDLETON SHIPYARDS

When you think of NEW ORLEANS, you think of WWL, the Birthplace of "Swing" and PENDLETON SHIPYARDS.

50,000 WATTS CLEAR CHANNEL

WWL Dominates the NEW Deep South—Headed for PERMANENT Prosperity

CBS AFFILIATE—REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.
49% of W. Va.'s Total Buying Power

50% of W. Va.'s Total Retail Sales

48% of W. Va.'s Total Radio Homes

That's the story of the 20 West Virginia counties that comprise the daytime primary coverage area of

WCHS
CHARLESTON, W. VA.
5000 on 580 • CBS

John A. Kennedy
President
Howard L. Chernoff
Managing Editor

Represented by THE BRANHAM CO.
In the field together again, making news history again is America's ace team of war correspondents, Richard D. McMillan and Henry T. Gorrell, of the United Press. Together before they covered the desperate British defense of Greece and the evacuation it led to.
Together they reported British operations in North Africa.
Together now in France this unique pair of fighting-front reporters is turning in a running story of performance that is more outstanding even than their previous brilliant best.
This is their record, from D-Day on—

**FIRST** dispatch from France filed by any correspondent, written as the assault troops still were battling for the first shallow beachhead.

**FIRST** eyewitness dispatch from Bayeux, the first French town liberated by the Allies.

**FIRST** with the news that the Allies had taken Carentan, strongpoint anchoring the German left wing in Normandy.

**FIRST** dispatch filed direct from France to New York since 1942, sent by a transmitter on the beachhead, with an antenna strung from a truck to a tree.

**FIRST** with news of the fall of Montebourg to the Allied forces fighting upward along the coast toward Cherbourg.

**FIRST** with news of the capture of Pont L'Abbe, bitterly defended by the Germans to protect their railroad communications on the peninsula.

**FIRST** with the news that the Germans had rallied and fought their way back into the streets of Montebourg and Carentan.

**UNITED PRESS**

*The World's Best Coverage of the World's Biggest News*
RICHARD D. Mc MILLAN, with the British in France
First war correspondent accredited by the British; with
the first B.E.F. in France; with Empire forces in
Greece; the 8th Army from El Alamein into Italy; in
Albania during the Italian invasion.

HENRY T. GORRELL, with the Americans in France
Awarded the U.S. Air Medal for gallantry on bombing
raid over Greece; covered Mediterranean naval war,
British desert fighting; British campaign in Greece;
Allied attack on Italy.
Marines leap to the attack. News cameramen advance with them, recording the action. And, in short hours, those precious pictures taken under fire are telling their thrilling story to American newspaper readers.

Short-wave radio makes possible the transmission of news pictures direct to any part of the world. The blacks, grays and whites of a photograph are broadcast as an audible signal, varying in strength according to the shading of the picture. Thousands of land- and sea-miles away, the electronic facsimile recording tube “hears” the picture and reproduces it, line by line, on sensitized paper.

More and more news pictures of this war are recorded by Sylvania recorder tubes manufactured to one standard—the highest anywhere known. This Sylvania electron tube bears the same marked superiority you have long expected of Sylvania radio tubes. The Sylvania recorder tube is vital to quicker transmission than was formerly possible over news-cluttered commercial radio circuits, and it records clearer pictures that are more faithful to the original.

A reputation for radio tube manufacture, attained by serving you, brought Sylvania important wartime assignments in electronics. The recorder tube is one of many electron tubes other than radio that Sylvania now produces. This wide wartime experience will bring you ever finer radio tubes and cathode ray tubes to help you develop your postwar opportunities in the radio and television field.
A NEW LEADER ON THE HORIZON

Television's engineers are doing a superb job in steadily bettering their miraculous invention. But television's biggest problem today is not one of engineering. It's one of intelligent programming. It is at this point — or rather just ahead of this point — that RKO, the showmanship company in motion pictures, enters the television arena.

No telecasting company, no single individual advertiser, no single advertising agency, nor any group of advertising agencies could possibly operate such enormous facilities as RKO and its subsidiary, Pathe News, Inc., now offer the potential television users of this country. These facilities are available to both reputable advertisers and recognized advertising agencies through RKO Television Corporation. The same facilities make it possible for RKO Television Corporation to offer not only filmed television programs but live-talent package productions as well.

RKO Television Corporation will welcome inquiries from advertisers, advertising agencies and all those commercially interested in television, as to how we may be of specific service at this time.

RKO TELEVISION CORPORATION
EXECUTIVE OFFICES · RKO BUILDING, 1270 SIXTH AVENUE, NEW YORK 20, N.Y.
"THEY'RE A SCREAM—
WONDER WHO THEY ARE?"

Sure, it's fine and dandy to know that your radio show is laying the listening audience "in the aisles"—but what about your Hooper Sponsor-Identification Rating?

We've got some mighty interesting charts which show how Sponsor Identification *zooms* when Sonovox is added to commercials. In one well-known network program it jumped from 54 to the present figure of 66. In another it jumped from 36 to 53. In another, from 37 to 48. In another, from 47 to 64!

Sonovox gives recognizable "character" to commercials. It identifies your product as no human voice possibly can. It does the same thing for your radio advertisements that a really distinctive trademark does for your magazine or newspaper stuff. And for a fractional increase in cost.

Sonovox is sold essentially like talent. Under each license for specific use, a reasonable license fee is charged for Sonovox performing rights. The only additional cost to licensee is for a trained articulator made available by us in any broadcasting or recording studio in New York, Chicago, or Hollywood, at standard AFRA scale.

**WRIGHT-SONOVOX, INC.**

"Talking and Singing Sound"

FREE & PETERS, INC., Exclusive National Representatives

---

**Some Typical SONOVOX PIONEERS**

- American Chicle Co. (Black Jack Gum)
- Budweiser and Browning & Hersey, Inc.
- American Industries Salvage Committee (Steel Scrap Drive)
- McCann-Erickson, Inc.
- Buick Motors Division, General Motors Corp.
- Arthur Kudner, Inc.
- Chicago, Milwaukee, St. Paul & Pacific R. R.
- Roche, Williams & Conyngham, Inc.
- Colgate-Palmolive Peet Company (Vulcanite)
- General Foods Corporation
- Wm. Esty & Co., Inc.
- Delaware, Lackawanna & Western Coal Co.
- Wright & Ryan, Inc.
- Walt Disney Productions
- Emerson Drug Company (Bromo-Seltzer)
- Ruthrauff & Ryan, Inc.
- Christian Feigenspan Brewing Company (Feigenspan and Doble, P. O. N. & C. Beers and Ales)
- E. T. Howard Co.
- Feltman-Curme Shoes
- Russell C. Coner Advertising Co.
- Forum Cafeterias of America
- R. J. Pott-Calkins & Heidbrin, Inc.
- Griesedieck-Western Brewery Co.
- (Stag Beer)
- Maxson, Inc.
- Grocery Store Products Sales Co., Inc.
- (Foul's Macaroni Products)
- Campbell-Ewald Co., Inc.
- Andrew Jorgensen Co.
- (Woodbury's Products)
- Lemmon & Mitchell, Inc.
- Lever Brothers Co. (Lifebuoy Soap)
- Ruthrauff & Ryan, Inc.
- Lyon Van & Storage Co.
- Batten, Barton, Durstine & Osborn, Inc.
- National Broadcasting Company
- Naval Aviation Selection Board
- Navy Supply (U. S. Navy, Construction Battalions)
- Office of Civilian Defense (Region Six)
- Pabst Sales Company (Pabst Blue Ribbon)
- Warnick & Legier, Inc.
- Pan American Coffee Bureau
- Buchanan & Co., Inc.
- Puritan Bakers Service Corp.
- (Taystee Bread, Greenbriar Cakes)
- Quaker Oats Company
- Ruthrauff & Ryan, Inc.
- Radio Corporation of America
- Ruthrauff & Ryan, Inc.
- Radio Station KOMA, Oklahoma City
- Alviso Ray and his Orchestra
- Shell Oil Company, Inc.
- J. Walter Thompson Co.
- Stanko, Inc. (Mistol)
- McCann-Erickson, Inc.
- U. S. Treasury Dept.
- Universal Pictures Company, Inc.
- Warner Brothers Pictures, Inc.
- Willards Chocolates, Ltd.
- Coeckfield, Brown & Co., Ltd.

*Space no longer permits a complete list of Sonovox users.*
NWLB Order Leaves Disc Case in Fog

AFM Defies Rule; Recorders Study Next Move

By JACK LEVY

ONE OF THE most complex cases to come before the National War Labor Board—the recording and transcription controversy—was “settled” last week by an equally complex decision which brought unfavorable reactions from both parties and appeared to leave the dispute still some distance from solution.

On the one hand the Board ruled that the ban imposed by the musicians since August 1942 against the RCA and CBS recording and NBC transcription subsidiaries be “promptly” withdrawn; on the other hand it, in effect, ratified the existing “employment fund” contracts under which part of the industry now operates but ordered the network companies to make escrow payments to “a fund”, with arbitration as the final step in determining a method of distribution.

Petrillo Defiant

In conformity with a resolution passed by the recent AFM convention in Chicago, James C. Petrillo, president, promptly announced that his union would not return to work for the network subsidiaries except under the “Four Employers” contracts now in force with Decca-World and the independent transcription companies.

Attorneys for the networks, after a four-hour conference, decided to withhold comment on the decision in the hope the Board’s formal opinion on the case, expected this week, will clarify some of the questions arising out of the order.

Apprised of Mr. Petrillo’s declaration of defiance of the order, the Board withheld comment pending further developments. It indicated it would await word from the network subsidiaries before deciding its course of action.

Under established procedure, the Board would summon Mr. Petrillo to a show-cause hearing to explain his refusal to comply. There is also the possibility of a petition for review by either side before a cause action is instituted.

Should Mr. Petrillo persist in his refusal to comply, the only course then left open to the Board would be to refer the case to President Roosevelt, a possibility evidently foreseen by the AFM president when he testified before a Senate subcommittee in January 1943 that he would not order his musicians to resume recording unless such a request were made by the President.

The Board’s order received a generally cool reception in broadcasting circles, with some quarters expressing the conviction that a clear-cut decision, one way or another, was called for. Some satisfaction was derived from that part of the order which directed that negotiations be carried on to determine to whom and for what purposes escrow payments should be made, many radio people being of the opinion that those who make the records should receive the payments.

The general feeling was that the Board evaded the issue in directing that the method of distribution of payments be determined by arbitration and that in choosing this course it took the easiest way out. Mr. Petrillo told Broadcasting last Friday that he has sent telegrams directing AFM musicians not to return to work because the Board’s decision does not apply in this case because the musicians were on strike against the companies 12 months before the Act was made law; (2) the union has bargained with transcription and recording companies which it will lose if its members return to work, without contracts, for Columbia and RCA.

“The next step,” Mr. Petrillo said, “is up to the WLB. It has no power to force us to go back to work for these companies.”

“We’ve always maintained,” he continued, “we’re not in a war industry and the dispute has been going on since before the enactment of the Smith-Connally Act. The AFL, at its convention in 1942, especially endorsed our fight against canned music and held that it did not violate the no-strike pledge.

“We’re not going back because last week [June 5-10] the convention of the AFM, attended by 780 delegates, unanimously adopted a resolution ruling that no musician union was to go back to work except under the contract made by Decca Records and other transcription concerns.”

Reginald A. Padway, AFM counsel, said he would follow Mr. Petrillo’s instructions in the case and carry out whatever proceedings may be required.

Seven-Point Program

Public and industry members of the Board voted for a 7-point program to settle the case, with labor members dissenting.

The program follows:

1. The so-called “Four-Employer” contracts do not require Board approval.

2. The union is ordered to lift its ban on the making of records or transcriptions.

3. The parties are given 15 days in which to bargain for the amount of payments to a fund to be held in escrow pending final settlement. If no agreement is reached on the amount, the parties are to report back to the Board as to their respective proposals.

4. The Board then will fix the amount of escrow payments and order payment to begin.

5. The parties to have 30 days to bargain on the method of distribution (by whom, to whom, for what purposes and for how long).

6. If they fail to agree, the parties then will have 10 days to bargain on the composition of an arbitration board and the specific points on which the arbitration board may rule. If there is no agreement the parties will report back to the Board on their respective positions.

7. The Board then will appoint a board of arbitration and outline the specific points to be settled by the arbitrators.

In a statement accompanying its order, the Board explained that payments to the “employment fund” under the existing contracts do not involve a wage increase and hence do not require approval under the wage stabilization program.

As to the companies which have not signed contracts with AFM, the Board ordered negotiation “on
**Networks to Carry Two Programs Daily**

By BILL BAILEY

RADIO’s greatest domestic spot news coverage job will be undertaken next Monday (June 26) when more than a thousand men and women cover the Republican National Convention in Chicago for seven networks and 55 individual stations. For the first time in broadcasting history radio will augment on a mass basis its regular news wire services and network programs with on-the-spot handling from both the Republican and Democratic National Conventions [BROADCASTING, March 6].

Final plans for the Republican convention were approved last Monday at a meeting in Washington of GOP National Committee officials and the Radio Correspondents Assn. Executive Committee with Harrison E. Spangler, Republican National Chairman. The four major networks agreed to pool facilities and broadcast official proceedings at the same time, following the lead used in covering the invasion of Europe.

Seating Limited

Although the invasion gave radio its biggest news story to date, handling of which drew wide commendation [BROADCASTING, June 12], never in its history has the broadcasting profession taken upon itself such a broad spot coverage job as that mapped out for the two major political conventions. In virtually every instance, stations sending news representatives are planning for special coverage with local flavor, not contained in the general news from the conventions.

As BROADCASTING went to press, more than 250 persons had been accredited as correspondents, special events personnel, commentators and technicians, according to Wells (Ted) Church, GOP National Committee radio director. He estimated that another 25 or more would be accredited before Chairman Spangler raps the gavel to officially open the 1944 convention next Monday.

Networks covering the convention include: Blue, CBS, Mutual, NBC, West Virginia, Yankee and British Broadcast Corp. Radio news services accredited to the radio gallery will be: Ask Washington, Press Assn. (AP radio wire), Transradio - Press, Washington News Bureau, Yankee News Bureau.

Because of space limitations, only 120 seats have been assigned to the radio gallery, which will be under the supervision of D. Harold McGrath, superintendent of the Senate Radio Gallery, assisted by William Vaughan, acting superintendent of the House Radio Gallery. Radio personnel not signed to seats will be given credentials entitling them to news privileges and range of Chicago Stadium, scene of the convention.

Opening day’s proceedings will go on the air over the four major networks at 12:30 p.m. (EWT) June 26. A second broadcast is scheduled for 10 p.m. (p. m.) that night, a first combined program from the convention is scheduled tentatively for 1 p.m. and the second at 10 p.m., EWT. All the windows when the networks plan pre-convention broadcasts.

**CORRESPONDENTS AT CONVENTION**

FOLLOWING is the list of personnel accredited by the Republican National Committee and the Radio Correspondents Assn. to the Republican National Convention: Correspondents, commentators, technicians and special events handlers. (Those in brackets have been assigned seats in the Radio News Gallery.) Others will have radio credentials entitling them to news privileges and the range of the stadium.

**NETWORKS**


**BROADCASTING**

**ROADCASTING**
Modernizing the Communications Law

SENATOR Burton K. Wheeler, Chairman of the Senate Interstate Commerce Committee and the co-author of the White-Wheeler Bill has stated, after meetings with members of the Radio Broadcasting Industry, that the Bill is now "dead." I have respect for the intelligence and integrity of Senator Wheeler and Senator White. I also believe that Chairman Fly and the members of the FCC, with the same integrity, have fully in mind the changing conditions in communications both domestic and international.

Not a Utility

Broadcasting has made great progress in its short life in servicing the public and will continue to make revolutionary progress in the new phases of radio broadcasting which will include television, frequency modulation, and facsimile. In contrast to the common carriers in the communications and transportation fields, broadcasting is not a public utility in the sense that its rates should be regulated, business practices supervised, and rules laid down for the conduct of its service. As long as the people receive an excellent broadcasting service, whether in entertainment, public events, religion and the education-political field—the public is not interested in what the sponsor pays to a local station or to a network for time and talent. This fact has been recognized by our statesmen. It is not surprising to me to have "Chairman of the Colorado Public Utilities Commission in 1914; executive vice-president of Utah Power & Light Co. in 1917; managing editor of National Electric Light Ann., 1930; president of NBC 1923-1935; President and Chairman of Radio-Keith-Orpheum 1935 to 1937; member of the Managing Board of Scripps-Howard Newspapers 1937; publisher of New York World-Telegram 1939; Advisory Counsel, RCA Bldg., Rockefeller Center, New York.

Basic Defects Require Legislation: Accord by All Parties Needed

BY M. H. AYLESWORTH

WHEN THE original Radio Act was written in 1927, the biggest name in network radio was Merlin Hall Aylesworth, president of NBC—the first of the nationwide networks. The radio provisions of the existing radio law are practically the same as those in the original act. Efforts to rewrite that antiquated act at this session have proved futile. The writer suggests in broad outline the kind of law he believes should be and can be written, mindful of impending post-war radio developments. An attorney, he has served in executive capacities in all three communications media—radio, newsmen and motion pictures and newspapers—probably the only man with that broad experience.

This attempt to legislate declared "dead" temporarily. It is perhaps one of the most complicated problems of regulation we have come before the Congress. In the broadcasting field there are naturally honest differences of opinion. Local radio stations not connected with networks have individual problems and so have the many stations affiliated with networks. Congress, Blue and MBS, who prepare and distribute the service, have distinct problems of service, both international and domestic.

Serving the Public

The members of the Congress who have given time and thought to general legislation for communications, and particularly the more publicized service of broadcasting to the people generally, have received so many different suggestions from so many different interests and individuals that the views of all cannot be incorporated in any constructive legislation.

The history of the broadcasting industry has been excellent and the men and women in the industry have endeavored first to serve the public with well directed radio broadcasts covering the entire field of programs. American radio broadcasting, which is generally acknowledged to be the finest in the world, is in many respects similar to newspaper publication and magazines. It is impossible for the advertiser in the newspaper and the magazine to control the editorial policies and the news of the newspapers or the magazine field. Just as the radio audience will refuse to listen to the message of the sponsor of a poor program, so will the advertiser in the newspaper and the magazine refuse to advertise when advertising control becomes apparent in any medium. The radio stations and the networks have complete control of the program service, whether sustaining or sponsored. When news reports Congress have made available the press associations are sponsored, there can be no control by the sponsor over the news as prepared and submitted by the Associated Press, United Press, or the International News Service.

There has been objection to the commentator in radio as a sponsored program. When the sponsor retains a commentator on news, he endeavors to sell his goods because of public interest in his program, and if public protest against the commentator is apparent, the sales reflect it. It is most difficult for Congress to regulate what a commentator shall say, and it gains nothing to pass legislation which prohibits sponsored commentaries. The broadcasting companies and stations control the sponsor and the commentator, just as the newspaper editor has control of what appears in the paper. It should be a comparatively simple matter for the broadcasters to provide intelligent and fair rules for commentators which give the right of freedom of expression and at the same time correct the personal attack method. It must be remembered that the rules work both ways; that is, to the commentator and to the newspaper.

There must be honesty in advertising in radio, newspapers, and magazines. The Federal Trade Commission has the authority and has demonstrated its courage in dealing with this all-important subject. There does not seem to me to be any reason for additional legislation covering advertising on the radio. If there are dangers of monopoly—and human beings with the best intentions are apt to err even though in complete honesty and in good faith—the public then the public must be protected. No one disagrees with this principle but there is much disagreement as to how the "stop light" should be controlled.

Religion and education as well as public events have been carefully encouraged and protected by the broadcasters. The provisions of the law guarantee equal rights for candidates for office. Certainly the facilities of the broadcasting industry have been made available in generous quantity to public officials and they have the right to speak for the opposition. This is true of municipal, state and federal issues.

Proposals to Change Act

Before the Senate Committee held hearings, I felt that the views of a mere bystander, who has had no active association with the industry for more than seven years, might appear presumptuous. Since then everyone who wanted to do so has had a chance to appear before the Committee.

It may be that some useful purpose can now be served by constructive criticism of the 1934 Act and the several proposals to amend it.

It is apparent that in the ten years since the Act of 1934 became law, great changes have taken place and are still taking place in the communications industry. Western Union and Postal Telegraph, once competitors in the domestic telegraph business, have been merged. A merger of the companies operating in the foreign business is in process.

(Continued on page 58)

MR. AYLESWORTH

BROADCASTING • Broadcast Advertising

PROGRAM FOR RADIO LEGISLATION

1. Complete separation of licensing and regulatory activities.
2. Congress to decide what portion of the spectrum each service shall have.
3. Congress to specify an allocation structure for all broadcasting stations.
4. Licenses to be granted by a single Administrator where there is no conflict of interest; conflicts to be adjudicated by a special radio court.
5. Common carrier regulation to be handled by a new agency.
6. Regulation of business practices in broadcasting to be handled by the Federal Trade Commission.
7. Program controls to be imposed directly by Congress and enforced through local court action.
Back to Normal Operations; Invasion Coverage Widened

Extra Broadcasts, Special Rounds Given By Nets; Cue Channels

By last week the networks had returned to normal operation, with only a few additional news programs of special interest. A half-hour broadcast left as relics of the complete D-Day turnover of their facilities to invasion coverage. All-night operation of the networks had been suspended, although some channels are still being monitored around the clock and everything is ready to return to 24-hour service should event demand it. Programs are still being interrupted for late news bulletins, but such interruptions are now the exception rather than the rule.

Invasion Roundups

CBS since June 9 has broadcast an extra news period at 5:30 p.m. daily, devoted to a special survey of the communiques which are issued at that time followed by an analysis by Maj. George Fielding Elliot. CBS also added a half-hour Roundup of Invasion News broadcast at 7 p.m. The Blue has replaced Alina Kitchell's program at noon with a daily half-hour news period which will continue until July 3 when a new commercial series will take that spot.

Pooled broadcasts from overseas, although built up so that half-hour news periods have been practically eliminated, except for broadcasts from the London radio correspondents stationed at Supreme Headquarters Allied Expeditionary Forces and from the correspondent-engineer teams with the Allied fleet. First broadcasts of returned correspondents from battle areas are also pooled, but these are naturally getting scarcer as time goes on.

NBC, in cooperation with Rockefeller Center News Bureau, is making several of its sustaining news programs available to Center visitors via loudspeakers installed in the lower plaza. Quarter-hour news periods are fed to these speakers at 8:45 a.m. except Sunday and at 1:45 p.m. and 6 p.m., Monday through Friday.

Spotty Reception

To Bill Downs, CBS correspondent, went the distinction of making the first broadcast from "somewhere in Normandie" to be heard instantaneously in the United States. In his broadcast, which was pooled to all networks 6:30-30 to 6:35:50 p.m., EWT, June 14, Downs said that a 30-minute trip in a jeep would take him to where Allied fighters were fighting, but that military security would not permit a more definite statement of his location. The broadcast was made via Army Signal Corps facilities, with again no more exact description permitted for the same reason.

INTERVIEW DANGER STRESSED BY PRICE

CAUTIONING broadcasters and editors that "Berlin is not yet occupied" and "there is still a fighting job to be done," Director of Censorship Bryon Price on June 13 issued a memorandum asking radio the press to exercise care in covering Censorship's special request of Jan. 19 (BROADCASTING, Jan. 24) concerning the handling of certain news features granting interviews with servicemen who will return shortly from the invasion front.

Mr. Price urged that broadcasters comply with the voluntary code and ask that "such interviews and features be cleared prior to release with either the Office of Censorship or an appropriate Army or Navy public relations officer."

Text of Mr. Price's June 13 memorandum to editors and broadcasters follows:

Berlin is not yet occupied, there is still a fighting job to be done. Information about our plan of the enemy. Please review the Special Request of Jan. 19 concerning the invasion, and inform the news editor in your station of the time and place of future operations, to which the station is located, is returning to the net.

Clearance will be more important here than ever to guard against the risk of putting the chain. We ask that you dispose of all such material with bits and pieces of valuable information.

Radio Listening for Week of Invasion Well Above Normal, Surveys Indicate

Radio listening for invasion week was well above normal, a special survey made in New York, Philadelphia, Chicago and Los Angeles for CBS by C. E. Burnett & Co. Inc. on listening made in May 1944 and June 1943 to obtain a "normal" figure, this survey showed that on Tuesday (D-Day) sets-in-use were 78% above normal, with the balance of the week (Wednesday through Saturday) averaging 19% above normal.

Day-by-day breakdown for morning, afternoon and evening listening, was tabulated as follows: each figure being the percentage above normal listening for the period:

Day
Morning (8-12) 12-5 5-9 9-9 9-3
Tuesday 118% 105% 96% 76%
Wednesday 90 86 76
Thursday 76 68 58
Friday 64 56 46
Saturday 46 38 28

Afternoon
(1:30-2:30) (2:30-4:30) (4:30-5:30)
Monday 120% 100% 82%
Tuesday 100% 96% 79%
Wednesday 80 76 66
Thursday 66 60 50
Friday 48 44 38
Saturday 38 34 28

Evening
(5:30-6:30) (6:30-7:30)
Monday 105% 95%
Tuesday 95% 85%
Wednesday 85 75
Thursday 75 65
Friday 65 55
Saturday 55 45

President Roosevelt's Fall of Rome talk on the evening of June 5, invasion eve, earned a Hooper rating of 45.2 and a CAB rating of 37.8. The former was based on calls made in the 32 cities in which all four networks have outlets, the latter in the 81-city sample recently adopted by the C.B. In the New York area, a Pulse of New York survey, conducted through personal interviews and not limited as the others are to telephone homes, gave the President a rating of 53.7.

Hooper in a comparative tabulation of sets-in-use 6-10 p.m. Dec. 7, Pearl Harbor, D-Day, Jan. 20, 1944, Dec. 7, Pearl Harbor, D-Day, Jan. 20, 1944, D-Day, shows the average rating to be substantially higher than the average in action with the invasion.

December. Normal expectancy would have indicated sets-in-use slightly above 35.0, rather than the higher average level of 38.4, it is stated.

Comparative tabulation follows:

<table>
<thead>
<tr>
<th>Sets-in-Use Conditions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pearl Harbor, D-Day</td>
</tr>
<tr>
<td>Pearl Harbor, D-Day</td>
</tr>
<tr>
<td>64 P. M.</td>
</tr>
<tr>
<td>7-8 P. M.</td>
</tr>
<tr>
<td>8-9 P. M.</td>
</tr>
<tr>
<td>9-10 P. M.</td>
</tr>
<tr>
<td>Average 6-10:10 P. M.</td>
</tr>
</tbody>
</table>

B-29 Raid Widens Pool to Far East

WOR Airs Recording Made In Advance by Driscoll

NETWORK pooling plan, now extended to the China-Burma-India Theatre, had its first opportunity to prove itself in action with the Australian military bombing raids on the Japanese mainland last Thursday. Roy Porter, NBC correspondent, accompanied the mission to represent all networks.

In a broadcast direct from XGOY Chungking at 8:01 a.m. Friday, Porter broadcast a report carried by CBS. At 8:45 a.m. it went on the air again with an eyewitness account broadcast on NBC, CBS and some Blue stations.

Blue, CBS and NBC flashed the announcement from Washington within a few seconds: Blue at 1:39:26 p.m.; CBS at 1:39:37 p.m.; NBC at 1:39:40 p.m. Mutual affiliates broke in locally, as the network was broadcasting a sustainer orchestra and had no way to clear the chain.

All four networks carried a communiqué read from Adm. Nimitz's headquarters and broadcast directly from Honolulu at 4 p.m. Following that, CBS broadcast a pick-up from Washington by James Stewart, CBS commentator recently returned from Chungking.

Less than an hour-and-a-half after the War Dept. announcement of the bombing, WOR New York put a recording on the air that had been made about a month ago by Dave Driscoll, representing WOR and Mutual, as he toured a Boeing Aircraft plant. Mr. Driscoll was allowed to go inside the new B-29 and record his observations with crew-members, on condition that the disc would be put away and not be used until the "proper time". Mutual carried it at 9:15 a.m.

On the Yanks in the Orient program on Blue at 11:15 Sunday night, another "held in readiness" transcription was broadcast. This was a recording made at an air base in western China telling the story of how Chinese laborers have built and are still building air-drones for the new 20th Air Force.
REPORT NO. 1
ON STATION WHO'S HOOPER RATINGS

If anyone should ask you what station has the largest audience in Des Moines, you'd of course say "WHO"... But what about comparative station-preferences in the "Outside Zone"—in cities 30 to 115 airline miles from Des Moines, many of which have their own local stations? We wondered about that, too. So we asked Hooper to make surveys in Des Moines and the eight cities shown above. The startling result: Discovery that WHO's Hooperatings in these eight Outside Zone cities are spectacularly higher than even in Des Moines itself!

The figures are more convincing than words. Here are two samples:

12 Noon to 1 PM—Monday thru Friday—Station Time—including 15 minutes Farm Markets on WHO. Surveyed among urban listeners only in nine cities.

<table>
<thead>
<tr>
<th>City Zone</th>
<th>Rating Share of Aud. of WHO</th>
<th>Rating Share of Aud. of STATION B</th>
<th>Rating Share of Aud. of STATION C</th>
<th>Rating Share of Aud. of OTHERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Outside</td>
<td>8.4</td>
<td>6.5</td>
<td>5.1</td>
<td>1.8</td>
</tr>
<tr>
<td></td>
<td>38.6</td>
<td>30.0</td>
<td>23.6</td>
<td>7.8</td>
</tr>
</tbody>
</table>

6 PM to 7 PM—Sunday thru Saturday—Station Time—for sale if and when available.

<table>
<thead>
<tr>
<th>City Zone</th>
<th>Rating Share of Aud. of WHO</th>
<th>Rating Share of Aud. of STATION B</th>
<th>Rating Share of Aud. of STATION C</th>
<th>Rating Share of Aud. of OTHERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Outside</td>
<td>14.6</td>
<td>10.9</td>
<td>7.2</td>
<td>0.6</td>
</tr>
<tr>
<td></td>
<td>43.9</td>
<td>32.8</td>
<td>18.1</td>
<td>1.6</td>
</tr>
</tbody>
</table>

Note: Samples of "Station Time" are given above because Station Time only is available to spot buyers. Get complete Report for Network Time periods.

WHO is NBC. Ratings for other NBC stations in Outside Zone are: Noon Hour—rating 0.1, share of audience 0.2; for 6 PM to 7 PM—no listeners found.

Whether you are using a local program or network in the Des Moines area, you should see a complete copy of this eye-opening Hooper report. It shows why you need WHO to get adequate coverage, regardless of what other stations or networks you use.

Ask Free & Peters, or any member of our staff, to bring a copy to your office. Ten minutes' study will open up some new facts that you will find indispensable in your future time-buying.

WHO + for IOWA PLUS! +

DES MOINES . . . 50,000 WATTS
B. J. PALMER, PRESIDENT
J. O. MALAND, MANAGER
FREE & PETERS, INC. . . . National Representatives
Radio All Out for Fifth Loan Campaign

New York Information Service Set Up By Treasury

AS THE FIFTH War Loan Drive for $16,000,000,000 swings into its second week, special radio promotion in behalf of the campaign continues to increase, according to many reports received by the Treasury and Broadcasting from stations all over the nation. To aid broadcasters, agencies and sponsors in the preparation of special Fifth Loan promotion activities—including new tie-ins with the invasion effort, Robert J. Smith, chief of the radio section of the Treasury War Finance Division, has announced establishment of a Radio Information Service at the New York office of WFD, 730 Fifth Ave.

The service is under the direction of Julian Street Jr., WFD consultant, and Mort Milman, with WFD for the four previous War Loans. Mr. Milman maintains agency relations while Mr. Milman is supervising production and obtaining national figures for one-minute Fifth Loan announcements of a special "Minute Men" feature available to stations and networks.

Net Promotion

More than 850 stations have requested the Treasury's Four for the Fifth series of half-hour dramatic programs featuring name Hollywood talent and written by Arch Oboler and William N. Robson. Original music for the series has been composed by Gordon Jenkins. The first program, "Surrender," written by Mr. Oboler, features Franchot Tone and Hans Conreid. The second, "High Command," stars Paul Lukas and Ethel von Stroheim. It was written by Mr. Robson. Title for the third program, by Mr. Oboler, has been changed to The Lighter. Frank Cady continues to star. Mr. Robson, a senior author of the last program, "E-Day," featuring Frederic March.

Four for the Fifth promotion kit has been distributed to stations by the Treasury. It includes newspaper mats of stars appearing on the series in addition to feature stories and other publicity items and ideas.

Kick-off program for the Fifth War Loan on June 12 was carried by all four networks and originated through the facilities of KCMC, Texarkan, Texas. Written and produced by Orson Wells, the program featured an appeal by President Roosevelt and a talk by Secretary of the Treasury Henry Morgenthau, Jr.

On June 13 NBC devoted 21 consecutive hours to the Fifth Loan, during which the network presented special features and pickups from all national sponsors. In addition to NBC name talent, famous fighting men, Government officials, religious leaders and others. An hour-long all-star program from Hollywood climax

M-G-M and MBS executives dine as they listen in on the closed circuit broadcast of the network studio audience. Left to right: Marvin Schenck, head of M-G-M talent department; Edward Wood Jr., MBS sales manager; Howard Dietz, M-G-M vice-president and director of promotion; Miller McClymont, MBS president; and George Gershman, manager of sales and distribution; E. J. Churchill, president of Donahue & Co.; J. R. Vogel, Loew's Theatre executive; and S. I. Seidler, M-G-M advertising manager. Program is designed to find and test talent.

--Broadcasting

Youth in Radio

YOUTH PREVAILS at WPAT, Portsmouth, N. H., where some members of the staff recently received their high school diplomas. Announcers Charles Kaut, Robert Tucker and James Ladd and office workers Wanetta Hall, Patsy Ogden and area Patrica Brashart were all "A" students and have been enrolled in the National Honor Society in Portsmouth.

WCKY Cincinnati sponsored a special two-hour Bond rally from Music Hall, Cincinnati, on June 6 in cooperation with the Hamilton County War Finance Committee and featuring radio and movie personalities. Half-hour Let Freedom Ring program was broadcast.

WTID, Boston, started "over-the-counter" Bond sales on D-Day, time picked by the Connecticut War Finance committee to start the Fifth Loan in that area. Important local features were recorded by the station for evening rebroadcast. Total of $30,200 in Bonds was sold June 6 by WTHT.

An All Service Review opened the Fifth Loan June 13-14 in the WTAG Worcester, Mass. area and was sponsored by the station. A series of daily programs, featuring famous names now in the service.

Presented by the Treasury, in cooperation with The Chicago Tribune and participating manufacturers, the Fifth Loan exhibits and Bond rally held on the exhibition grounds adjacent to Chicago Tribune Tower on June 10 featured five radio rebroadcasts by WGN Chicago, the program was produced by the Navy Pier Band.

Kate Smith, on her last broadcast of the season in the Friday afternoon drive, June 15 on CBS, June 9, received a check for $1,000,000 for the purchase of War Bonds from Clarence Francis, president of General Foods Corp., her sponsor.

The Quiz Kids raised $5,744,000 in War Bonds when they broadcast on the Blue from New Orleans on June 11. Bonds were also to serve as admission to last Sunday's broadcast from Ellis auditorium in Memphis. Sponsor is Miles Labs.

J. J. Edwards sold $6,700,130 in War Bonds for admission to the June 10 broadcast of his Truth or Consequences on NBC originating from St. Louis, having rounded up $2,504,000 from the previous week's stand in Philadelphia. His program is scheduled for Fifth Loan performances in Cleveland-June 17, Boston-June 24, Raleigh-July 1.
MacFarlane was at Dieppe...

Ian Ross MacFarlane was on board a British landing barge at the commando raid on Dieppe. He lived through the German bombing, the machine gunning, and the heavy stuff from the shore batteries. Invasion to this newscaster has overtones, as a word, that are known to few men who are on the air analyzing the news. When invasion came... MacFarlane gave his newscasts an authenticity and understanding that will be shared by few other news analysts.

This world-travelled Scotchman, who for 20 years has been where news was in the making, broadcasts exclusively now for radio station W-I-T-H.

Programming like this has made W-I-T-H the station that's listened to in Baltimore. Helps it produce greatest results at lowest cost.
CIO-AFL Urge Both Parties To Put Congress On the Air

Unions Submit Identical Resolutions Calling For Broadcasts of Important Debates

NATIONWIDE broadcasts of Congressional proceedings and requests that the two major political parties include such a plank in their respective platforms are urged in what appears to be a nationwide campaign organized by labor, it was disclosed last week on Capitol Hill.

Labor unions throughout the country, both AFL and CIO, are passing identical resolutions which "propose and urge upon Congress enactment of the necessary measures to establish a nationwide broadcast of its proceedings. The resolutions also are being sent to both Democratic and Republican National Committees, although officials of both expressed doubts last week whether the broadcast of Congressional proceedings would be given more than passing interest when the two Committees meet to nominate Presidential candidates.

'Could Lease Time'

Reported to have had its inception in Seattle, the campaign to bring about legislation requiring the broadcast of "important debates" in Congress has spread from coast to coast. To date 25 labor unions have adopted the resolution, a check of the Senate Rules Committee revealed.

Declaring that "Congress could lease time from one or more networks, several important and powerful stations, or broadcast by shortwave all important debates except matters as might jeopardize national security during war", the resolutions have been referred in both Houses to the respective Rules Committees. Sen. Harry F. Byrd (D-Va.) heads the Upper Chamber Rules Committee while Rep. Adolph J. Sabath (D-III.) is chairman of the House Rules group.

Attaches of the Senate Committee said that the resolutions would be "considered" at the next Committee meeting, although at the moment no session is scheduled. Whether the resolutions will be given more than "consideration" was a moot question.

From time to time since April some Senators have presented the resolutions as petitions, although most of them were directed to Vice-President Wallace and Speaker Rayburn (D-Tex.), and have been referred to the respective Rules Committees. Only one such resolution is on file at the House Rules Committee, according to Humphrey S. Shaw, clerk. Several of the resolutions, adopted by West Coast unions, bore the notation: "Sponsored by the Building Service Employees International Union, Local No. 6, Seattle, Wash."

Following are the organizations which thus far have passed the resolutions now on file with the Senate Rules Committee:

AFL—Phoenix (Ariz.) Central Labor Council; Seattle Service Employees International Union, Local No. 6, Seattle; San Mateo County (Cal.) Central Labor Council; Atlantic County (N. J.) Central Labor Union; Central Labor Council, Kalsipell, Mont.; San Diego County (Cal.) Federated Trades & Labor Council; Central Labor Union, Redding, Cal.; Tulalox County Trades & Labor Assembly, Billings, Mont.; Pasadena-San Gabriel Valley (Cal.) Central Labor Council; Central Labor Council of San Joaquin County, Stockton, Cal.; Imperial Valley Central Labor Council, El Centro, Cal.; Central Labor Council of Humboldt County, Eureka, Cal.; Central Labor Council, Santa Monica, Cal.; International Brotherhood of Teamsters, Iron & Ship Builders & Helpers of America, Local 191, Seattle; International Brotherhood of Blacksmiths, Drop Forgers & Helpers, Seattle Local 108; Local 285, BESIU (no other identification given).


Unidentified as to affiliation or location were Laborers' Local No. 273.

KSJB Transfer to 600 kc Given Final Approval

WITHIN a few hours of hearing oral arguments last Tuesday, the FCC announced adoption of its findings granting KSJB James-town, N. D., a change in operating assignment from 1440 kc with 250 w unlimited time to 600 kc with conditional power of 100 w night and 260 day. The action had been contested by WMT Cedar Rapids, which operates on 600 kc, claiming that the grant will result in interference to WMT and actually work Union a curtailment in KSJB's service.

The Commission announced that it had adopted the proposed findings as final. The proposed findings, handed down March 27 (BROADCASTING, March 27) held that the assignment of KSJB on 600 would provide increased service and enable the station to secure a CBS affiliation contract—the first time within recollection that network affiliation had been cited as a reason for a station grant. John W. Boler, of Minneapolis, who has stoutly defended the FCC's regulatory policies, heads KSJB.

DERMETICS Plans

DERMETICS Inc., New York, is making plans for radio advertising in connection with its beauty preparation, Dermetics. No details are available. Agency is Wesley Assoc., New York.
When a radio program enters the privacy of the home, it is because people want to hear that program; otherwise, a flick of the wrist would send it packing.

The stations of Westinghouse have it in writing that the programs they send into millions of homes are welcome... sacks and stacks of mail acclaiming NBC's Parade of Stars, as well as the local programs which Westinghouse builds with equal care.

Advertisers in ever-increasing numbers bring their sales-problems... and their "copy"... to the various stations of Westinghouse, for Westinghouse Response Ability is a tangible and not a catch-phrase. Primary areas alone comprise 18,000,000 people.

Consult NBC Spot Sales for availabilities.

**WESTINGHOUSE RADIO STATIONS Inc**

WOWO • WGL • WBZ • WBZA • KYW • KDKA
E. K. Cohan Urges U. S. Push Forward In Post-War International Programs

EDITOR Broadcasting:

It has recently come to my attention that there is some talk in Washington about the possibilities of using, in the postwar period, point-to-point transmitters for the transmission of American international programs to foreign countries in both Europe and Latin America.

As one who, in the last 14 years has nursed certain international transmitters and helped them grow from 250 w to over 250,000 w, I feel qualified to write on the subject. I might also add that I recently resigned from a company deriving most of its income from domestic broadcasting to associate myself with a company devoted exclusively to the broadcasting of international programs. That should indicate my faith in the future of international broadcasting.

There is a job to do in the postwar period that will take all the power of American international broadcasting to do. The rehabilitation of most of the peoples of the world; the ability of people all over the earth to become friends through being able to learn something about their neighbors who have moved much closer since the advent of the fast and spacious transport plane. All these and many more can be accomplished by American radio operated in an intelligent manner and unhampered by the restrictions of political censorship.

To do this, it is essential that broadcasting be broad enough to deliver programs at the proper times, with sufficient power in the right directions and in the proper language to permit direct listener reception. Such a plan will permit competition with the powerful local stations at the best listening hours and will, as past experience has proven, build a loyal and enthusiastic audience.

Point-to-point transmitting stations for such a service is nothing more than narrowcasting which must rely on the rebroadcasting of the American program by a local station, which must first agree to give up a share of its local time. Since such foreign stations are almost universally government owned except in the United States, their operation is financed by taxes and their program policies are motivated by internal policies. Any monetary consideration which may be involved would be of minor importance.

It is a foregone conclusion that the bigger nations of the world will engage in high powered international broadcasting around the calendar in the postwar world. Can we American originators of broadcasting afford to do less?

EDWIN K. COHAN, Technical Advisor, World Wide Broadcasting Corp.

North American Philips Issues Illustrated Booklet

DESIGNED TO serve as a general introduction to the company and to tell something of their wartime work as well as what they hope to do in peace time, the North American Philips Co., American subsidiary of H. V. Philips Gloeilampenfabrieken (Philips Incandescent Lamp Works Co.) Eindhoven, Holland, has issued an illustrated booklet in brochure form. In 1942 the American company was incorporated to carry on the work of Philips engineers who came to this country from Holland after that nation was invaded.

The company now has three plants in the U. S. engaged in making radio tubes, receiving sets, transmitters and television receivers. In 1927 the Holland concern developed the pentode tube, which vastly improved radio reception, and gave Europe its first all-electric receiving set. The American subsidiary, North American Philips Co. has done pioneering work in the development of cathode ray tubes with electronstatic deflection for photographic recording and visual observation of oscillographs and for television purposes. Power tubes for high and UHF oscillators and amplifiers are also produced by the American company.

WLB Brooklyn, has received the special citation for distinctive programs from the New York newspaper guild at their annual Puze One Ball.
Standard Radio

ANNOUNCES

THE APPOINTMENT OF

Mr. GUS HAGENAH

as

MIDWESTERN SALES REPRESENTATIVE

WITH OUR CHICAGO OFFICE

WITH a background rich in musical and radio associations, Gus Hagenah brings to his new duties a sound knowledge of the radio field and a wide acquaintanceship in the industry. Since 1937 he has been affiliated with SESAC, most recently as head of the Program Service Department in New York. . . . He will be in frequent, helpful contact with stations served from our Chicago office.

360 North Michigan Ave.
CHICAGO

Wilson Building
DALLAS

6404 Hollywood Boulevard
HOLLYWOOD
General Baking Expansion

GENERAL Baking Co., New York, during the past few months has expanded spot radio campaign for Bond bread from two or three outlets to a total of 35 stations in Massachusetts, Connecticut, Rhode Island, New Jersey and New York. Schedule consists of live and transcribed spot and chain break announcements, five and fifteen minute news programs and musical participations on: WOKO WBZA WEEL WHDH WNAC WCZR WBNY WBTA WGR WKSX WDCR WNBC WTHC WGCC WACB WCDV WHOM WYPS WFCI WJAR WPRO WHEC WSIP WAGE WELI WHYN WBBY WATR WPBL WYWH WIBX WORC WTAG WMAS. Agency is BBDO, N. Y.

Groves Expands

IN A RAPIDLY expanding radio campaign for Defender Multiple Vitamins, Grove Labs., St. Louis, is using live and transcribed spot and chainbreak announcements, five and fifteen minute news and music programs on about 35 stations throughout the country. For the same product Grove July 2 stars Leland Stowe, commentator on the full Blue Network, Sunday 1:55-2 p.m. Magazine and newspaper advertising will also be used for the product, first introduced on the market last April. Agency is Donahue & Co., New York, which has also purchased for Grove's "4 Way" Cold Tablets a five-times-weekly five-minute program on MBS starting Oct. 2.

Benny Coast Discs

TRANSCRIBED West Coast repeat broadcast of the Jack Benny Show new fall series on NBC starting Oct. 8 under sponsorship of American Cigar & Cigarette Co. (Pac. Mail cigarettes), will be released on Pacific network stations, day, 9:30-10:30 a.m. (PWT). Eight network outlets have completed individual deals with Ruthrauff & Ryan, as NBC policy prohibits playing of transcriptions on the network. Stations already signed include KFI KSDF KPO KGW KOMO KMJ KHQ KMED. West Coast repeat of Jack Benny Show for 1944 season, under sponsorship of General Foods, was released on Don Lee Pacific stations. Prior series had been carried by Blue West Coast outlets.

OWI PACKET, WEEK July 10

Check the list below to find the war message announcements you will broadcast during the week beginning July 10. All station announcements are 60 seconds and available for sponsorship. Tell your clients about them. Plans schedules for best timing of these important war messages. Each X stands for three announcements per day or 21 per week.

<table>
<thead>
<tr>
<th>WAR MESSAGE</th>
<th>NET WORK PLAN</th>
<th>STATION ANNOUNCEMENTS GROUP</th>
<th>NAT SPOT PLAN</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>KW</td>
<td>AS.</td>
<td>Ind. AS.</td>
</tr>
<tr>
<td>Women War Workers</td>
<td></td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Rubber Conservation</td>
<td></td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Fat salvage</td>
<td></td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Home Front Pledge</td>
<td></td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>WAC</td>
<td></td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>V-Mail</td>
<td></td>
<td></td>
<td>X</td>
</tr>
</tbody>
</table>

See OWI Schedule of War Messages 146 for names and time of programs carrying war messages under National Spot and Network Allocation Plans.

Page 24 • June 19, 1944

BROADCASTING • Broadcast Advertising
On last Tuesday, at the request of the Detroit News Station WWJ, Mrs. Myrtle Johnson, an employee of Great Lakes Steel Corp., stepped before a microphone for the first time in her life, to tell Detroit about her job.

Mrs. Johnson is fifty years old. She works seven days a week doing the housework in her house at Wyandotte, Mich. She works seven days a week at the Great Lakes plant in Ecorse, Mich.

She is a woman steel worker.

Besides working, Myrtle Johnson worries about the welfare of her family whom—farther—is thinking about her country.

Mrs. Myrtle Johnson, of Wyandotte, tells below what she is doing for her country and her family.

When she speaks—THIS IS DETROIT—THIS IS AMERICA.
Monopoly Rules Are Boon to Networks, Declares Fly in Anniversary Review

A SPECIALLy prepared study by the FCC, essaying to show that the network monopoly regulations have proved a boon to network-station operations after a year’s enforcement, was issued last week by the FCC, along with a statement by Chairman James Lawrence Fly. Averring that experience has now shown that “the prophets of disaster were mistaken,” Chairman Fly said the analysis showed that the broadcasting industry can prosper “as never before under our regulations.” He alluded to June 15 as marking the first anniversary of “radio’s Emancipation Day.”

The study, prepared by the FCC’s accounting department, he said, showed that stations as a whole earned “50% more, before income taxes, in 1943 than in 1942, and the networks similarly profited.” Network increases ranged from a return of 84% on the value of property for Mutual to 190% for NBC.

Gain In Income

Average broadcast service income of stations in 1943, as compared with the two preceding years, increased from $38,000 to more than $58,000, according to the analysis.

The study covered 793 standard broadcast stations operated during the three years, and excluded the nine key stations of the major networks.

Mr. Fly’s statement added that the Commission is now studying program logs of all stations to determine the extent to which the chain broadcasting regulations “have resorted to increased availability of network programs to listeners.”

The text of his statement follows:

Thursday, June 15, marks the first anniversary of radio’s Emancipation Day. On June 15, 1943 the F.C.C. announced ‘Regulations,’ as upheld by the S. Supreme Court, went into effect, and I am glad to say that never before in its history has the industry been so prosperous.

Despite predictions of doom by net- work officials if the regulations became effective, broadcasting profits are higher now than ever before. Broadcasting stations as a whole earned 50% more, before income taxes, in 1943 than in 1942, and the networks similarly profited. Thus NBC, which in 1942 earned 137% of the value of its property, in 1943 earned 280%, before income tax of 120%. CBS went up from a 20% return in 1942 to a 180% return in 1943. The Blue Network went from 8% to 140%, and the stockholders in the Mutual network, on a combined basis, earned a return of 50% in 1943 as against 50% in 1942.

Experience has now shown that the prophets of disaster were mistaken, and that the broadcasting industry can prosper as never before under our regulations.

That so-called “loser” stations are definitely on the downgrade was clearly set forth in the analysis. It revealed that only 83 stations reported losses during 1943, as compared with 177 the preceding year and 166 in 1941. Losses last year amounted to about $370,000 as against more than $1,100,000 in 1942. Business of the

Fulton Lewis, Jr.

will report on the

Republican National Convention

in Chicago, June 26 to 29

News, even history, will be made in Chicago during these four days. And Lewis, as usual, will be right on the spot . . . digging up the pertinent news facts as they are being made . . . and reporting them to a respecting audience.

ORIGINATING FROM WOL,WASHINGTON, D.C.

Affiliated with the MUTUAL BROADCASTING SYSTEM

Page 26 • June 19, 1944

OWL Boosts Rosenberg

HAROLD ROSENBERG, chief of the special assignment division of the domestic radio bureau of the Office of War Information, has taken on additional duties as acting New York deputy director of OWI. Former OWI man for New York by John A. Mullen, who also re- signed May 31 as head of the editorial and production division of the OWI. Mr. Mullen’s former assistant, Jerome Brooks, with Benson & Bowles before joining the Government agency, is serving as acting chief of the production divi- sion. Editorial division head has not been named. Mr. Mullen has been appointed director of commercial writing at Doherty, Clifford & Shenfield Inc., New York agency.

Reaches Million

JOHN P. NELL, account executive of WOR New York, has reached the $1,000,000 figure in time sales. The accomplishment rates a wrist watch gift from a former WOR salesman in the $1,000,000 and over bracket are Otto Williams, George Schmidt and Jackie Lowe.

713 stations showing increases amounted to $16,200,000 more than that of the preceding year. Subtracting decreases of approximately $400,000, the entire roster of stations in the compilation showed increased business of approximately $15,800,000.

Tax Not Included

In a memorandum accompanying the analysis, William J. Norfleet, chief accountant, pointed out that the broadcast service income (broadcast revenues less broadcast expenses), not including Federal income tax, covered 98% of the stations out of the total of 912. He added:

“All of these stations operated during the years 1941, 1942 and 1943 and have filed financial reports for these years. It will be noted that 73 of these stations reported expenses in excess of revenue during the year 1943 while there were 71 in this category in 1942 and 166 in 1941. The broadcast service income reported by these (796) stations amounted to $4,641,307 for the year 1943 compared to $3,873,542 for the year 1942, an increase of slightly more than 50 percent.”

Following is the text of the FCC’s analysis, prepared under the direction of Mr. Norfleet and Harry Tennyson, acting head broadcast accountant:

Summary of broadcast service income (revenue less expenses) as reported to the Commission by the licensees of the standard broadcast stations in the United States that operated during the years 1941, 1942 and 1943. (NOTE: Excludes operations of 9 key stations of major networks):

<table>
<thead>
<tr>
<th>Year</th>
<th>Number of stations reporting income</th>
<th>Number of stations reporting losses</th>
<th>Income earned</th>
<th>Losses reported</th>
<th>Total broadcast service income</th>
<th>Average broadcast service income per station</th>
</tr>
</thead>
<tbody>
<tr>
<td>1941</td>
<td>1,177</td>
<td>166</td>
<td>$31,448,917</td>
<td>$1,788,400</td>
<td>$30,660,517</td>
<td>$26,382</td>
</tr>
<tr>
<td>1942</td>
<td>793</td>
<td>73</td>
<td>$30,673,542</td>
<td>$1,144,888</td>
<td>$29,528,654</td>
<td>$37,284</td>
</tr>
<tr>
<td>1943</td>
<td>713</td>
<td>171</td>
<td>$30,610,907</td>
<td>$1,620,810</td>
<td>$29,040,717</td>
<td>$41,232</td>
</tr>
</tbody>
</table>

Average broadcast service income per station

$39.204

Number of stations reporting increases 1942 over 1941

$412

Number of stations reporting decreases 1942 over 1941

$284

Number of stations reporting increases 1942 over 1943

$713

Number of stations reporting decreases 1942 over 1943

85

Total increases 1942 over 1941 (784 stations) $4,913,800

Total decreases 1942 over 1941 (34 stations) $4,656,176

Increase 1942 over 1941

$26,656

Total increases 1942 over 1943 (713 stations) $16,198,638

Total decreases 1942 over 1943 (45 stations) $390,788

Increase 1943 over 1942

$13,807,850

BROADCASTING • Broadcast Advertising
Major developments by Amperex engineers have considerably extended the working hours of our tubes. Out of this one "Amperextron" alone have come other desirable benefits. Economies in vital materials have been affected. Longer life has decreased the number of tube replacements. Operating life of devices for war has been prolonged. If you are designing equipment for current or peacetime pursuits, it will pay you to obtain full details of our "Amperextron" engineering service.

One of a series showing Amperex tubes in the making

It's easy to give blood...no aches, no pains, few ill after effects. See your local Red Cross.

AMPEREX ELECTRONIC PRODUCTS
79 Washington Street • Brooklyn 1, N. Y.
Laughter—to give you strength

Laughter for enjoyment? For merriment and just plain fun? Certainly. But with the shadows of war ever present over the world—over your land—in your street and in your home—laughter can bring you much more.

It brings to your life release from tension—a respite from wondering and worrying—refreshment and courage and strength to tackle tomorrow’s job with new zest and vigor—new hope and courage. Laughter—to give you strength.

Laughter—from the jesters of a nation—over your radio, with its funny men and women, its witty, well-turned phrases... its puns... its comical songs and situations.

Laughter is a pretty important part of life.

Laughter is a pretty important part of radio.

It’s a pretty important part of the Blue Network.

There’s wit in plenty, too, on many Blue programs—though wit is but one of the ingredients of this round-up of the great of the entertainment world.

You are the one that makes these and all the rest of radio’s comedy possible. You in your home... you in your job... you on your ship... you in barracks, and tents and on the battlefields of the world.

You—and your chuckles and laughs that can’t be ordered or ordained or dictated—no, and sometimes not, even predicted.

Your tired nerves need the balm of humor. When your spirits need the lift of sly wit... when you want to laugh freely, wholeheartedly, joyously—listen to your radio.

THIS IS THE Blue NETWORK

In Ads No. 4 and 5 of The BLUE’S National Campaign, we continue the fundamental theme—ALL broadcasting’s service to the people. But we also highlight two of The BLUE’S own contributions—“Laughter” which is sorely needed these days, and The BLUE’S daytime programming philosophy.
Who are you in the Daytime?

Are your emotions influenced by the hands of the clock—or by the ticking of your heart?

The Blue Network and its affiliated stations are inclined to believe that your hopes and desires—your tastes and your preferences don't change with the passing hours.

That if you enjoy a good, hearty laugh of an evening, you also enjoy mirth and wit while you're washing the dishes. That if there's a small baby in the house, you, like he, are swayed more by its needs, day and night, than by the hour or minute. That if you go through the evening listening for news of some specific theater of war—that's where your thoughts may be while you're waiting for the kids to come home from school.

These are more than beliefs on our part. They are convictions—convictions so firm and deep-rooted that we have built the entire structure of our daytime radio programs upon them. Furthermore, we bring you a whole wealth of such programs, not once or twice a week but every day!

For in this important phase of our operations, as in all others, the Blue, and its affiliated stations know that their function in life is to furnish a bridge between the world and you—to express the world to you and you to the world...

In fact... this is the Blue Network!

Both advertisements are being run by The BLUE in national publications and in newspapers in BLUE-owned station cities; and by BLUE affiliates in their city newspapers. In addition, the ads form the basis for dramatized recorded spots which all BLUE stations are broadcasting so as to expand the audiences for these messages.
Europe’s Underground Aided by Radio, IGE Broadcasting Conference Learns

RADIO’S vital wartime role and possibility of post-war communications networks throughout Europe highlighted invasion week in Schenectady, N. Y., when 11 broadcasting authorities from seven United Nations countries attended International General Electric’s two-day broadcasting conference.

Maurice Parisier of the Telecommunication Board of the French Supply Council emphasized the role of radio in coordinating sabotage by France’s patriots. Representatives of three other occupied countries made the importance of radio in coordinating underground activities. Lt. T. Jaronski of the Polish Embassy, B. Madowsky of the Belgian Embassy, and Lt. Condr. C. F. Amsterdam, G. F. van Dissel and H. van der Veen of the Netherlands Purchasing Commission also spoke. Other nations and their representatives were: U. S. R.—Dr. M. S. Neiman; Great Britain—A. E. Barrett of BBC and Lt. Col. deF. Bayly, British Security Coordination; Canada—Peter Aylen and Gordon Olive of CBC.

GE and IGE specialists spoke on electronics and other branches of electrical manufacturing at a dinner in Schenectady’s Van Curler Hotel. Among those who spoke were: Dr. E. F. W. Alexander, E. S. Lee, GE engineers; Dr. A. W. Hull, assistant director, GE research laboratory, and C. G. Roberts, manager of IGE’s electronics department; W. V. B. Van Dyck, assistant to the president of IGE, and E. F. Callahan, IGE vice-president, J. D. McLean, GE commercial engineer of the electronics department, spoke on post-war television.

The conference concluded with an inspection tour of GE broadcasting facilities and the shortwave stations WGE and WGEX over which the OWI is beaming instructions to Europe’s many underground movements.

Teachers Aid WIS

HIGH SCHOOL faculty members are helping to staff WIS Columbia, S. C., this summer. C. P. MacGilliv- ries, director of Columbia City Schools public relations, is now an announcer, his first assignment being to produce a series for the Fifth Loan drive. Christie Zimmerman, member of the Col- umbia high school staff and director of publications, has taken over direction of women’s programs for WIS. Another new announcer is Caspar Wiggins, a science teacher from Anderson high school. All have handled radio production in connection with their schools.

Electronic News

ELECTRONIC Corp. of America, New York, now sponsoring Joh- nes Stone’s three-weekly on WMCA New York, beginning June 5 added WMEX Boston to the Monday 7:30-7:45 p.m. broadcast as the first step in a plan to build a special wire hookup of stations for the west coast. Institutional series is placed through Shappe- Wilkes, New York.

KHBG to Mutual

KHBG Okmulgee, Okla., on June 12 became a full-time MBS affiliate, operating with 250 w on 1240 kc. Station is operated by Okmul- gee Broadcasting Corp.

AP Adds 17

SPECIAL AP radio wire service has been obtained by the following stations was announced last week: WAVE Louisville, Ky., WBTM Dubuque, Va., WSLS Roanoke, Va., WLS Chicago, Ill., WOR New York, N. Y., WBAP Dallas, Tex., WIBA Milwaukee, WIBA Madison, Wis., WHIO Dayton, KTAR Phoe- nix, Ariz., KTTB Springfield, Mo., WOLF Syracuse, N. Y., KADA Ada, Okla., WSPR Springfield, Mass., WLOU Erie, Pa., KFAS Pasaden, Calif., WAKZ Macon, Ga., KRLF Midland, Tex.

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TALLEST of living animals, the Giraffe is EXCLUSIVE because of its neck, its mild manner and its effective heels. Leopard-spotted, this "highboy" of the animal kingdom attains a height of 18 feet. Mild and docile, the Giraffe fights only in self-defense, making deadly use of its powerful heels which even the lion respects.

K-O-Z-Y IS EXCLUSIVE, TOO . . . the only station in the Kansas City Area reaching the preferred audience in a preferred market through FM . . . the Voice of Tomorrow—Today! Be sure to write for Rate Card 3 and prove how easily KOZY'S EXCLUSIVENESS can become YOURS EXCLUSIVELY!

EVERETT L. DILLARD
General Manager

ELIZABETH WHITEHEAD
Station Director

FM Radio Station KOZY

PORTER BUILDING • KANSAS CITY, MISSOURI

Pioneering FM in the Kansas City Area
INVASION news coverage by WMAL Washington, Blue outlet, will continue indefinitely for an estimated 250,000 persons daily, patrons of five of the largest theatres and more than a 100 restaurants, night clubs and other business establishments in the District of Columbia. Coverage is in the form of over 50 newscasts daily, 90 seconds in length, prepared by the WMAL newsmen and fed by special equipment into projection rooms of theatres and through the facilities of Muzak.

A very complicated telephone and Muzak system developed and installed by Dan Hunter, WMAL chief engineer, several weeks before D-Day. Many tests were made, so that promptly on Monday, June 5 the first newscast was fed through Muzak facilities and through projection rooms to theatres on the evening of invasion day. Ever since, the 50-a-day schedule has been maintained.

News editor Bill Neel and the rest of the WMAL news staff have developed an anaesthesia technique to produce the 50 newscasts for Washington as well as acting as a direct source of information for the three G. A. Richards stations—WIR Detroit, WGR Cleveland and KMPC Beverly Hills, Cal. The WMAL news bureau answers special requests from the three Richards stations.

Colgate Change
COLGATE-PALMOLIVE-PEET Co., Jersey City (tooth powder), will sponsor dramatizations of famous love stories on CBS Tuesday, 8:30-8:55 p.m., starting July 4, replacing for an undetermined period The Judy Canova Show. New series, a former CBS sustainer, is titled Colgate Theater of Romance. Agency is Sherman & Marquette, New York.

Underwriters on Blue
NATIONAL BOARD of Fire Underwriters, New York, using radio for the first time, on July 22 starts Leland Stowe on 75 Blue stations, Saturday, 7:15-7:30 P. M. Agency is MacFarland, Aveyard & Co., New York.

Oil Refineries
POST-WAR AND POST-NOW

- The oil refining industry that has long created wealth in the Sabine area which surrounds Beaumont has grown to gigantic proportions. But oil refining is only one of the many important industries which make this area a fruitful market. Among these are shipyards, steel and iron works, synthetic rubber plants, rice mills and canneries—all geared for war today... preparing for peace tomorrow.

KFDM is the major network station which really gives you coverage and penetration of the rich Sabine area. Located in Beaumont, one of America's fastest growing cities, KFDM offers you a Hooper-authenticated listening audience such as no other station enjoys in this market. Ask for the facts today.

WMAL GIVES 50 NEWSCASTS DAILY
Washington's Blue Outlet Pipes Series of 90-Second Broadcasts to Theatres

CUTTING UP a 336-pound cake into 3,146 pieces, John Alexander (left) general manager of KODY North Platte, Neb., and Al Larson, former manager of WOW Omaha, swing into action during WOW-KODY day at the Union Pacific Main Line canteen in North Platte. Once every two months the staffs of WOW and KODY serve all day at the canteen. In addition to the cake, WOW and KODY gave each service man and woman an autographed movie star pin-up photo and a "letter from KODY-land", written by one of 3,100 school girls in the KODY area addressed to an unknown serviceman or woman.

Rieser Adds
RIESER Co., New York, has expanded its spot campaign for Venda Hair Lacquer with a 26-week contract for 15 transcribed announcements weekly on WLIB Brooklyn. WMEX Boston has also been added to the schedule which includes WHN and WMCA in New York and WIBX in Philadelphia. On the three New York stations Rieser combines promotion of lacquer and leg-makeup in its commercials—all sung by girls from 12 to 15 times weekly. Agency is E. T. Howard Co., N. Y.

Meat Services Moves
AMERICAN MEAT INSTITUTE, Chicago, shifts its half-hour dramatic program, Life of Reily, featuring William Bendix, Sundays, on 167 Blue stations, originating out of Hollywood, to a new time, Sundays, effective July 9, Program, which has been sponsored by American Meat Institute since January, moves from 2-2:30 p.m. to 9-9:30 p.m. (CWT). Contract is for 52 weeks. Agency is Leo Burnett Co., Chicago.

NBC Names Two
NBC Radio Recording Division has promoted Walter B. Davison, salesman, to assistant sales manager, assigned to coordinate all Government contract work. Willi B. Parson will handle special station assignments in addition to his duties as assistant sales manager. Claude Barrer, of syndicated sales, has been promoted to the new post of syndicated sales manager.

Ford Renew
FORD MOTOR Co. Dearborn, Mich., will renew all of its programs on the Blue network, effective July 9, for 52 weeks. Contracts include the following shows, aired on 164 Blue stations: Greenfield Village Chapel Service, Sundays, 7-7:15 (CWT); Early American Dance Music, Saturdays, 7-7:30 (CWT); and a quarter-hour news period, Mondays through Fridays, 7-7:15 p.m. (CWT). Agency is J. Walter Thompson Co., Chicago.

New Wrigley Series
WM. WRLGLEY JR., Co., Chicago, begins sponsorship June 23 of a 25-minute program, Army Service Forces, 7:30-7:55 p.m. rebroadcast 11:30-11:55 p.m. (CWT) Fridays, on CBS. Format details have not been announced. Contract is for 12 weeks, placed by Arthur Meierhoff Co., Chicago.

W-E Dividend
DIRECTORS of the Western Electric Co., meeting Tuesday, June 13, declared a dividend of 50 cents per share on its common stock. Dividend is payable on June 30, 1944, record date for the close of business on June 20, 1944.
Of course Radio HAS A PLACE in war production!

Morale and health are two of the greatest factors in winning a war. Victory demands that they be kept at the highest levels on both the fighting front and the production front.

So, for thirteen weeks a radio program entitled "Ounce of Prevention" was produced inside local war production plants in which more than four hundred thousand war workers were daily employed. Scripts, prepared in collaboration with the Los Angeles Defense Council, dramatized industrial health programs, showed how and why they reduced absenteeism and labor turnover and improved morale.

"Ounce of Prevention", by exemplifying war plants with good health programs and revealing the benefits therefrom, has encouraged management and labor-management committees of other plants to inaugurate similar health plans.

Yes, radio does have a place in war production effort, and here again is evidence of how a radio station can play a vital part in community welfare and build loyalty and good will among a listening audience.

KFI...NBC for LOS ANGELES
50,000 WATTS • CLEAR CHANNEL • 640 KILOCYCLES

EDWARD PETRY AND COMPANY, INC., NATIONAL REPRESENTATIVES
Lending themselves admirably to advertising KXOK’s call letters, spot-on-the-dial, Blue Network affiliation, programs and coverage... 24-sheet posters... 100 of them... are used to keep KXOK’s message before the public.

These posters have set a style... a pace... a greater impact value for KXOK... reflected in fifteen other types of local and national advertising which are used regularly to promote the station.

Advertisers recognize and appreciate the benefits they receive from KXOK’s consistent parade of promotions that have played such an important part in helping to build KXOK... in slightly more than five years... into its present effective selling force in this community.
KXOK PROMOTION

24-Sheet Posters
County Bus Posters
Blotters
National Trade Paper Advertising
Newspaper Advertising & Publicity

Broadside & Direct Mail
Sales Brochures
Book Match Covers
Rural Newspaper Advertising
Courtesy Spots
Newspaper Delivery
Vehicle Posters

Theatre Newscasts
Personalized Program Schedules
Coverage Map & Statistics
Surveys
Hotel Lobby Display Boards

Represented by John Blair & Company

KXOK

630 Kilocycles - 5000 Watts — Full Time — Basic Blue Network

Owned and Operated by the St. Louis Star-Times

Saint Louis, Missouri
TOM ILLUSTRATE Mutual's complete news coverage, the network has made available to theatres throughout the country a motion picture trailer titled "This Is Mutual—The Network for News" produced by the MBS sales promotion department. Trailer, which runs 30 seconds and shows important news commentators and overseas reporters at work here and abroad, will be shown in 106 cities through tie-ups arranged by network members and affiliates.

Map and Glass
FOLDING MAGAZINE glass accompanies the Rand McNally invasion map distributed by WCAU Philadelphia.

OPPORTUNITY KNOCKS LOUDER in Knoxville!

Sell America's New Industrial Frontier

With

WROL

* WROL primary area covers some of world's greatest industrial operations—TVA, CEW, ALCOA.

* WROL for 14 years has been the home town station for Knoxville, now more than 200,000 population. Knoxville continues first in U. S. business activity with June S-M city index of 160.0.

* WROL's 620kc., low frequency coverage and 20 hour daily schedule offers greatest opportunity for national advertisers to reach this fabulous market.

WTMJ Free Seeds
NEARLY 8,000 early morning listeners to Gordon Thomas Top of the Morning show, heard 6-8:30 a.m. over WTMJ Milwaukee, have received gourd seeds as a result of a 13-day give-away of "Gordon's picturesque Gourds," gourd seeds were sent out in envelopes giving complete planting instructions.

* * *

WBAL Folder
REPRINTS from WBAL Baltimore advertisements in BROADCASTING and Baltimore magazines are being distributed as a promotion piece by the station. Ads feature Baltimore as the leader in many war and post-war industries and stress the slogan that "WBAL means business in Baltimore."

Merchandising & Promotion

WTMJ Free Seeds—Film Tie-Ups—Brass Tacks

WNAX Scholarships—Radio News Column

NRC Film Tie-Up
TWO-WAY tie-in on exploitation for future Columbia Screen Snapshot films which feature NBC personalities, has been made by network and film studio, and starts in early July. Under set-up, Columbia film workpieces will notify NBC affiliates of Screen Snapshot film bookings in which network talent appears. Thus stations will tie-in to the promotion for local exhibitors and stations to tie-up on promotion. First film, "Seeing Hollywood with Two O. J. Jones" which features the NBC slogan People Are Funny currently is scheduled for release on July 15.

WCC Study
RESULTS of a listener survey conducted for WCCO Minneapolis-St. Paul, using the CBS Listener Diary technique, are presented in an illustrated promotion booklet. Cover shows a worker in a wheat field with the WCCO-CBS microphone, and the sign "Good Neighbor at Work." In the foreground. Purpose of study, covering the week of Dec. 6, 1943, was to measure the station's standing as a "good neighbor to the Northwest." Listener data is broken down according to three periods—early morning (before national network programs come on the air)—late evening, (after net shows go off) and after six days in the program for before—noon hours when local and network programs are almost equally balanced.

* * *

Brass Tacks
IN A PROMOTION booklet, "The Brass Tacks of Boston Radio," WEEI draws a parallel between the old-time New England practice of measuring out cloth lengths on a row of tacks, and the station's six-day survey to determine the station preferences of local advertisers. The brass-tack measure is used in chart form to illustrate findings.

* * *

KSD Folder
TITLED "They Listen to America's No. 1 Network", latest promotion brochure of KSD St. Louis, emphasizes that the station is an NBC outlet with "unrivalled programs" in an "unrivalled coverage area." Promotional piece is done in brilliant red on glossy white stock.

* * *

WKRC Brochure
A FOUR-PAGE brochure entitled "Around the World Once an Hour" has been distributed by WKRC Cincinnati. With its new Adver-

ing staff services and MBS commenta-

rs, brochure states that during the past year, WKRC's day-
time news ratings have increased almost 50%.

Publicity Swap
A MUTUAL trade deal has been completed between the audience promotion division of WJZ New York and the Skouras Theatres of New York, whereby the station programs are promoted in the 64 theatres of the chain. In return, 20th Century Fox films being shown at the Skouras houses are promoted in WJZ, through 21 announcements weekly. One-minute trailers are shown in the theatres four or five times daily in Skouras theatres in New York City, Long Island and New Jersey.

* * *

WNAX Scholarships
WNAX Yankton, S. D. has made available funds sufficient for two scholarships at Morningside U., Sioux City, Ia., in the amount of $300 each, one for a boy, the other for a girl. Scholarships supplement others given by WNAX to Iowa State College, Yankton College, Minneota College of Agriculture, South Dakota State College, North Dakota State College and Nebraska College of Agriculture. The latest grant to Morningside U. will run for ten years.

* * *

"We Move" Folder
ANNOUNCING opening of new executive offices and auxiliary studios on the third floor of the Wallowter Bldg., Kansas City, Mo., KCXN Kansas City, Kan., has issued a four-page brochure in color titled "We Move Across the River." Promotion piece contains pictures of new studios, offices and other facil-

ities and is centered with photo of the Wallowter Bldg.

* * *

WTAG Promotion
PROMOTION SEASON titled "How big a slice would you like?" is being mailed to agencies and adver-

tisers by WTAG Worcester, Mass., the promotion of WTAG coverage to other local stations, including figures from the Cooper Station, Listening Index. Relative cost of WTAG with other local outlets is given.

* * *

WOW Promotion
WOW New York has issued a black-

white-and-yellow promotion folder, 22 by 16 inches, keyed to the theme that "there's a great change taking place in New York." Charts based on the C. E. Hooper station listening index are used as il-

ustrations. WOW clippings and radio awards are also represented in the folder.

* * *

KXNT Column
LATEST KXNT Des Moines promotion is a series of newspaper advertisements in 16 papers—seven dailies and nine weeklies—of mid-

west papers. Ads are in form of a column titled "Likely Listener..." and are set 18 inches, double columns, with cuts of local and CBS personalities. Agency is Blakemore Adv., Des Moines.

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

Baltimore
They Make Fort Industry Co. Stations Bankable

One Fifty Thousand — one Ten Thousand — three Five Thousand and two Two-fifty watters, give Fort Industry Co. stations that REACH-OUT without which there can be no success. This impressive power serves Seven important markets which range from the ever productive Great Lakes region spearheaded by Toledo (WSPD) the birthplace of Fort Industry, to the great Atlantic Seaboard area spearheaded by Miami, the home of WFTL, Florida’s most powerful station.

Added to these must factors of Power and Markets, are the experienced Fort Industry men who know their audiences and the intricacies of successful broadcasting. They are the plus force that does so much to make Fort Industry Co. stations bankable.
<table>
<thead>
<tr>
<th>Station</th>
<th>Power</th>
<th>City, State</th>
</tr>
</thead>
<tbody>
<tr>
<td>WFTL</td>
<td>10,000</td>
<td>Miami, Fla.</td>
</tr>
<tr>
<td>WHIZ</td>
<td>250</td>
<td>Zanesville, Ohio</td>
</tr>
<tr>
<td>WAGA</td>
<td>5,000</td>
<td>Atlanta, Ga.</td>
</tr>
<tr>
<td>WLOK</td>
<td>250</td>
<td>Lima, Ohio</td>
</tr>
<tr>
<td>WWVA</td>
<td>50,000</td>
<td>Wheeling, West Va.</td>
</tr>
<tr>
<td>WSPD</td>
<td>5,000</td>
<td>Toledo, Ohio</td>
</tr>
<tr>
<td>WMMN</td>
<td>5,000</td>
<td>Fairmont, West Va.</td>
</tr>
</tbody>
</table>

**CO. STATION YOU CAN BANK ON IT!**
Modelled by Radio

CHAIRMAN Wheeler of the Senate Interstate Commerce Committee, in which radio legislation originates, with the silent acquiescence of Acting Minority Leader White, has definitely and finally interred the White-Wheeler bill to amend the Communications Act of 1934. The bill, he said, was dead "due to industry opposition".

Sen. Wheeler opposed legislation. But he wanted his kind. He talked about a bill that would limit the FCC's powers but at the same time not let radio go scot-free. The result was an abortive effort to revise the existing law, through a series of complicated amendments that would give the FCC greater rather than lesser powers. Then he unceremoniously tossed the bill in the wastebasket after the NAB had suggested changes in the proposed final draft.

Unfortunately, on one point Sen. Wheeler is right. All radio groups haven't been united. While the NAB, which should speak for radio, projected particular viewpoints, other broadcast units took different positions. So Sen. Wheeler concluded that radio didn't want legislation. He is in error.

Sen. Wheeler has certain fixations about radio. He insists upon equal time and identical facilities for all shades of opinion. He abhors what he calls "super power". Evidently he felt that he wanted a bill that would arouse the opposition both of the broadcasters and the FCC, he could achieve his kind of legislation. He succeeded to the point of having his bill commit hara-kiri. The ban on sponsorship of news and commentators, which was designed to be a "window dressing" strategem, did that, and was simply overstepped.

There's no question about the need for legislation. The committee recognized that by holding hearings last November and December. Voluminous testimony was taken. Sens. Wheeler and White and committee aides worked hard and soon in drafting the bill. But all that goes for naught, with the bill in the legislative cemetery, blessed by none.

What's the answer? The legislative process should be reversed. Radio itself should draft a model bill. That doesn't mean one that would free radio of all regulation. It should be a draft that would assure radio the kind of freedom contemplated by the founding fathers when they guaranteed freedom of the press and freedom of speech. Certainly the plight of radio today goes far beyond that which the Bill of Rights ordained inviolate.

In this issue we publish an article by M. H. Aylesworth, first president of the first network—NBC, and former motion picture and newspaper executive.

"Deac" Aylesworth, a lawyer, was there when the Act of 1927 was written—the key witness for radio. Basic provisions of that act still are in the law. He has no radio axe to grind for he severed all broadcasting connections long since.

Mr. Aylesworth proposes new legislation from scratch—not a patchwork job on the present law. He suggests that Congress assume its rightful responsibility and designate allocations, just as it writes the revenue formulas. He proposes that Congress adopt a standard more explicit than "public interest". There should be a "single administrator" handling the license function and a separate "radio court" of appeals. He advocates business regulation by the Federal Trade Commission, which governs other media like newspapers and magazines, and examines radio scripts.

Mr. Aylesworth frankly admits it will take a lot of work to "put flesh on this skeleton". His plan isn't novel or unprecedented. Much legislation has originated that way.

The issue is clear. Legislation is needed. An adequate job can't be done by amending the existing law. A fresh start is indicated. So why not have all radio, through the NAB, draft a proposed bill? Mr. Aylesworth's cogent suggestions supply an excellent springboard. Then let Congress, in its wisdom and after hearing, complete the task. No one is more familiar with the vagaries of broadcast operation than the broadcaster himself. He is entitled to his day in court.

June will go down in radio lore as the month during which radio demonstrated its ubiquity as a news medium. Having reached a new high water mark with its brilliant coverage of the European invasion, radio now takes on the home-front's biggest job—the GOP Convention in Chicago. Some 500 radio reporters, headed by network and station executives will be there.

Radio's Greatest Triumph

FROM ALL quarters comes unstinted praise for radio's coverage of the invasion—radio's greatest triumph. Every man and woman in radio can be proud of the job done in those tense hours following D-Day. The biggest spot news story in history was handled as expertly as if it were a routine occurrence.

The key to the doughnuts. The emergency pooling arrangement, which resulted in direct or transcribed reports by radio reporters over the "combined networks of the United States", worked perfectly. CBS put it well in voicing thanks to all networks:

This emergency pooling of the keenly competitive networks of all four networks and their joint use of limited transatlantic radio channels have enabled all four networks to perform the greatest public service in the history of radio broadcasting. Surely the hour of America's greatest trial in this war . . . perhaps the supreme trial of her men and guns . . . is a proper time to put aside self-acclaim and personal advantage.

Perhaps the most significant development—and the one destined to influence future operations—was the use of transcribed reports of radio war correspondents over all networks. Heretofore, NBC and CBS have turned thumbs down on recordings of any kind. The invasion coverage may well spell the end of that taboo. High point was the stirring film-recorded documentary of George Hicks, Blue network London chief, made from the bridge of a warship under Nazi air attack on D-Day. That spontaneous, vivid report could never have been presented from a studio.

The British, with a war experience antedating America by years, have introduced the "actuality" type of broadcast. It is a special event on wax, film or wire. And it's here to stay.

GEORGE FRANCIS HICKS

A BOVE the rattle of anti-aircraft fire and the roar of attacking planes, a tense voice is speaking, with the boom of guns and exploding shells punctuating every line. It is George Hicks reporting the biggest story of World War II—invansion.

Broadcasting with the Amertpey film recorder, loaned by the Navy to the networks, the manager of the Blue network's London news office has achieved a record for repeat performances on the radio.

Under the pooled plan of operations agreed on by the four networks, the Army and Navy, Hicks was an of an Allied landing on the Normandy coast, of a Nazi air attack on an American warship, of a trip with an amphibious convoy, have been played back time and again by the four networks, competition forgotten. The Junker raid on the warship has been called the "first great documentary of the war".

A tall fellow with ruddy complexion, tousled brown hair and hazel eyes, Hicks grew up without any definite idea of what he wanted to do. Born Aug. 26, 1905, in Tacoma, Wash., he worked in sawmills, logging camps and shipyards, in a hardware store, a haberdashery and a pickle factory, he drove trucks and dug ditches. He didn't know what he was looking for but he went to Alaska and Panama, sailed the seas in a freighter and drove a car across the United States.

Hicks spent one year at the College of Puget Sound in Tacoma, one at the U. of Washington in Seattle, and then a year at the Corcoran Art School in Washington, D. C.

His hobby still is painting oils and water colors—next to his main hobby, his son, Robert Ivan Hicks, 11, whose proudest possession is the dagger his dad got from a German prisoner in Italy. Hicks married the former Anne Thir. The family lives in Jackson Heights, Long Island.

While in Washington, about to join a school to train for the consular service, Hicks read an ad for a radio announcer in September 1923, applied with 200 others for the job and, although the manager of Station WRC thought he had plumbed the depths in bad technique, he was hired. On his first assignment he had mke fright and lost his voice.

But Hicks had found what he was searching for. He was shifted to New York in November 1929 a top-notch announcer.

In December 1932 he made one of the first underseas broadcasts from a submarine and described his sensations on coming to the water protected only by the new Mason lung.

(Continued on page 42)
Again a Citation for Excellence in Public Service is awarded KOIN...

"A gripping, superbly written, and produced drama, depicting ravages of a forest fire and the wartime importance of conservation."

This is the description used concerning "Tillamook Burn" broadcast on the nationwide Columbia network and given FIRST AWARD by the EIGHTH AMERICAN EXHIBITION OF EDUCATIONAL RADIO PROGRAMS, May, 1944. Sponsored by the Fifteenth Institute for Education by Radio, Ohio State University, Columbus, Ohio.

And these are the men responsible for not only "Tillamook Burn" but hundreds of top-flight productions broadcast over KOIN in its continual program of public service.

HANK SWARTWOOD
Program Director
Supervises production of all programs. Hank personally authored the script of the award-winning "Tillamook Burn" in collaboration with the U.S. Forest Service and Oregon Forestry Department. He also supervised its production and acted as narrator. His radio experience covers 17 years, 11 of them with KOIN, preceded by newspaper, writing and dramatic work.

JOHNNY WALKER
Policy and Copy Coordinator
Johnny has spent 18 years in radio... as singer, announcer, writer, producer and supervisor of music clearance.

TED COOKE
Production Manager
In radio since 1930 as producer, writer, announcer, and technician. Produced bond promotion "Victory Harvest" shows presented in eleven Oregon cities.

BILL MEARNS
Asst. Production Manager
With KOIN since 1940, following seven years as free-lance actor, writer, producer in Hollywood. Worked on many network productions.

Its production staff contributes greatly to KOIN's position of leadership in its community.

FREE & PETERS, INC.
National Representatives
BROADCASTING • Broadcast Advertising
KOIN PORTLAND OREGON

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Our Respects to

(Continued from page 40)

he covered the Normandie's maiden voyage, and described the flight of the new Atlantic Clipper, flying with it to Europe and return.

Hicks made the first broadcast with the new tiny marine transmitter, concealed in a silk hat which he wore as he strolled along Manhattan's thoroughfares and described the 1936 Easter parade.

When the Blue was formed in January 1942 Hicks was taken on as an announcer and in March was appointed a special features reporter by C. W. Johnstone, director of news and special features. It was in his broadcast for Men of the Land, Sea and Air that Hicks displayed his skill as a reporter and a showman, convincing Johnstone he was the man to send abroad.

On this special series, featuring interviews with men of the armed services and the Merchant Marine, Hicks broadcast from the words of awkward and Mike-shy youngsters. Given a tough merchant sailor as a subject, he not only made him talk, but in a language that smelted of the salty sea.

In September 1942 Hicks became the first radio reporter to accompany a convoy to a far-off sea frontier, first on a small destroyer and then on a sub chaser, for a total of 18 days—for only 30 minutes of air time. But he considered his mission a success.

"I know now what I wanted to know," he said. "Next time I talk with one of these men on my program, I'll understand what they're talking about. And I think they'll feel a little easier, knowing that the man with the microphone is something more than a question box."

It was because he was "something more than a question box" that Hicks was sent overseas in December 1942 when Johnstone organized the Blue's overseas staff. He wasn't too pleased to be named manager of the London news office—he had to go to North Africa, Sicily. In September 1943 when Arthur Feldman joined the Blue's London staff, Hicks got his wish—he went to the North African theatre of operations at Algiers, and although he had missed the invasion of Sicily, he immediately scored his first scoop for the Blue. He was the only American radio or newspaperman to go with the Allied troops invading Corsica.

Then came southern Italy. With no recording equipment available for front line reporting, Hicks used the front lines and back to a transmitter in Naples to report the war in Italy for Blue listeners in America.

When active planning for the coverage of the invasion began, Hicks was assigned with an engineer as a team for the naval invasion unit. For what followed, and

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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

WBNX broadcasts daily to Metropolitan New Jersey and Northern New York which comprises 70% of the population. These millions of listeners to WBNX are often the men and women who respond to your WBNX programing and public service, the reason why many of the country's largest advertisers today are using WBNX consistently. If your product is merchandised in Greater New York, WBNX should be your first contact. Write WBNX, New York 51, N.Y. for availabilities. Or call Metros 9-0233.

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No Grab Bag Here!
WAIR's record of success makes it possible for you to plot your sales and distribution course with a remarkable degree of accuracy. WAIR is a "must" in this great market.

W AIR
Winston - Salem, North Carolina
The Walker Co., Not't Representatives

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FIN HOLLINGER, general manager of KDB Santa Barbara, Cal., has been elected president of the Santa Barbara Advertising Club.

WILLIAM B. RYAN, general manager of KMPC Los Angeles, has been appointed consultant in health education to California Board of Public Health. Dramatic program, The Unseen Enemy, points up need for prevalent disease control, and has been on TV nine months.

G. A. (Dick) RICHARDS, presi- dent of WJR KMPC WGOAR, has returned from overseas after several weeks in Detroit, and has taken up permanent headquarters at KMPC Hollywood.

DON E. GILMAN, Blue western division vice-president, is in New York for conferences. He returns to Hollywood early in July.

JAMES L. FOUGH, president of Universal Microphone Co., Inglewood, Cal., is the father of a boy.

RALPH H. PARKER has resigned from CKFR Port Arthur Ont., after more than 25 years. Mr. Parker will enter broadcasting for himself.

ALLAN W. KERR, former salesman at WOW New York, has joined WABC New York as account executive.

WILTON E. COBB, general manager of WMZM Mazon, Ga., has been made a member of the Emory U. Chapter of Sigma Delta Chi, professional journalistic fraternity.

RICHARD C. CARR has been appointed manager of institutional advertising for Westinghouse Electric & Mfg. Co., Pittsburgh.

BOB JONES, advertising manager of General Foods, Toledo, was named chairman of the Joint Committee on Commercial Continuity (Broadcasting, May 29) at the inaugural meeting on June 12 at Toronto. The committee, sponsored by the Canadian Assn. of Broadcasters, consists of members of the CAB, Canadian Broadcasting Corp., Canadian Assn. of Advertising Agencies and a panel of Canadian Advertisers. Arthur Evans, CAB secretary-treasurer, is secretary.

F. CLIFFORD ESTEY, former assistant general manager, American Zinc Products, Chicago, and prior to that assistant to the president, Crosley Corp., Cincinnati, has been named assistant to Burton Browne, president of Burton Browne Adv., Chicago.

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William A. Winterbottom, vice-president and general manager and director of ROA Communications, has completed 50 years service with the company.

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EVERTON L. DILLARD, general manager and owner of Commercial Radio Equipment Co. and licensee of KOZY, Kansas City 8M. outlet, was recipient of the company's Army "E" Award in ceremonies in Kansas City June 15. In attendance also were C. O. Simmons, radio engineer of the Washington office of Commercial Radio, and Velma Carter Mr. Dillard's executive assistant.

E. R. VADEBONCOUR, news analyst of WSyr Syracuse, who recently returned from a 31-day tour of the Pacific war theatre, last week was elected a vice-president of Central New York Broadcasting Corp., operating WSyr. The announcement was made by Col. Harry C. Wilder, president.

VOLNEY HURD, director of the Christian Science Monitor's new rounds over MBS Monday through Friday, was the commencement speaker at the Leland Powers School of the Theater-Holden June 16. His topic was "Radio and Its Influence in World Affairs."

LEE McCANNE, secretary and assistant general manager of the Stroumb-Carlson Co., Rochester, and owner of WHAM Rochester, has been elected a director for district No. 2 of the National Federation of Sales Executives.

Dwight B. Herrick, newly-appointed NBC war program manager, and acting manager of the NBC public service department, joined NBC as a page boy in 1934, and not in 1943 as inadvertently stated in a previous issue. Mr. Herrick has served as acting manager of guest relations since 1934.

FRANCES MARTIN Jr., has joined the sales department of the WOR New York recording studio, replacing Philip Cochranse, who has joined the armed forces.

Julius Haber, director of publicity relations for the RCA-Victor division of RCA Mfg. Co., Camden, N. J., has been elected president of the B'nai B'rith Lodge of Camden.

is still following, turn on your radio and listen to any one of the Hicks recordings reaching the air daily via shortwave from London. They are classics in radio war reporting.

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* A Preferred Market April Sales Management

WFMJ
YOUNGSTOWN, OHIO
28 TH U. S. METROPOLITAN DISTRICT
MORE LISTENERS PER DOLLAR
ASK HEADLEY-REED
New York • Chicago • Detroit
Atlanta • San Francisco
Prestige is the precious business ingredient that instills consumer confidence in an organization... the ingredient that brings a smile to a consumer's face when he or she hears your name.

Prestige is a mighty step on the road to consumer acceptance.

Prestige doesn't "just happen." It must be earned.

Many things contribute to a company's good name, the worth of the product, the philosophy behind a company, and the effectiveness of their advertising.

An imposing list of national and local advertisers have learned that WMFM and prestige-building are synonymous in Wisconsin.

The reason is WMFM's appealing combination of crystal-clear, static-free FM broadcasting, plus distinctive, quality programs key to the wants of the community. Another reason is the intense loyalty of the WMFM audience.

Add WMFM to your fall radio plans. Join the fast growing list of pioneers who know that WMFM programs build goodwill and promote sales. Write, wire or phone for availabilities.
The 49th Annual Convention of the Radio Advertising Bureau will be held at the Statler-Hilton Hotel, New York, April 17-19. The convention theme is "Radio: Living, Working, Growing" and will feature addresses by key industry leaders and the presentation of the annual awards to outstanding radio stations, networks, producers, and advertisers.

TYS TERWEY, for 6 years news editor and chief announcer of WNOX Knoxville, Tenn., has resigned to join the Overseas Branch of the ORB to aid in production of programs to be broadcast to the Netherlands. Joseph Leonard, radio technician instructor at the U. S. Navy and formerly with KLZ Denver, has joined WNOX for the summer.

FRANK ALLAN, staff announcer of WWL New Orleans, has married Irene Schaefer of Toledo, Ohio.

AMY SCHARF succeeds Larry Fommer as publicity director of WOWO-WFIL Fort Wayne, Ind.

JIM GRAY, former program director of WHFC Cicero, Ill., has joined the announcing staff of WJJD Chicago, replacing K. J. Saltzmann.

KENDALL CLARK, former scriptwriter of WWJ Detroit, has joined the WJBX program writing staff.

DON RICH, former publicity man at WSYR Syracuse, has joined WJZ New York in a similar capacity.

MARIAN SIMPSON CARTER, program manager of America's News Meeting of the Air, hered on the Blue, and Capt. Lyman E. Gardner, of CBS, were married June 9 at Camp Pendleton, Cal.

W. A. and V. H. Saunders and Nathan Norman have joined the announcing staff of WOOP Boston. Mr. Saunders has been released from the Army, and Mr. Vincent has joined the program director at WIS Columbus, Ohio, and formerly announced for WJIB Providence, R. I.

WILLIAM F. PALMER and William S. Hunsfield have joined the announcing staff of WPFB Rhode Island. Mr. Palmer was formerly at WIS Columbus, Ohio.

CAL FREUKICH, former announcer of KLZ Denver, has joined KFWB Los Angeles.

GEORGE A. CUMMINGS, released from the U. S. Coast Guard, has joined KPAU Los Angeles as an announcer. He was formerly an announcer at KGH San Diego.

ED SANDFORD, a radio director for KBSF New York, has joined to form a production firm in partnership with Bill Richman, freelance writer. Company, Sandford Productions, has temporary offices at 79 Park Ave., New York. Mr. Sandford has been appointed radio director for Schaefer, Pain & Lent. The firm, which was formed to fill the gap in the radio field for the first time. Radio producers for both the program and advertising agency include Federal Razor Blade Co., New York; Renee Thompson Cosmetics, New York, and Eastern Wire Corp. (Chateau Martin Wine), New York.

ED LETSER, formerly newsman of KFAR-KFOR Lincoln, and KDYL Dallas, has joined the news staff of KGO San Francisco.

GEORGE FENNEMAN, announcer of KGO San Francisco, is the father of a baby boy.

MARIE HUFFMAN, formerly of WTOL Toledo, has joined KPRO Riverdale, Calif., as writer.

RENEE BIZARRE, announcer of KGPR Los Angeles, has been appointed station news editor and assistant to the program director. Jack Evans, formerly of KNX Los Angeles, has been added to the KGPR announcing staff.

DORIS ANDERSON is a new member of the WJZ New York public relations department, replacing Naomi Clavano, resigned.

CHARLES B. SMITH, attached to the KRO-KKO radio studio public relations department, has taken on additional duties at WOC Davenport, Iowa, for the newly organized KRO Television Corp.

Problem of cutting recordin,gs of special ceremonies at Lewy Field, Col., without interference from the threatening rain was solved for Harold (Red) Stein, companion of KZL Denver, when an Army sergeant came to the rescue with the canvas top from a jeep.

ERNST WERNER, assistant production manager, Robbins Music Corp., New York, on June 10 resigns to join Muzak Corp., New York, as program research assistant on music and industry programs. Mr. Werner was formerly associated with Columbia Recording Corp., as head of the market research department.

VIOLA ROSE has been appointed news editor of KERN Bakersfield, Cal. She replaces Lucille Moos, who continues as commentator.

LEWIS K. HILL, Richard McMahan, Lyle Sehey, Charles Bright and Evan Yoho have been added to the WINX Washington announcing staff.

GEORGE KAPEL, newscaster of KMJ Fresno, Cal., has assumed added duties as supervisor of news and special events.

JACK BELL will replace Greg Satter in WNVY Santander as commentator and regular member of the WLW-NBC World Front Panel. Mr. Bell spent several years as assistant chief of the New York Herald-Tribune's London News Bureau.

CBS Names Allen

GEORGE W. BIXLER, program director of WABC New York, has been appointed manager of CBS Pacific network programs and will take up his new post on the West Coast July 1, working under Hal Hudson, western program director of CBS. Bob Rickett, account executive on the sales staff of WABC, with CBS since 1932, becomes WABC program director.

Every national advertiser wanting results in the Maritime Provinces of Canada should make sure that his schedule includes CHNS

Haldim, Near Scotia

JOE WOOD & CO.

350 Madison Avenue, New York

Representatives
Production line methods streamline the work of sourdoughs here in the northwest. Much of the nation's gold, copper, zinc, lead, silver and magnesite come from Inland Empire mines, rounding out a diversified source of income which includes agriculture, lumber, stock raising, manufacturing, fruit and truck gardening. KHQ's service is streamlined to meet the diversified needs of this area.
MARY MARGARET McBRIDE
PLUS THE AMAZING PULLING POWER OF WEAF
When WEAF and the National Broadcasting Company told listeners of plans to honor Miss McBride on May 31 for her 10th anniversary in radio with a recruitment drive for more women in America's armed services, here's what happened:

Just 3 brief announcements on the Mary Margaret McBride program brought in over 30,000 requests for tickets... Within a week requests mounted to more than 42,000... then Miss McBride asked listeners to send in no more requests. New York's Madison Square Garden was filled to capacity with a crowd of 18,500, including celebrities from all walks of life... Newspapers throughout the country devoted thousands of lines to this news-worthy event...

And one more example was added to the already overwhelming evidence of the draw and influence of Mary Margaret McBride and WEAF... key station of NBC:

Advertisers are invited to check with NBC SPOT SALES on future availabilities on the Mary Margaret McBride program.
BROADCASTING • Broadcast Advertising

FORUM DISCUSSES VIDEO FOR STORES

DEPARTMENT stores which are television broadcasters can make a profit by selling the evening hours to other advertisers, Sam Cuff, manager of WARD, Du Mont video station in New York, last Tuesday told a television forum assembled at the Du Mont studios by Irwin Shane, television consultant to the Arkwright Syndicate, that several of the box stores are represented by Arkwright.

Mr. Cuff said one store has figured that for $350,000 it can erect a 30-foot line of sight the transmitter and get studio equipment including two cameras and a mobile unit mounted on a trailer. During the day, Mr. Cuff reported, this store will use its video facilities to demonstrate its own lines, both to the in-store audience and to show visitors through receivers installed throughout the store, at a cost of about 85 cents a minute, at which rate a department store might use a half-hour throughout the day for only $42. In the evening, he said, the store will sell time to other advertisers, estimating that it will net approximately $257,000 annually on the deal.

Mr. Cuff said that by television a saleswoman in a department store can perform merchandise very effectively, ending the demonstration to winning the woman to come in and ask for her by name. This idea was tested on a program for neckties, produced on WABD by Mr. Shane. The following day 68 people asked for her name and purchased ties. A second test teleconference was also discussed by Norman D. Waters, president of the Arkwright advertising agency, one of the first to experiment with television for department stores. Mr. Thomas Riddle, television director of William Esty & Co.

CIO Radio Series

UNITED RETAIL, Wholesale & Department Store Employees of America (CIO), union involved in the recent Montgomery Ward strike, which was causing radio series which will comprise social, economic and cultural benefits offered by a union to members and to the country. No controversial issues will be aired. Full announcement of the direction of Carl Rillett, Chicago public relations counselor, and Samuel Wolchek, president of WDWA, will not be made until later in the season. Mr. Rillett handled the union’s advertising campaign during the Ward dispute.

Correction

GOODKIND, Joles & Morgan, Chicago, is the agency for the Kerr Glass Mfg. Co., Los Angeles. It was incorrectly reported in the May 5, 1944 issue of BROADCASTING, Business of Broadcasting Dept., that Blaine-Thompson Co., New York, handled the account on WGY Schenectady.

SIDENY P. MORSE, Chicago radio agent and talent scout, has left General Artists, Chicago, to head the radio department of Consolidated Radio Artists, Chicago.
YOU'LL FIND IT AT BOTH PLACES

They bury it at KNOX (fort)
They spend it in KNOX (ville)

Fort Knox is a little beside the point... but people in Knoxville are spending money! Take a look at the figures!* Sales Managements "Retail Sales and Services Forecast for June 1944" with June 1943 as a base of 100%, showed Knoxville with an increase to 160%. So all the wealth isn't at Fort Knox! See for yourself... tell the Knoxville market about your merchandise, they're eager to hear about it!

QUICK FACTS
KNOXVILLE: Now a city of more than 200,000... its Metropolitan area includes ALCOA and other big industries... has highest percentage of radio homes of any Tennessee city... is the Home of TVA!

"Copr. 1944, Sales Management Survey of Buying Power; further reproduction not licensed."

WROL WBBIR WNOX
KNOXVILLE • TENNESSEE • HOME OF TVA

BROADCASTING • Broadcast Advertising
June 19, 1944 • Page 49
Brew, Linder and Owen
Vice-Presidents at K & E

Mr. Linder
Mr. Brew

THREE NEW appointments to vice-president, at Kenyon & Eckhardt, New York, are John V. Brew, formerly with Pedlar & Ryan, N.Y., exec- utive on the Kellogg Co. account; Ralph Linder, formerly with Kroger Grocery Co., executive on the Standard Brands account; and Franklin Owen, formerly with Tracy, Locke & Dawson, N.Y., who is account executive for the Quaker State Oil Refining Corp., the Wesson Oil & Snowdrift Sales Co., and RCA-Victor.

SAM KRUPNICK, co-founder and former half-owner of the Padeco Ad. Co., St. Louis, has opened his own agency, Krupnick & Asso., at 3007 Olive St., St. Louis. C. L. LANDON, in charge of the plans and research department of Ivey & Ellington, New York, has been elected vice-president.

SHERMAN & MARQUETTE, New York, has moved to 105 W. 35th Ave., New York. Telephone is Circle 6-5566.

HELEN SHERVEY, former manager of the booking and business office of NBC’s program department, has joined Compton Ad. New York, as business manager of the radio depart- ment. She replaces Lee Graves who entered the armed forces.

WALLACE H. GOLDSMITH, Jr., formerly with the National Association of Manufacturers, has rejoined McCann-Erickson, New York, as a member of the foreign department.

Coast Agency Expands

IN LINE with expansion of operations, Pacific Coast Ad. Co., San Francisco, has established Southern California offices at 1850 N. Vine St., Hollywood, and appointed Irvin S. Atkins resident manager and radio department director. In that capacity he will supervise production of Hollywood-originating programs serviced by the agency. These currently include weekly NBC A Song Is Born and thrice-weekly Red Ryder on Blue Pacific stations, both sponsored by Langendorf United Bakers. Mr. Atkins was formerly assistant to John Gueldel, Hollywood vice- president in charge of radio for Russel M. Seeds Co., and prior to that, assistant radio director of Dan B. Miner Co., Los Angeles agency.

Mullen to New Agency

JOHN A. MULLEN, who resigned recently as head of the editorial and production division of the Office of War Information, and as deputy director of the New York office, has been ap- pointed director of the commercial writing department of Doherty, Clifford & Shen- field, New York. Mr. Mullen held a sim- ilar post at Benton & Bowles, New York, which he joined in 1934, later taking charge of some divisions of radio script and production. He was vice-president of B&B in 1943, when he left to join the OWI as copy chief of the domestic bureau. He resigned from the OWI May 31 of this year.

Birch Named V-P

CHESTER T. BIRCH, account executive with Pedlar, Ryan & Lusk, New York, has been appoint- ed vice-president of the agency. Mr. Birch will con- tinue to handle the Proctor & Gamble account. Before becoming a member of the Pedlar & Ryan concern two years ago, he was asso- ciated with the staff of Sherman K. Ellis & Co., New York.

Murray Grubbhorn manager of Blue Spot Sales, has a new grand- child, his second, born to his daugh- ter Mary, wife of Lt. Robert J. Stewart. Child has been named Rob- ert DeWald.

WILLIAM J. MOLL, executive of Geyer, Cronell & Newell, New York, has been added to the board of direc- tors of the National Publicity Cen- ter for Health and Welfare Services.

WALTER BUNKER, Hollywood producer of Your Man Rubinheim on the NBC Jack Benny Show, has shifted to New York assigned to the NBC Allan Young program, summer re- placement for Time to Smile, sponsored by Bristol-Meyers Co.

Mr. Mullen

Mr. Birch

Mr. Atkins

Mr. Brew

Mr. Linder

Mr. Owen
Dear Folks -- You oughta see the mail my Neighbor Lady gets! Last year 80,123, and more'n 3,000 a week so far this year. Real "money mail", too, with cash for everything from brooder-houses to hosiery.

This year, just thru' April, she's sold 20,046 pairs of stockings, 8,456 packages of deodorant, 7,900 packages of breakfast food, 3,863 packs of stationery. The same flour's participatin' for the third year. For a washin' powder, she got distribution in the whole WNAX five-state market, all by herself. A seasonal advertiser uses her all-year to insure bein' on her program at his peak season.

Mark my word, the WNAX Neighbor Lady will get more'n 150,000 pieces of mail this year. She's doin' a mighty low-cost sellin' job. Betcha she can do it for you.

Yours truly, Big Aggie
IF YOU SELL CLOTHES
(OR SOUPS OR SOAPS!)

Ask your distributor about

REALM, DULUTH

Duluth is among the first 100 cities in America. The nine-county KDAL primary area (the largest primary area of any of the stations at the Head-of-the-Lakes) contains 376,723 people who spend nearly $310,000,000 annually. You figure out how many suits and shirts that means!

Thanks to its favorable 610 frequency, KDAL's 10,000 watts puts a stronger signal throughout this market than any station, anywhere. For instance, an independent coincident daytime survey made in Virginia, Minnesota (60 miles from Duluth, and with an NBC station of its own) showed that KDAL had more than nine times the audience of the other Duluth station, with more than 70% as large an audience as the local Virginia NBC station.

KDAL, Duluth, is the buy for the Head-of-the-Lakes. Don't take our word for it. Ask your local distributor. He knows — and ten to one he'll say "KDAL"!

1000 WATTS  610 KC  CBS
FREE & PETERS, INC., Exclusive Representatives

BROADCASTING  Broadcast Advertising

ANA Publicity Group

CHARLES C. CARR, director of public relations and advertising of American Tobacco, has been reappointed chairman of the public relations committee of the American National Advertising Association. Serving on the committee, which includes several new appointments, are:


PLAQ UER PRESENTATION is made to KTSO Minneapolis by Paul L. Donovan, vice president, for outstanding cooperation by the station in assisting the local Junior Chamber of Commerce. Others are (to r): C. Charles Lutz, KTSO promotion manager and JC member, Phil Bato, JC member, and George W. Johnson, KTSO general manager, who received the plaque on behalf of the station. KTSO presents a 15-minute weekly evening program titled Your Junior Chamber of Commerce Speaks.

SOCIETY for Individual Freedom (opposing state socialism), Toronto, has started daily broadcasts on CKCL CFRB Toronto, and expects to expand to other Canadian cities. Author of the book, Mr. Adcock, is with the Toronto Adv., Toronto.

COLUMBUS ENTERPRISES, Chicago (Alaskan Stampeado show), began sponsorship June 1 of an extensive spot campaign, featuring 5 to 10 transmitted announcements daily on following local Chicago stations: WBBM WAAF WQFI, WIND WBBF WGN WMAS WLS WCRW WGES WSBC WEDU WIFU and WJOB Hammond, Ind. Announcements promote music for "Alaskan Stampeado," which opened at the Chicago Coliseum June 10. Contracts are short term on a renewal basis. Agency is Malcolm Howard Adv. Agency, Chicago.

FRED W. AMEND Co., Danville, Ill. (Chuckles Candy) began series of seven national weeklies June 17 on WM1 Chicago in addition to its regular schedule. Contract is for six weeks. Agency is Siegert H. Hartman Co., Chicago.
KWK produces 91% as much as all other St. Louis network stations combined.

The average Hooper rating on KWK locally produced shows is 4.2 or 20% better than the average for all other St. Louis network stations combined.

All St. Louis network stations combined broadcast 101 hours of locally produced shows. KWK alone broadcasts 48½ hours or 48% of the total.

ST. LOUIS
KWK MUTUAL

IN ST. LOUIS THE TREND IS TO KWK
PAUL H. RAYMER CO., Representative
Stations’ Handling of D-Day News Continues at Top Speed
More Reports on Invasion Coverage by Local Stations Show Radio Coverage Was Complete

AT THE END of invasion week, reports from stations throughout the country, telling of the way they handled D-Day [BROADCASTING, June 12] continued to pour in after press time. The following stories on invasion coverage by U.S. stations wind up BROADCASTING’s report:

In a full-page ad in the New York Sunday News on June 11, WABC New York, key station of CBS, extended “a vote of thanks to the other networks for joining us in the great radio tool for invasion.” Copy continued: “This emergency pooling of the keenly competitive foreign staffs of all networks and their joint use of limited transatlantic radio channels have enabled all four networks to perform the greatest public service in the history of radio broadcasting. . . .”

Following publication of the ad, CBS received congratulatory telegrams from Theodore C. Strebelt, executive vice-president of MBS, and C. W. Johnston, Blue network director of news and special features. At WNAX Yankton, S. D. Art Smith, program director, Al Con-
WHEN YOU SELECT A NEW TRANSMITTER

CONSIDER Simplicity of Control

Easy to put on the air, easy to keep on the air... that's what you want in a transmitter, and that's what Westinghouse equipment assures.

Specifically, here are some of the features that make for operating simplicity in Westinghouse Transmitters:

1. One Master Control puts the transmitter on the air and cuts the power off at the end of the broadcast period. It is impossible for power to be applied in the wrong sequence.

2. Individual Tuning and Adjustment Controls are mounted on the front panel, easily accessible.

3. Indicator Lights Flash Circuit Conditions to Operator, indicating instantly which circuit requires attention.

4. Simplified Circuits—require a minimum of tubes... no tricky wiring.

5. "De-ion" Breakers Show Outage Location, providing fuseless protection for the low-voltage power circuits.

Simplicity of Control is only one feature of Westinghouse Transmitters. Others equally important are: Low Operating Cost, Continuity of Operation, High Fidelity Signals, Ease of Maintenance.

PLACE YOUR ORDER NOW FOR YOUR POSTWAR TRANSMITTER

By placing your order today for a Westinghouse transmitter, you assure yourself of the fastest possible delivery following the lifting of wartime manufacturing restrictions. We are scheduling deliveries in the sequence in which orders are received. For details, write Westinghouse Electric & Mfg. Company, Dept. 1NB, P. O. Box 868, Pittsburgh 30, Pa.

Westinghouse RADIO DIVISION

PLANTS IN 25 CITIES... OFFICES EVERYWHERE

AM • ELECTRONICS • FM

BROADCASTING • Broadcast Advertising

June 19, 1944 • Page 55
Modernizing Communications Law  
(Continued from page 15)

field is under consideration and appears likely. Airmail in this country and abroad provides much quicker and better service than it did in 1934. The Army and Navy, under the stress of war, have expanded their communications systems out of all semblance to those existing ten years ago. In broadcasting, FM, television and facsimile must be reckoned with. Provision must be made for industrial uses of electronics. If the old law is outmoded, this is the time to change it.

There has been much criticism of the 1934 Act and more criticism of the manner in which the Commission—and particularly Mr. Fly, the chairman of the Commission—has administered it. I do not intend to become involved in that controversy beyond the observation that the Commission’s actions have been upheld by the Supreme Court. Obviously any different legislative intent needs to be more carefully expressed in a new law now.

Three Main Flaws

There appear to me to be three basic defects in the 1934 law:

First—Our radio licensing system should have one, and only one, objective—the prevention of interference between the users of radio frequencies so that the maximum usefulness of radio to all the people may be assured. That was the single objective of the 1927 Act. Second—Regulation of the many different services using radio should be a separate and distinct function. The use of the licensing power as a device for regulating business practices gives thorough bad administration of both. Third—Under the 1934 Act not only were both these functions combined and confused in a single agency but neither the powers nor the duties of this agency were defined much beyond the standard of “public interest, convenience and necessity” which, like a kimono, covers everything but touches nothing.

These defects are structural and should be a matter of concern to all branches of communications. The Act is deficient in one other respect of primary importance to the broadcasting industry and the listening public. Since the repeal of the Davis Amendment in 1936, it has contained no formula for the allocation of broadcasting stations nor any indication of what Congress considers a fair, efficient and equitable distribution of broadcasting services to be. In my opinion, the failure of Congress to specify, and the failure of the Commission to develop an adequate framework, has led to a mis-distribution of stations which underlies most of the industry’s troubles in the standard broadcasting band. In the absence of a clear statement of Congressional purpose, conditions in FM and television will be much worse.

It will be difficult to correct these defects by amendments to the 1934 Act and I am under no illusions as to the amount of work the industry and the Congress must do before a complete new law is written. Even so, I suggest the following remedial measures which may be disentangle broadcasting without doing so.

Frequency Assignment

Assignment of Radio Space to Services. The FCC now has jurisdiction over some parts of the spectrum while others are devoted to Government uses by Presidential Executive Order. Congress, with the advice of the Interdepartmental Radio Advisory Committee (IRAC) should designate the bands of frequencies to be used for national defense, safety of life, broadcasting, telephone, telegraph, amateurs, industrial electronics, and anything else it deems necessary.

The amount of space allotted to each should be determined by its relative importance. National defense frequencies will, of course, continue to be administered by the Army and Navy and are excluded from the subsequent discussion.

Technical Service Specifications. Experience indicates that, with the exception of broadcasting, there will be little difficulty defining the technical service to be rendered within the bands thus designated. For broadcasting allocation purposes, particularly for FM and television, the “public interest” is not a sufficiently explicit standard. Doubt has been expressed that Congress, through its unwieldy processes can prescribe a better standard. I do not share that doubt.

Drafting of Rules

An allocation formula for broadcasting is certainly no more complex than our tax structure. And clearly it is for Congress to say whether broadcasting stations should be integrated geographically, should be distributed in accordance with population, should be distributed so as to provide outlets for four national networks or whether some entirely new plan will produce the maximum social benefits. Whatever the plan, Congress should write it.

Licensing. Rules implementing the specifications laid down by Congress should be drafted by the licensing agency. They shall under the details after the policy has been established in the same manner that the income tax regulations prepared by the Commissioner of Internal Revenue implement our tax laws. Granting licenses for ships, planes, amateur and industrial users under these regulations would be a routine administrative matter. What few conflicts there have been in the past between the telegraph companies will disappear if a foreign merger is approved.

Most of the trouble will come in assigning channels for broadcasting. Even in broadcasting, when there are no interference conflicts under the regulations, many licenses are drawn as a routine.

The machinery for handling conflicting applications in all services is described later.

My preference for the licensing agency would be a single individual as administrator. He should have authority to employ such expert assistance—engineers, lawyers, etc., as he might require. Once a year, or more frequently if he felt it necessary, he should report to Congress and make recommendations for changes in the law.

Adjudication. Separated as completely from the Radio Administrator as the Tax Court is separated from the Commissioner of Internal Revenue, there should be a radio court of three members. Its function should be to adjudicate controversies and to interpret the law and regulations. Any action of the administrator could be taken to the radio court by any interested party and the administrator should be required to refer to the court for adjudication all applications in conflict with his regulations, with any other application or with any existing license.

Decisions by the radio court should be appealable to the Court of Appeals of the District of Columbia on questions of law.

Types of Communication

All the machinery thus far outlined is designed to secure the maximum results from a limited number of radio frequencies and it has no other function. We still have the problem of regulating (as distinguished from licensing) the various types of communications' ac-

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**A 50,000 watt audience at a 250 watt rate**

**C. E. HOOPER**  
October 1943 - thru February 1944

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**LOUISVILLE'S TRADING AREA = 47% OF KENTUCKY'S POPULATION**

**BURN-SMITH - National Representatives**

**BROADCASTING • Broadcast Advertising**
All WDAF commercial programs (both local and network) were canceled on Tuesday June 6, 1944, Invasion day.
tivities. For these regulatory purposes I suggest:

**Common Carrier Regulation.** The trend toward unification of our carrier system makes it increasingly important that there be effective regulation of rates, contracts, business practices, etc. Radio circuits, though important, are a relatively small part of this problem. Because I believe that ultimately there must be joint regulation of other carrier services and air mail, I suspect that the Post Office Department will some day be the regulatory agency, but for the present the problem might be handled by a three-man commission similar to the Division of Private Communications set up in the White-Wheeler Bill. Whoever gets it is going to find it a full-time job.

**Regulation of Business Practices in Broadcasting.** Ever since 1927, the Communications laws have contained anti-trust and unfair competition provisions. Their presence in the law has been interpreted by the Commission (and by the Supreme Court) as imposing a duty upon the Commission to enforce the anti-trust laws through the exercise of its licensing powers. This doctrine—that if a licensee violates the law the public should be deprived of service—is completely at variance with the licensing purpose and is unsound.

Unfair trade practices, restraints upon competition and false advertising claims are all subjects within the jurisdiction of the Federal Trade Commission, an agency specially created to deal with problems of this sort. It already considers radio continuity. Because it has the power to discipline newspapers, magazines and other competing media, it seems to be the logical place for the business practices of broadcasting.

**Drawing the Lines**

Program Controls. Here we encounter the problem of freedom of speech. If the agency which licenses the use of radio frequencies also controls the programs broadcast, freedom of speech is a myth. Here, more importantly than in any other feature of the Act, it must be the responsibility of Congress to decide where the line shall be drawn between the objectives of the First Amendment and those program restrictions which are necessitated by the limited number of radio frequencies available for broadcasting.

At present the law prohibits the broadcasting of obscene, indecent or profane language. It requires equal opportunity for political candidates. Whatever additional program restrictions and requirements are unavoidable should be imposed by Congress and should be enforced independently of the licensing function. Failure to observe them should be a crime punishable by fine and imprisonment and should be handled in an action instituted by the local district attorney in the Federal District Court.

**Up to the Industry**

As I have said earlier, it will be a lot of work to put flesh on this skeleton but it seems to me that the wide differences of opinion expressed at the Senate Committee hearings on the White-Wheeler Bill are attributable in large measure to the lack of any satisfactory framework upon which the industry, the Commission and the Congress might agree. Lacking some clear understanding of purpose, there seems to be little prospect of legislation being written which will improve the administration of broadcasting.

The broadcasting industry should present proposed legislation in detail form for examination by the Congress. The industry should be ready and willing to answer and explain all questions so that the Congress may be fully informed before the final draft of the proposed legislation.

**MANAGERS OF THREE Nebraska stations, KFAB-KFOR Lincoln and KOIL Omaha, donned special props for the separation of the two Lincoln stations. Earl Williams, station manager of KFAB Lincoln, acted as umpire as Gordon Gray, wearing the KFOR banner, and KFAB's general manager Hugh Felts, with appropriate insignia, matched fists for the baseball bat. Purpose of the "ball game" was to introduce Gray as the new general manager of KOIL and Lyell Bremer (1 to r) placed the banners for the novel game.**

**Don Lee Confines Religious Series**

SEVERAL new policy rulings affecting station relations, programming policies and commercial religious broadcasts for the Don Lee Network were discussed by station officials last week at the annual Don Lee network meeting in San Francisco. Particularly important was the attitude of station owners and managers towards religious programs. paid time for religious broadcasts on Sunday will be accepted from sign on until 1 p.m. only. It meant taking steps necessitated by the possibility of increased activity and making available more time for variety shows with top-notch names and productions.

Lewis Allen Weiss, vice-president and general manager of the network, said athletes were doing a splendid job in helping each station operate with the smoothness required in chain broadcasting. Sales promotion plans were discussed by Sydney Gaynor, general sales manager and assistant to the vice-president. Paul Artletti, manager of KFRE Fresno, reported on who attended work of the technical Division.

L. A. Schambin, KPMC Bakersfield; Jesse Solinas, KWHK-WITM Glendale; Mr. G. Pat Campbell, Joseph D. Carroll, KMY -KEEX-FMVQ Morro Bay; Howard V. Walters, KDON Morro Bay; Maury A. Vroman, KFAX San Bernardino; D. J. Donnelly, KFRC San Francisco; Ernest L. Spencer, KVOS Santa Ana; Wallace Williams, KVOS Santa Ana; Fin Holinger, KDB Santa Barbara; Jesse Rodman, KFRE Fresno; Mr. Bartlet, Chet Wheeler, KWIL Alhambra; E. S. Ewing, KBB Los Angeles; Frank H. Logan, KBB Bend, Ore.; Frank L. Hill, KORE Eugene; Ralph Swenson, KBB Newberg; Jack Keating, KXRO Aberdeen; Wake; Joe Wyckoff, KXRS Bakersfield; Oliver A. Runchey, KOL Seattle; R. G. McBrown, KFOS Spokane; Carl E. Raymond, KMOV Tacoma, and WTVI Bellevue; Jack Clark, KMOV Tacoma; and J. C. Lee, KFAX San Bernardino. Also William Dempsey, attorney for the network.

**Hooper Report Reveals Pacific Network Drop**

PACIFIC network April-May report of C. E. Hooper Inc. reveals an average evening program rating of 8.7, down 0.7 from a year ago. Average evening set-in rating 37.3 was down 0.5 from last report, up 0.6 from a year ago. Average evening available audience is 76.5, up 0.5 from last report and no change from a year ago. The average day program rating is 3.3, down 0.6 from last report, down 0.9 from a year ago. Average daytime set-in of 13.3, is down 2.0 from last report, down 0.5 from a year ago. Average daytime available audience is 65.0, down 2.3 from last report and down 0.4 from a year ago.

Bob Hope leads the list of top ten programs in the Pacific coast, with Red Skelton second and Fabin & Molly third. They are followed by Frank Morgan, Red Skelton, Jack Buetel, Jack Clark, KMOV Tacoma; and J. C. Lee, KFAX San Bernardino. Also William Dempsey, attorney for the network.

**Fosterite, newest development in the field of synthetic materials and created by Westinghouse research laboratories, side by side with porcelain in New York recently as a moisture-proof plastic which seals radio and radar parts against moisture and dust. It demonstrated was a synthetic which has proved superior to the natural product and has the strength of steel.**

**Crosley Corp., Cincinnati, has announced the appointment of the Ends Bros. Furniture Store in Ft. Smith, Ark., as distributors of Crosley products for western Arkansas.**

**Page 58 • June 19, 1944**
Have You Explored Canada?

The early pioneers of a century ago searched for and found in Canada a wealth of natural resources. These have been developed throughout the years and today a new wealth is here for the taking—a wealth of opportunity!

Canada has made a place for herself in the markets of the world. On the threshold of a peacetime economy, she offers boundless possibilities in the field of commerce. Forward-looking men are preparing now for the postwar boom. They are opening up avenues of business, building future markets in this territory.

Through CFRB you can reach Canada's richest market. On a daily average, this station has a listenership consistently higher than those of the three other stations in this area. Those who know Canada choose CFRB and base their selection on results.

CFRB
860 K. TORONTO
Disc Case Left in Fog
(Continued From Page 18)

a method of distributing a fund to be set up through payments by the companies, with arbitration as the final step in case the parties fail to agree2. These companies (RCA, CRC and NBC Radio Recording Division), the Board said, had proposed by way of settlement "that a fund be set up in escrow pending a possible revision of the copyright law", but had objected to payment of funds directly to the union for any purpose.

Artists Protest Ban

Settlement of the dispute, which the Board previously characterized as one of the most complicated ever to come before it, was announced approximately 14 weeks after the issuance of the panel report on the case. The companies had recently protested the delay in reaching the decision, claiming that they and their artists under contract had suffered hardships. The Board accused the companies of employing "pressure tactics" and declared the delay was due to difficulties in arriving at a fair and equitable solution [Broadcasting, June 12].

Earlier last week, a second protest was made to the Board by a large group of artists under contract to RCA and CRC who contended that their professional standing was being jeopardized by the Petrillo ban against new record production by Victor and Columbia. The artists, many of whom are members of the AFM, included James Melton, Kay Kyser, Gladys Swarthout, Benny Goodman, Xavier Cugat, Frank Sinatra, Horace Heidt, Vladimir Horowitz, John Charles Joffrey, Harry James and Cab Calloway.

The dispute, according to officials of the AFM, had its origin in 1928 and 1929 when the development of sound films and other forms of mechanized music caused unemployment among musicians. After several efforts to force the companies to come to an agreement, the union, effective Aug. 1, 1942, stopped making records and transcriptions.

Antitrust Action

Shortly afterward, the Dept. of Justice instituted antitrust proceedings against the union but the complaint was dismissed and the decision affirmed by the Supreme Court. A hearing was held the following January before a Senate committee and the union proposed that the employers pay a fee on each disc to an employment fund to be established by the union. When this proposal was rejected by the transcription companies, the union took the case to the U. S. Conciliation Service.

The dispute was certified in July, 1943, to the NWLB and a panel was appointed to hear the case. Hearings were held in New York last September, October and November. The record comprising 1,900 pages with hundreds of pages of exhibits. While the hearings were in progress, Decca (not a party to the proceeding) entered into a contract with the AFM, accepting the "employment fund" demand. World Broadcasting System (Decca transcription affiliate) and Empire Broadcasting Corp. made similar contracts and withdrew from the controversy.

Subsequently, four other transcription companies (Associated Music Publishers Inc., Lang-Worth Feature Programs Inc., C. F. MacGregor and Standard Radio) negotiated similar contracts with the intermediary help of the panel and withdrew from the case Their action left RCA, CRC and NBC Radio Recording Division (NBC transcription subsidiary) as the remaining parties to the proceeding.

At a hearing before the full Board in April [Broadcasting, April 10] to receive oral arguments on the panel recommendations, the participants to the "Four-Employer" contract stated they entered into the contract with AFM because they had no alternative. Counsel for Decca testified the contract negotiated with AFM was first submitted to the Treasury Dept. for approval.

WNAV Yankton, S. D., has formed a merchandising department which will make calls throughout the five-state area served by the station to introduce listeners of all dollar groups, to have meetings with motion picture and visual presentation, expansion of house organs and retail and wholesale surveys.

Page Petrillo

THAT loud noise you just heard was Jimmy Petrillo's head hitting the ceiling. The War Manpower Commission, in a "Job Family" guide issued to U. S. Employment Service offices on channelling non-essential workers into war industries, suggests that night club singers might be given jobs as welders, assemblers or aircraft skin-men. Night club singers might be employed as radio and telephone operators, says the guide. There's nothing about musicians turning "pancakes".

ANPA Ad Report Names 'Top Ten'
Increase in Investors Is Seen Over Last 4-Media Survey

A SUBSTANTIAL increase over previous years in the number of advertisers who in 1943 invested $25,000 or more in any one of the four major media, disclosed in the fifth annual edition of "Expenditures of National Advertisers in Newspapers, Magazines, Farm Journals and Chain Radio". Publication is released by the Bureau of Advertising of the American Newspaper Publishers Assn., as the only annual reporting comparative dollar totals by advertisers and products for all four media.

There were 1,499 advertisers in the $25,000-or-more category in 1944, as compared with the 1,207 in 1942 and 1,170 for 1941, the Bureau reports in a digest of the contents, otherwise not for publication.

Procter & Gamble Co., Cincinnati, for the second time heads the list as the biggest advertiser in both newspaper and in all four media combined. General Foods Corp. moved into second place in the list of "Top Ten" in the four media, followed, in order of size of total expenditure by General Motors, Lever Bros., R. J. Reynolds Tobacco Co., Sterling Drug, General Mills, Coca-Cola Co., Colgate-Palmolive-Peri Co., and Liggett & Myers Tobacco Co. Coca-Cola Co. is the only newcomer in the "Top Ten" list.

Barco Considers

BARCO LABS, Brooklyn, for Barcolene Household Cleaner, a 15-year-old product considering a nation-wide spot campaign as part of its initial venture into consumer advertising, according to Scheck Adv., Newark, N. J., agency in charge. Provided distribution and time availabilities allow, the schedule may include 1,200 stations, with initial schedules in the eastern area. Firm started participations on WOR New York on a 12-week basis last week.

PRESS ASSOCIATION has opened a new regional bureau at Jacksonville, Fla., to furnish regional news to stations in Florida exclusively. This makes the 2nd regional bureau now operated by the AP subsidiary, in which news is written for radio only.
Loren Watson Acquires Spot Sales Ownership

LOREN WATSON, executive vice-president of Spot Sales Inc., station representative organization, has acquired the stock of the company. Spot Sales, organized in Feb., 1948, when Mr. Watson took over the Hearst representative company, International Radio Sales, will continue to represent WSAI Cincinnati and WOL Washington, stations operated by the two former stockholders, Mr. Watson said.

For the immediate present there will be no changes in officers, James D. Shoupe, vice-president of Copley Corp., American Broadcasting Co., giving him complete ownership of the company. Spot Sales, organized in Feb., 1948, when Mr. Watson took over the Hearst representative company, International Radio Sales, will continue to represent WSAI Cincinnati and WOL Washington, stations operated by the two former stockholders, Mr. Watson said.

FCC Fund Passed

BEGINNING July 1 the FCC must curtail radio advertisements by $2,159,357, as a result of Congressional action last week. On Wednesday the House passed the revised Independent Offices Appropriations Bill (HR-4070), which reduced the PCC 1948 fiscal year budget from $8,371,700 to $6,512,943. The Senate passed the measure Thursday and it went to the White House. Attempts of Sen. McKellar (D-Tenn.) to inject an amendment requiring Senate confirmation of all employees' resignations and over, were defeated. Congress reduced the FCC national defense budget by $500,000, normal functions by $104,500.

Goodyear Confers

GOODYEAR TIRE & RUBBER Co., Akron, last Friday was still conferring with Young & Rubicam, New York, on a replacement for the CBS program The Star and the Story, starring Walter Pidgeon. Program bows out July 25, with Goodyear resuming in the fall in its 8-9:30 p.m. Tuesday spot, after a summer interval. Reason for discontinuing current program is said to be the difficulty in obtaining female guest stars. Under consideration is a series calling for both male and female guest artists.

KWILK Transfer Sought

APPLICATION was filed with the FCC last week for transfer of control of KWILK Longview, Wash., from Marjory Elliott, executrix of the will of Ray McClung, deceased, and Hugh McClung, to the general manager of the station, C. C. Chaffee, involves sale of 140 shares of common stock, 85 shares held by Marjory and 55 shares held by Hugh McClung, for the consideration of $10,000.

New Borden Show

NOVELIST Forrest Martin, starting July 8, will act as narrator in a new series of programs on 189 Blue Network stations dramatizing her novel and short stories. The sponsor, Borden Co., manufactured products division, will promote Heath's, a chocolate health drink on the program scheduled for Saturday 10-10:30 p.m. Agency is Young & Rubicam, New York.

CIO Fights Radio Plots

Since INVASION news June 6 knocked out several of the programs normally included in C. E. Hooper's list of "First Fifteen" programs, the list was not released for the June 7-7 period. Top-ranking programs for the January-May 1944 period were released by Bob Hope, heading the list of "First Fifteen," with Fibber McGee & Molly in second place, and Charlie McCarthy, third. The list continues: Red Skelton (Eastern area) Radio Theatre, Jack Benny, Aldrich Family, Joan Davis—Jack Haley, Walter Winchell, Mr. District Attorney, Abbott & Costello, Screen Guild Playhouse, Take It or Leave It, Bing Crosby, Frank Morgan-Fanny Brice.

RECIPIENT of the Silver Star and the Purple Heart, Lt. J. H. James (t), ex-announcer at WCAU Philadelphia and WJJD Chicago, was interviewed recently at Fort Benning, Ga., by Cpl. Mel Allen, CBS apercaster, over WRBL Columbus, Ga. Lt. Fagan, now an instructor at the Infantry School, was wounded in the Sicilian invasion after escaping capture by the Germans in the North African campaign when the Nazi ship on which he was put aboard for transfer to a prison camp was attacked by Allied planes. He got ashore and greeted the 8th Army in Tunisia.

Clark and Radio Cowboy

Locked in Idaho Voting

WHETHER Sen. D. Worth Clark would win the Democratic nomination to succeed himself over Glenn V. Taylor, Pocatello, Idaho, cowboy radio entertainer, was in doubt last week with the outcome depending upon returns from Buttinger precincts. Last reports were that Mr. Taylor, who performs over KSEI and other Idaho stations, held a very slight edge over Sen. Clark, member of the Interstate Commerce Committee and chairman of the subcommittee which investigated the AFM recording ban. Sen. Clark himself is identified with radio, having recently contracted to purchase a 10% interest in KJBS San Francisco as part of a syndicate of broadcasters. The transaction awaits FCC approval. The Republican nominee is Gov. C. A. Bottolfson.

More for Crax

MEOGENE-EDUCATOR Food Co., Lowell, Mass., has increased its schedule for Crax during the past few months and now sponsors musical clock programs, new or live announcements on WGY WAVE WYSE WEEP WOR. Further expansion is planned. Agency is Duane Jones Co., New York.

WPB Repair Ruling

LONG-AWAITED interpretation of General Limitation Order L-295 was issued last week by the WPB Production Board's Radio & Radar Division to tell present radio repairmen, ex-repairmen and men discharged from military service how to obtain necessary material to carry on or enter the radio repair business. Under terms of the order a repairman may create an initial inventory of parts by special authorization from WPB's Radio & Radar Division by submitting a letter of application.

PROGRAM dramatizing the adventures of Winfield Booth, a Chicago telephone repair man some years ago, will be revived on the network beginning June 19 as a weekly quarter-hour feature, using the same scripts as in the original show.

Hooper 'First Fifteen'

Since INVASION news June 6 knocked out several of the programs normally included in C. E. Hooper's list of "First Fifteen" programs, the list was not released for the June 7-7 period. Top-ranking programs for the January-May 1944 period were released by Bob Hope, heading the list of "First Fifteen," with Fibber McGee & Molly in second place, and Charlie McCarthy, third. The list continues: Red Skelton (Eastern area) Radio Theatre, Jack Benny, Aldrich Family, Joan Davis—Jack Haley, Walter Winchell, Mr. District Attorney, Abbott & Costello, Screen Guild Playhouse, Take It or Leave It, Bing Crosby, Frank Morgan-Fanny Brice.

WPAT proudly announces the appointment of the

HOWARD H. WILSON CO.

as National Sales Representatives

For Program or Rate Information please communicate with one of the following

Howard H. Wilson branch offices

CHICAGO OFFICE — 75 E. Wacker Drive — Central 8744

HOLLYWOOD OFFICE — 6302 Hollywood Blvd. — Granitie 6133

SAN FRANCISCO OFFICE — 681 Market Street — Douglas 4475

SEATTLE OFFICE — Lloyd Bldg. — Elliott 7417

Sell Your Clients WPAT . . . the fastest growing station in the metropolitan area.
Many New Facilities Are Sought In Applications Filed at FCC

Six Standard, Seven FM and Two Television Stations Are Requested During Past Week

MORE than two dozen applications for new broadcast services have been filed with the FCC during the last month, seven of which were received by the Commission last week—for six standard stations, seven FM stations and a new commercial television outlet.

Ronald B. Woodyard, general manager of WING Dayton, and part-owner of WAAC Ft. Myers, Fla., and WIZE Springfield, O., has applied for a new standard local outlet for Utica, N. Y., on 1480 kc, with 250 w. Unlimited time. Application states that most of the necessary equipment is on hand. There are two other applications pending for local facilities in Utica, filed by the Utica Observer-Dispatch Co. and the Mid-state Radio Co.

Two Seek Portland

Northeastern Radio & Television Co. seeks a new 250 w local outlet to operate unlimited time on 1450 kc in Portland, Me. A similar application was filed the previous week by Continental Broadcasting Co., a syndicator of businesses, for the same facilities in Portland. Northeastern R & T Co. is composed of Fulton J. Redman, president, who is a lawyer, ex-publishers of Portland Evening News and former vice-president and director of Portland Broadcasting Co., licensee of WGA N; George W. Smith, vice-president and treasurer, local businessman; and David Carpenter, secretary, vice-president and general manager of WKNE Keene, N. H., and WTRY Troy, N. Y., would be a minority stockholder.

James F. Hopkins, president of WJBK Detroit, last week sought reinstatement of application for a new standard station in Ann Arbor, Mich., facilities for which are requested to be changed from unlimited time on 1230 kc with 1,000 w power to 250 w power in an amended application.

Thomas G. Tinsley Jr., president and general manager of WITL Baltimore, applies for a new station in Richmond, Va. Plans are complete to lease facilities of WDRB [Broadcasting, June 12], Nashville Radio Corp., Nashville, Tenn., has petitioned for reinstatement of its application for a new FM station to operate unlimited time on 1450 kc with 250 w in Nashville, Tenn., as also was done last week by Scripps-Howard Radio Inc. for a 250 w local to operate unlimited time on 1450 kc with 250 w in Houston, Tex. Both applications were originally filed in late 1940.

KRLD Dallas, Tex., has filed for a new FM station, estimated cost of which is $150,000 to $175,000. Facilities asked are 45,700 kc with coverage of 20,000 sq. mi. An estimated cost of $34,900 is given for the FM station requested by WMBS Uniontown, Pa., to operate on 48,100 kc with 10,240 sq. mi. coverage. E. C. Dix and Sons, publishers of the Wooster Republican Printing Co., Wooster, Ohio, are applicants for a new FM outlet on 49,300 kc, with 8,500 sq. mi. and $85,325 estimated cost. WCMM Baltimore requests an FM outlet on 49,800 kc, with 3,600 sq. mi. coverage and $18,360 estimated cost. C. R. Lazarus Co., Columbus, Ohio department store, seeks a station on 13,273 kc, with estimated cost of $51,360, and the Blue Network Co., Los Angeles, applies for FM facilities of 43,100 kc, 21,024 sq. mi., and $68,750 estimated cost. General Television Corp., Boston, is applicant for a new experimental television outlet on Channel 1. WMAT Newark, N. J., requests a new commercial television station on Channel 5.

Other new applications which have been filed with the Commission and which have not previously been reported in Broadcasting include requests for six standard outlets, eight FM stations and four commercial video outlets.

A new local outlet for Boise, Id., to operate unlimited time on 1340 kc with 250 w, is sought by Idaho Broadcasting Co., a partnership composed of Frank C. Carpenter, general manager of KUTA Salt Lake City since 1938; Grant R. Wrathall, Washington, D. C. consulting radio engineer; David S. Smith, and Jack L. Powers, Salt Lake City businessmen with livestock interests. Each holds a quarter interest in the new company and each is also partner in ownership of KUTA.

Bremerton Broadcasting Co. seeks a new standard station for Bremerton, Wash., with facilities of 1250 kc, 250 w, unlimited time. Partners in the company are Bruce Bartley (70%), lawyer; W. R. Zinn (25%), radio and electrical engineer; and F. L. Pruitt (5%) real estate manager and dealer. C. A. Neff, president, general manager and 40% owner of Neal-Blum Building Products Co., Savannah, Ga., is applicant for a new local station to be located in Savannah and to operate unlimited time on 1400 kc with 250 w.

Augusta Broadcasting Co., licensee of WRDW Augusta, Ga., seeks a new local standard outlet for Charleston, S. C., requesting authorization to be granted to operate on 250 w with unlimited hours.

FM Applications

A new standard station, to operate daytime on 890 kc with 250 w, is sought for Henderson, N. D., by Henderson Broadcasting Corp., composed of local businessmen and Nathan Frank, manager of WCPB Roanoke Rapids, N. C. Owners are: S. C. Stevenson, president, owner of regional theatre groups; T. W. McCracken, vice-president, oil jobber and tire dealer; T. I. Gillam, secretary, auto dealer; W. L. Alston, treasurer, farmer and tobacco leaf dealer; and Mr. Frank, second vice-president and manager. Each holds a 20% interest in the company. Application states that equipment is under option.

Other new FM stations are requested by the licensees of the following stations (with respective facilities sought and estimated costs, where given): WRAK Williamsport, Pa., 47,700 kc, 11,675 sq. mi., $55,060; WLS Chicago, 44,700 kc, 10,624 sq. mi., $185,600; WJBC Bloomington, Ill., 45,300 kc, 6,600 sq. mi., $44,900; WTAG Worcester, Mass., 45,300 kc, 7,000 sq. mi., also 43,600 kc, 20,437 sq. mi., $167,500; WTHH Hartford, Conn., 43,500 kc, 21,900 sq. mi., $192,000; WMBR Jacksonville, Fla., 44,700 kc, 11,700 sq. mi., $68,500; WMRD Peoria, Ill., 48,700 kc, 11,613 sq. mi., $63,865. Commercial television outlets are sought by KUTA Salt Lake City, Channel 7; WFPF Philadelphia, Channel 7; WJR Detroit, Channel 6; WERF Buffalo, Channel 1.

KLZ Denver has applied for a construction permit to change its experimental high frequency station to a temporary class 2 experimental station and change frequency from 25,400 kc to 43,800 kc (or any frequency selected by the Commission), and to change power from 100 w to 1,000 w.
55 Stations to Cover GOP Session

(Continued from page 14)

the Mutual crew, along with T. C. Streilbert, executive vice-president; Lewis Allen, vice-president; and Adolph N. Hult, western sales manager. Supervising actual operations will be Adolph Opfinger, MBS program director; Tom Slat- ter, special features chief; Frank Schreiber, manager of WGN Chicago, and Dale O'Brien, WGN public relations director.

Among station executives accredited as radio representatives covering the convention are: James D. Shouse, vice-president of the Crosley Corp. and general manager of WLW Cincinnati; George A. Richards, Leo J. Fitzpatrick and Gene Carr of WJR WAGAR KMPC; George M. Burbach, KSD St. Louis; C. Merw D. Dobblin, KGER Long Beach, Cal.; J. Franke Burke, KPAS Pasadena, Cal.; J. C. Denius, KGNO Dodge City, Kan.; Earl E. Schindel, WMIN Grand Rapids, Mich.; W. L. Gleeson, KPRO Riverside, Cal.; Stanley E. Hubbard, KSTP Minneapolis-St. Paul; Louis F. Krock, WLS Chicago; Howard Rumsey, WHBF Rock Island, Ill.; Ronald B. Woodward, WBBF Chicago; Dave O'Brien, WRUN Fort Wayne, Ind.; Reggie Martin, WIZE Springfield, Mo.; and Storm Whaley, KUOA Siloam Springs, Ark.; Ray Dady, WKLK St. Louis; Leslie E. Hubbard, KPAS Pasadena, Cal.; Leslie K. Johnson, KTSL Minneapolis-St. Paul; Paul E. Fitzpatrick and Cy King, WEBR Buffalo, N. Y.; Emery Lancaster, WTAC Quincy, Ill.; Herbert L. Petley, WHN New York.

Many Plan Recordings

All the major network top commentators and analysts have been assigned to the convention, with NBC adding Rep. Martin, who will do a five-minute summary of convention highlights after each day's final session. Also recording radio editors such as the New York Daily News, also will be among the NBC commentators. His program will be confined to facts and non-political comment.

CBS will present Dr. Wallace Sterling, Hollywood, CBS West Coast news analyst, in a daily five-minute commentary during the sessions.

Direct pickups will be fed daily from convention headquarters by 16 stations, while another dozen or so have contracts to make the spot reportings. The U. S. Recording Co. will have studios in the Stadium and Stevens Hotel to provide tape feeds. Also a nominal fixed fee, agreed upon by stations and GOP headquarters, Mr. Church explained. Still other stations plan to file copy by tele- phone.

Stations planning direct pickups include WLW Cincinnati; WITH Baltimore; WGN Chicago; WNOX Knoxville, Tenn.; WCVI Indianapolis, Ind.; WUSW Atlanta, Ga.; WOR New York; KCBS San Francisco, Calif.; KOMO Seattle, Wash.; WBBM Chicago; and WINS New York.

Correspondents at Convention

(Continued from page 5)

WGN Chicago; KSO Des Moines; WNAX Yankton, S. D.; KMOV Louis; WCCO Minneapolis; WLS Chicago; WMT Cedar Rapids, Ia.; KSD St. Louis; WTAM Cleveland; WJR Detroit; WBBM Chicago; KNRT Des Moines.

Monday, June 29:

12:30 p.m. Chairman Spangler calls convention to order; Gov. Green will extend greetings.

Tuesday, June 30:

1 p.m. Address by permanent chairman, Rep. Martin.

10 a.m. Former President Herbert Hoover and Rep. Claire Booth Luce (R-Conn.) will speak.

Wednesday, July 1:

1 p.m. Reading of Republican platform.

10 a.m. Nominations for the Presidency.

1 p.m. Address by permanent chairman, Rep. Martin.

10 a.m. Former President Herbert Hoover and Rep. Claire Booth Luce (R-Conn.) will speak.

Thursday, June 29:

1 p.m. Report of balloting.

10 a.m. Same (if still in progress).

Members of the Radio Correspondents Assn. Executive Committee, who worked out all of the coverage details with the Republican National Committee, are: Earl Godwin, Blue Network, chairman; Richard Harkness, NBC, vice-chairman; Rex Gould, Transradio Press, secretary; William Costello, CBS, treasurer; Fred Morrison, WBS, ex-officio; Madeline Ensign, WOlnaw, alternates.

Representing the GOP Committee, besides Chairman Spangler, were: James P. Selvage, publicity director; Robert Pritchard, assistant; and Lael Chernley (former KWK St. Louis news editor), assistant; Mr. Church.

Mr. Church recalled that at the 1940 convention only four stations, in addition to the major networks, covered the proceedings. Total registered personnel four years ago was 40, and most of those represented the networks.

The Station

MOST People

Listen to Most

In Winston-Salem

MORNING

(8 a.m. to 12 noon)

WSJS . . . . 48.4
Station "B" . . . . 44.7
All Others . . . . 6.9

AFTERNOON

(12 noon to 6 p.m.)

Station "B" . . . . 29.7
All Others . . . . 16.9

EVENING

(6 p.m. to 10 p.m.)

Station "B" . . . . 30.5
All Others . . . . 8.8

REPORT BY CROSSLEY, INC. 

Period of Survey:

Feb. 28 thru March 14, 1944

May 1944 • Page 63
Shouse Foresees Television Battle

Movie, Newspaper, Radio Will Fight, With FCC as Umpire

POSSIBILITY of a three-way battle for the control of television between the broadcasting, newspaper publishing and motion picture industry protagonists, while receiving set manufacturers sit on the sidelines and the FCC referees the bout, was depicted by James D. Shouse, vice-president of Crosley Corp. in charge of broadcasting, at last Thursday's session of the television seminar being conducted by the Radio Executives Club.

Predicting that television will develop much more rapidly than was expected up to two or three months ago, Mr. Shouse said that up to that time FM apparently had had precedence. He expressed the opinion that a great deal of FM's preferential consideration has arisen out of the general problem of allocation, adding that he could not understand why "the mere fact of being able to do approximately the same thing in a somewhat different way represented an impelling reason to induce a replacement of one form of broadcasting for another."

Advertising Increase

Mr. Shouse continued: "I think that very influential and very sincere forces in the industry, who are concerned primarily with an equalization of facilities, see in FM a means whereby all broadcasters can be put on a common denominator. American business never has—and I doubt sincerely whether it ever will—react to such a desire, no matter how strong it might be on the part of some broadcasters, who hope through FM to cut all broadcasters down to their level. If the things claimed for FM are as definite and positive in fact as the claims are in theory, I still think it would be well to assume that the people who are big in amplitude broadcasting will continue to be big in FM broadcasting."

From an advertising standpoint, he stated: "It is entirely conceivable, that the whole business of advertising will receive a tremendous impetus far beyond anything that has been conceived before."

Gene Buck, songwriter and theatrical producer, who produced and directed 23 editions of the Ziegfeld Follies and who for 19 years was President of ASCAP, spoke informally of the impact of television on the legitimate theatre, predicting that showmanship would be the keynote of success in this new entertainment medium as it has been in all others.

Mattress Co. Appoints


CAKE 'N PARTY 'n lot's of gifts helped celebrate the seventh birthday of Modern Home Forum program, broadcast 1-1:30 p.m. (CWT) Monday through Friday, on WOWO Fort Wayne, Ind. Leading the flood of congratulations was a wire from Mrs. Franklin D. Roosevelt. First to get a piece of cake were (l to r): Dick Tennerstedt, NBC spot salesman; Paul Mills, WOWO sales manager; Jane Weston, Home Forum director; J. B. Conley, manager of WOWO. The chef is, as usual, anonymous.

CBS Names Jackson

JOSEPH H. JACKSON, today, June 19, becomes personnel manager of CBS, succeeding Francis Barton, who resigned to join How Co., New York, as radio business manager. Mr. Jackson has been with CBS since November, 1943, when he joined the research department as a qualitative analyst. He was formerly employment manager, and later personnel research head of New Britain Machine Co.

CBS Supplementary

CBS last week announced the addition of WSAU Wausau, Wis. and WHUB Cookeville, Tenn. as special supplementary outlets. Both stations operate fulltime on 1400 kc with 250 w power. WSAU, owned and operated by the Northern Broadcasting Co., Inc., becomes affiliated Aug. 1. WHUB, owned and operated by WHUB Inc., will join CBS as soon as wire line facilities are available, perhaps next month.

At least one listener in Eatonon, Georgia tunes to WGY...

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

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

But closer home, in 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
Weber Is Elected By Pacific Group
Storke Is Named Senior V-P
At Third War Conference

GEORGE WEBER, partner and general manager of MacWilkins, Cole & Weber, Seattle agency, was elected president of Pacific Advertising Assn., at its third annual wartime conference in Fresno, Cal., June 12-14. Charles A. Storke, executive of KTMS Santa Barbara, was made senior vice-president. H. O. Cox, assistant manager of KGW-KEX Portland, and Robert S. Hunter, head of the Hunter Adv. Agency, Oakland, were also elected vice-presidents. Vernon Church, assistant publisher of the Oregon Journal, Portland, was re-elected secretary-treasurer.

Ted S. Reppel, executive director of the War Advertising Council, declared, "After Pearl Harbor advertising began to understand it was a public as well as a private spokesman. It accepted the fact that advertising can be a pleader for public spirited ideas just as well as a pleader for soft drinks and cigarettes."

Maurice W. Heaton, outgoing PAA president, presiding over opening session of the conference, discussed vital question of "How Is Pacific Coast Advertising Meeting the Impact of the War?" Earl J. Glade, mayor of Salt Lake City and former manager of KSL, as guest speaker at the official banquet on June 13, gave a talk on building human values.

Blue Plans Panel To Aid Ex-GIs' Reemployment
PRELIMINARY details of a plan to utilize radio's resources to aid discharged veterans to become readjusted to civilian life were revealed last week by James T. Manchester, former chief of the Reemployment Division of Selective Service in New York, and the Blue network, which has been working with Mr. Manchester in the development of his plan.

Keynote of the program is a weekly broadcast of interviews with veterans by a panel comprising a clergyman, a physician, a psychologist, a vocational guidance counselor, a business man, a labor relations expert and a factory personnel man. The final step calls for the cooperation of employers and organized labor in mobilizing each community's resources for reemployment of discharged servicemen in line with the local panel's recommendations. Plan is said to be designed so as neither to conflict nor duplicate any existing government service.

FM History
WBCA Schenectady, MBS FM outlet marked three milestones in FM broadcast history: (1) June 17, bond rally will be fed to entire AM network; (2) June 12, Boake Carter on series of commentaries five times a week; (3) to 12:30 p.m. for Terbush & Powell Inc. The insurance company placed contract direct for 52 weeks; (4) last month Charles M. Bartell, a medical research worker on WBCA marking first time regularly sponsored AM program has been sold on FM.

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WEBER, the Charles Hunter, was named Pacific Group treasurer, at the annual meeting of Pacific Advertising Assn., June 12-14. Herbert J. Young, Pacific Group executive, and groom of Selective Service, made the announcement.

G. A. RICHARDS, president of WGAN Cleveland, WJR Detroit and KMPB Beverly Hills, Calif., cuts the 1880 cake celebrating WGAN's switch to 1220 kc while John F. Patt looks on. At 12:30 p.m. WJR sent a musical salute to her sister station and later in the day two half-hour shows from CBS accorded salutes to WGAN.

SEALTEST Inc., New York, for eight weeks starting July 6 will replace the John Davis-Jack Healy show on NBC Thursday, 9:30-10 p.m. with Edward Everett Horton, comedian. Agency is McKee & Albert, Philadelphia.

Iowa Revere
WMT Cedar Rapids-Waterloo, Ia., duplicated the famous ride of Paul Revere on D-Day when George Hixenbaugh, chief engineer, rode thru the streets in the early morning hours with a sound truck and called to the citizens to tune to WMT for invasion news. Many calls were received by the station through out the day expressing thanks for the novel WMT service.

Available from local dealers or by writing factory direct.

Universal Stroboscope
PHONOGRAPH AND RECORDER AID

This handy phonograph turntable speed indicator, complete with instructive folder, is now available gratis to all phonograph and recorder owners through their local dealers and jobbers. As a recorder aid the Universal Stroboscope will assist in maintaining pre-war quality of reproducing and recording equipment in true pitch and tempo.

Universal Microphone Co., pioneer manufacturers of microphones and home recording components as well as Professional Recording Studio Equipment, takes this means of rendering a service to the owners of phonograph and recording equipment. After victory is ours—dealer shelves will again stock the many new Universal recording components you have been waiting for.
News Transmitted From Headache
Press Wireless in Operation Soon After Landings

NEWS transmission direct from the beachhead in France to America was started last week by Press Wireless, whose mobile transmitter, operated from the Theatre Command, is set up not far behind the battle lines. After a few days the messages were relayed via London.

Operating with only 400 watts power and utilizing an antenna which obviously must be kept at a low profile to avoid becoming a target for enemy artillery fire or aerial bombs, the unit is maintaining a 24-hour daily schedule to serve the more than 450 war correspondents in the European area, and is successfully transmitting copy across the Atlantic by radiotelegraph.

Higher Speed

First dispatches, were transmitted at the rate of 275 words a minute and were in newspaper offices in New York not many minutes later. The rate of transmission has since been increased, Press Wireless reports.

The mobile truck unit is equipped for radiotelephone as well as radiotelegraph transmission and the two services can be operated either separately or simultaneously. Press Wireless also has a semi-permanent station, located farther back from the fighting front, capable of sending and receiving all types of radio traffic, including code, voice, pictures and facsimile, with voice quality good enough for transmitting broadcasts to the American networks.

The "invasion unit" is under the direction of Stanley F. Grammer, Press Wireless Western European manager. Personnel includes radio engineers, operators, technicians and others long experienced in the company's plants in this country. Company officials expressed "satisfaction" over the fact that Press Wireless, last communication company to leave France following the German invasion, is the first to resume operations from that country during the Allied drive for its liberation.

NBC Honors Ministers

FIVE MINISTERS have been selected from among more than 100 nominees as recipients of the 1944 Fellowship Awards by NBC and the Congregational-Christian Churches. [Broadcasting, May 8]. Each will attend one of the three NBC summer institutes at Stanford U., Palo Alto; Northwestern U., Chicago, or U. California at Los Angeles. The five include Dr. Bernard Montgomery, Portland, Ore.; the Rev. Charles M. Browne, St. Louis; the Rev. Elwin T. Randall, Minneapolis; the Rev. Herbert S. Steele, Harbert; the Rev. Harley Patterson, Buffalo, Frank Ellington of the Chicago Theological Seminary was selected as the outstanding graduate of a seminary for the ministry fellowship. He will complete his fellowship year working at an NBC station.

AFN Now Broadcasts 17 Hours Daily; Eisenhover Approves Allied Effort

THE New Allied Forces Network, which began operating on "D-Day plus one" (Wednesday, June 7), is now functioning 17 hours daily, feeding regular program service to Allied invasion troops. This was disclosed last week in an announcement by the New York headquarters of BBC, providing "official details" on the operation [Broadcasting, June 12].

Radio will follow American soldiers of the AEF as they penetrate deeper into France with a rounded service of programs unlike anything heretofore attempted in military history, said the announcement. The new service, transmitted out BBC facilities, was undertaken with the approval of Gen. Eisenhower and officially described as a "truly inter-allied effort in broadcasting."

Hear Home News

Head of the operation is Morris Gorham, of BBC, Col. E. M. Kirby, detached recently as chief of the Radio Branch of the Army's Bureau of Public Relations in Washington, is the ranking military man and director of SHAPE broadcasting activities.

The initial service uses BBC studios and transmitters radiating "a powerful medium wavelength" directed across the channel from Great Britain. The assigned frequency is 1060 kc.

News resumes are being broadcast every hour on the hour, or 18 a day. Special bulletins are also transmitted to announce any outstanding development. In addition, "home" news of the United States, Canada and Great Britain is being relayed from the American Forces Network in Britain and the general forces program of the BBC and from the Canadian Broadcasting Corp.

Typical American entertainment, such as Bob Hope, Jack Benny and other top-flight performers, supplemented by live shows given by American entertainers in Britain and later in France, when the invasion front is firmly established, will continue to be provided. Other programs arranged by the War Department to meet the appetite of GIs for baseball and sports news are planned.

The BBC announcement declared that a joint Anglo-American radio production staff will supply special programs. For Canadians, they will be provided by the London unit of the BBC, whose general forces service, on which are carried network entertainment programs for American troops in India, will also supply material to the BBC program for the AEF.

BMI Directors

G. W. MYERS, KOIN Portland, Ore.; Leonard Reinsch, WSB Atlanta; Robert D. Sweeney, Blue Network, New York; and Charles W. Thorpe, BMI, were elected directors of Broadcast Music Inc. at a board meeting last Tuesday. Three were elected in accordance with an increase of board members from seven to ten, authorized the day before by BMI stockholders. Mr. Haverlin replaces Walter J. Damm, WTJM Milwaukee, who resigned after five years service because of pressure of additional work.

WRGB Video Booklet

GENERAL ELECTRIC Co. has issued a booklet titled "Television at WRGB," designed to show the history of the station, explain its present day operation and forecast its future. Booklet is in brochure form and may be obtained by writing to General Electric Co., Schenectady, N. Y., requesting booklet GEB-146.

BOB HOPE, NBC comedian, is the author of a book, published last week, in which he recounts his experiences while entertaining servicemen overseas. J. McV. Left Hand, Simon & Schuster, New York. $1 (paper-bound) $2 (cloth bound).
NLRB Action May Break Petrillo Hold on Disc Turners

**NABET Takes Measures to Enforce Its Contract For Turners with NBC and Blue Networks**

**STOPPED by the National War Labor Board from moving in on turntable operations at all network-owned stations, James C. Petrillo, president of the American Federation of Musicians, last week was in danger of losing his hold over platter turners in two major networks in which he had obtained a wedge for further penetration in the radio industry.**

The National Assn. of Broadcast Engineers & Technicians [NABET], which successfully resisted Mr. Petrillo's efforts in concert with Ed J. Brown, president of the International Brotherhood of Electrical Workers, and all four major networks to eliminate NABET technicians from 12 stations, took steps to enforce its contract with NBC and Blue which, NABET claims, gives it jurisdiction over turners in WMAQ and WENR.

Complaint Broadened

NABET amended its unfair labor practice charge, on file with the National Labor Relations Board, against the network companies, expanding its complaint to include violations of Section 8(3) and 8(6) of the National Labor Relations Act. Citing these provisions, the union charges the networks with favoring one union (AFM) against another and refusal to bargain.

NABET expects that NLRB will issue a complaint against both NBC and Blue, charging the networks with violating contracts entered into with NABET in 1945 which allegedly covers jurisdiction over platter turners. NABET originally granted an exception four years ago in its contract with NBC temporarily relinquishing platter turner functions to AFM in the two Chicago stations then owned by the network. NABET later withdrew this exception and subsequent contracts with NBC and Blue included platter turner jurisdiction but the networks continued to give this jurisdiction to AFM in Chicago and NABET contends, has refused to bargain with the technicians union. Should the NABET complaint be prosecuted by NLRB, Mr. Petrillo's musicians would be required to yield turntable operations to the technicians, reducing AFM jurisdiction on platter turners to a few stations in Chicago and all St. Louis stations.

Efforts of the AFM to force additional musicians for platter turning operations on WJJD Chicago, resulting in a strike of musicians when the station refused its demands [Broadcasting, May 1], failed to materialize when the NWLB ordered the strike terminated. Officers of the AFM local walked out of a NWLB regional hearing in Chicago May 29 when portions of their testimony were disallowed by the panel. The local is operating under terms of an expired contract pending approval by the FCC of the sale of the station to Marshall Field.

In pursuing its case against NBC and the Blue, NABET is following up its strengthened position gained last week when NLRB announced the results of a strike vote of NABET members to determine the union's intentions to strike in event the musicians move in on NABET's jurisdiction. Out of 540 members polled the vote showed 452 voting in favor of striking, 20 against, 38 members not voting, and 10 votes refused mark void.

Although the "status quo" request issued by the NWLB [Broadcasting, May 5] prevented the threatened strike of NABET, the union exercises its right to take action. Allan T. Powley, president, declared, however, that his organization has no intention of striking as long as the case is in status quo.

**Issues Not Settled**

NWLB has not yet taken action to settle the issues which brought the case before it. Ordinarily, it would appoint a panel to hold hearings on the dispute or handle the case itself. It appeared, however, that since the jurisdictional question is so closely bound up with the question of contract violations, that the Board would wait upon the results of NABET's case before the NWLB before it takes further action.

Meanwhile, progress on the amendment (S-1967) by Sen. Vandenberg (R-Mich.) to prevent Mr. Petrillo from interfering with non-commercial, educational, and cultural broadcasts was reported in the Senate. Sen. Tunnell (D-DeL.), chairman of the subcommittee of the Interstate Commerce Committee appointed to handle the legislation, announced that the bill will be reported favorably to the full committee, probably this week. Other members of the subcommittee are Sens. Truman (D-Mo.) and Gurney (R-S.D.).

New Program

STANDARD BRANDS Inc., New York, on July 5 will start This Changing World on CBS Tuesday through Friday, 10:30-10:45 a.m., replacing The Open Door. Shift to the new serial is an attempt to obtain a higher rating than that secured by The Open Door, according to Ted Thomas Inc., agency in charge. Program will continue to promote Standard Brands coffees and deserts.
Miller to Sponsor Legislation Plank

House Prober to Tell GOP FCC Endangers Freedom

A RESOLUTION pledging the Republican Party to legislation which will assure "freedom of speech by radio" and "freedom from Government interference" will be sponsored at the Republican National Convention next week by Rep. Louis E. Miller (R-Mo.), candidate for re-election and member of the House Select Committee to Investigate the FCC.

"In winning the war abroad, we must not lose it at home," Rep. Miller will tell his colleagues. "Any attack on the fundamental freedom of the individual must be met and repelled. Today American people are in danger of being told by a Government agency what they may and may not hear over their radios. Freedom of speech by radio—freedom from Government interference—is in jeopardy."

"American broadcasting is the finest in the world," he said last week. "It has brought us the finest entertainment, the best news coverage and a full and fair presentation of public questions.

"We need a new radio law which will define, in clear and unmistakable language, the role of the FCC. It should not be allowed to refuse a radio station a license because of its own special ideas of radio programming or business conduct. So long as a broadcaster complies with the necessary engineering standards and the general laws applicable to all business, no Commission should have the power to refuse him a license to operate a station because of differences of opinion as to what the people should be allowed to hear."

Rep. Miller left Washington last Saturday for his home in St. Louis preparatory to attending the Convention.

NAB Honored

THE NAB was among those selected by the Chief Signal Officer of the Army to be awarded the Certificate of Appreciation for outstanding service. The association is cited for its cooperation in establishing and developing the Signal Corps Enlisted Reserve Pre-Service Training Program. It encouraged and helped stations to give a full time and participate in the drive to secure and train men for radio. The NAB also assisted and advised in preparation of training manuals. Walter S. Lemmon of the International Business Machines Corp. won a certificate for his assistance in the development and adaptation of the Radiotype to the highly specialized requirements of War Dept. Communications.

GRADUATION of the fourth announcers school at WEEI Boston attracted this gathering of station managers or their representatives to audit the graduates. Back row (1 to r), Harold E. Fellow, general manager of WEEI; Dick Bates, WGIR Portland, Me.; Del Brissette, musical director, WORC Worcester, Mass. Front row, Wayne Latham, general manager, WSPR Springfield, Mass.; Dave Harris, WTAG Worcester, Mass.; Fred E. Ripley, general manager WPRO Providence, R. I.; Jack Maloy, assistant production manager, WEEI Boston; Ray Girardin, production manager, WEEI. Several graduates made connections.

No Early Appointment to FCC Is Seen; Wheeler Plays Host; Craney Returns

THERE was little to indicate last week that an immediate appointment would be made by President Roosevelt to fill the vacancy on the FCC which will be created by the voluntary retirement of Commissioner T. A. M. Craven on June 30. Comdr. Craven will become vice-president of the Iowa Broadcasting Co. (Cowles stations) and will headquarter in Washington.

Thus far the only name prominently mentioned has been that of Dr. Irvin Stewart, executive secretary of the Office of Scientific Research & Development, who was Comdr. Craven's predecessor, having been appointed to the original FCC in 1934. He voluntarily retired in 1937.

Union Candidate

A labor union candidate mentioned last week was Gennerd D. Gleason of Portland. He has been endorsed by United Telephone Employees of Oregon Inc., an independent telephone union affiliated with the National Federation of Telephone Workers. It was felt that the President might be disposed to Forego the appointment until after the Congressional recess, or possibly even after the November elections.

All thought of an FCC reorganization, such as that proposed in the White-Wheeler bill, evidently has been discarded. Chairman Wheeler (D-Mont.), of the Senate Interstate Commerce Committee, was host to five members of the FCC last Monday at a dinner at the Willard Hotel in Washington. It was believed the legislative and regulatory situation was discussed. Commissioners present were Chairman Fly, Durr, Case, Walker and Jett.

RCA Rome Service

DIRECT radiotelegraph service between New York and Rome was reopened last Tuesday by RCA Communications Inc., whose engineers and operators, headed by Thomas A. Meola, head of both the Rome and Naples stations, moved into the conquered capital on the heels of the Allied occupation forces. New service supplements that between New York and Naples, opened by RCA on Feb. 1.

"It was you who said WDFD Flint urged us to enroll!"

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SALES OF WWPG, KWBU SANCTIONED

KWBU ASSIGNMENT OF CP TO CENTURY AUTHORIZED

James A. Bohannon, President of the Brewery Corp. of America and his two sons now own controlling interest in WWPG Palm Beach, Fla., through FCC approval last week of relinquishment of control and stock sale by Charles E. Davis, founder, president, and manager of the station who continues as director and half owner, for a total consideration of $30,000. Acquisition was by the Ajax Corp., a family holding company in which the senior Bohannon holds 75% interest. Transaction covered $12,500 for 125 shares common stock and $17,500 for investments in real estate and tangibles.

KWBU ASSIGNMENT

KWAL Wallace, Idaho, was granted transfer of control from Clarence Berger to J. R. Binyon, president and 25% owner, who also holds half interest in KEWE Everett, Wash. Involved in the transaction was the sale for $500 of 50 shares of common stock (10%) formerly held by Mr. Berger to Mr. Binyon by H. C. Nickerson, president and 35% owner of KWAL, who was deeded the stock as plaintiff in a case against Mr. Berger before the Superior Court of Washington.

KWBU Corpus Christi, Tex., was granted consent for assignment of construction permit from Baylor U. to Century Broadcasting Co., a new corporation composed of Carr P. Collins, president, head of Crazy Water Crystals Co.; Pat M. Neff, vice-president; E. E. Nash, secretary; and L. L. Waller, treasurer. Equipment for the 50,000 w outlet is that of the former XEW Rey.

SHIFT OF CINCINNATI NET AFFILIATIONS DUE; WKRC WILL REJOIN CBS NEXT YEAR

A shuffle of network affiliations in Cincinnati was foreclosed last week with the announcement by Les Akerman, CBS vice-president in charge of station relations, that WKRC, owned by the Times-Star, would rejoin the network on June 1, 1945, as a basic station. The station was a CBS outlet from 1927-1939 and formerly was owned by CBS.

Present outlet for CBS is WCKY, which joined the network in 1939. WKRC, since that switchover, has been affiliated with Mutual and formerly was a stockholder member of the network and keady its southern segment.

WZKY May Get Blue

The sale of WSAI by Crosley Corp. to Marshall Field, Chicago, merchant and publisher of the Chicago Sun and PM, subject to FCC approval, [BROADCASTING, June 12], also may have a bearing on the Cincinnati network affiliations. WSAI is under contract as a Blue Network outlet until June 15, 1945. There have been conversations with the Blue on nosa, Mexico [BROADCASTING, July 19, 1943].

The Commission last week also approved of the voluntary assignment of KSRO Santa Rosa, Cal., from Ruth W. Finley, executrix of the estate of E. I. Finley, deceased, to Ruth W. Finley as an individual. Power of attorney was also granted to T. E. Roderick and Olga B. Roderick to administer the affairs of Dorence D. Roderick, operator KROD El Paso, Tex., and now in the armed service, in connection with the affairs of the outlet.

WORLD, WCOP PEA IN DUOPOLY DENIED

Despite completion of negotiations through which the Cowles stations group acquired WCOP Boston from the Arde Bulova interests [BROADCASTING, June 15], the FCC last Tuesday denied petitions of Broadcasting Service Organization, licensee of WORL Boston, and Massachusetts Broadcasting Corp., licensee of WCOP, for an extension of the duopoly rule (3.35 under Order 84-B) effective date to Aug. 1. Petitioners requested a 60-day extension to permit time for filing application for consent to transfer.

By its action, in which Commissioner T. A. M. Craven did not participate, the Commission disregarded the applications for renewal of WORL and auxiliary. Commissioner Craven leaves the FCC June 30 to become vice-president of the Cowles group in charge of eastern operations.

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CAB to Measure Audience for FM
First Continuing Check Not Yet to Be Made Public
PLANS to start a continuing historical record of FM listening were announced last week by A. W. Lehman, president, Cooperative Analysis of Broadcasting, who said they were an integral part of the CAB's new expansion program.

All listening to FM programs in the 81 United States cities regularly covered by CAB field crews will be segregated for easy future reference and to maintain a continuing history of the total volume of listening to FM stations, both individually and collectively.

While data collected will not be made immediately available to CAB members or to the industry, the announcement terms the move significant in marking the first continuing check on FM listening on a national scale and in preparing the way for a more science evaluation of this kind of broadcasting by advertisers and agencies. The CAB will add a regular FM listening report to its service as soon as it is in the mutual interests of all its members, network advertisers and agencies, the announcement stated.

John Shepard 3d, president, American Network, FM organization, and operator of FM stations WJTR Boston and WMTW Mt. Washington, N. H., in a statement congratulating the CAB on "this progressive innovation," declared that "even though the data are not made public for the time being, a record of the growth of FM listening from the start will be invaluable to the industry when FM eventually becomes the powerful factor I expect it to be in American communications."

2 NEW DISCOUNTS IN CBS RATE CARD

CBS Rate Card No. 30, effective July 15, mailed last week to advertisers and agencies, introduces two new discounts to advertisers not now using the full network plan (providing a 15% discount). New discounts are 12 1/2% for programs using stations whose card rate aggregate 95% of the full CBS network and 10% for programs using stations whose card rates total 90% of the full network.

Full network discount of 15% is continued, but will be granted only for programs using the actual full network of 123 paid stations. An accompanying letter from William C. Glitfinger, CBS vice-president in charge of sales, said that "advertisers currently earning the 15% discount for the use of the 108 paid stations which comprised the full CBS network when the plan was announced four years ago, will be protected for 12 months."

Since the last rate card, nine additional bonus stations have joined CBS, making a total of 16 bonus stations on the new card, most of which will be added to the "paid" network of advertisers earning the 10% and 12 1/2% discounts as well as those taking the full network. In the two years the full network plan has been operative, more than half of all CBS clients have taken advantage of the plan, the letter stated.

Blackhawk Expands
BLACKHAWK BREWING Co., Davenport, la. (Blackhawk Topper & Sons, Chicago, to handle its advertising. Now distributing in Iowa, Oklahoma, Missouri and Illinois, company is planning territorial expansion. In addition to newspaper and outdoor advertising, five-weekly, quarter-hour programs will be used on principle Iowa stations with extension to follow. Full campaign plans will be announced at a future date.

AIRING ST. LOUIS transportation strike dispute from Mayor Kaufman's office [BROADCASTING, June 5], KSD St. Louis initiated what is believed to be the first behind the scenes broadcast of a major strike. Two other stations, KNOX and KXOK followed suit, thus giving full coverage to the talks between S. D. Flanagan (standing left) attorney for AFL street car and bus operators' union, and City Counselor J. E. Holland (sated center) and Mayor Kaufmann (in white shirtsleeves at right) who listened to the conversation which the stations carried.

Net Optioning Total of Three Hours Held by FCC as Maximum in a Period

A NEW interpretation of the FCC's network regulations, relating to option time, holding that not more than a cumulative total of three hours may be optioned by all networks, whether national or regional, in any five-hour segment, was given informally by the FCC last week and may have an important bearing on clearance of network programs.

The situation arose when an eastern station affiliated with a national network and also a regional network outlet, filed with the Commission, pursuant to the regulations, contracts covering network service. The FCC law department notified the station, through Washington counsel, that the cumulative total of hours optioned for network programs exceeded the maximum of three hours in any five-hour segment (Rule 3.104).

The station contended, however, that it had not exceeded the three-hour maximum insofar as its major network affiliation was concerned and that the additional option time covered purely regional network service. Entry was taken up with the Commission, with the informal opinion orally transmitted to the station, that the rule applied to option time on 56 days' notice covering all network programs, irrespective of source. The station was not cited for hearing, but was asked to comply with the letter of the rule.

Radio attorneys interpreted the ruling as one that means stations must devote two hours of each five-hour segment to national spot or local business, except as to such network programs as the stations may be willing to take and the networks willing to supply without an option arrangement.

Menthrolatum Spots
MENTHOLATUM Co., Wilmington, Del., starting July 3, begins a spot campaign on 125 stations on the Pacific Coast and throughout the West, using one-minute live announcements, quarter-hour news, musical and participation programs. Plans are under way to add other outlets throughout the country. Firm last week started a three-weekly quarter-hour program on 14 Pacific Coast Blue stations.

GEORGE HICKS, Blue correspondent in London, responsible for some of the outstanding Navy recordings of the invasion, was guest of honor on the Women in Blue series, Saturday, 2:30 p.m. on the Blue network. Hicks' message to the WAVES was shortwave from London.
Iowans Want It Continued, Gillette Advises Wickard

PROTESTS from Iowans over curtailment by the Blue Network of the National Farm & Home Hour [BROADCASTING, May 29], made to Sen. Guy M. Gillette (D-Ia.), member of the Senate Agriculture & Forestry Committee, brought from Secretary of Agriculture Claude R. Wickard the statement that the Department of Agriculture may be compelled to rely on commercial sponsorship in order to have access to network facilities.

Sen. Gillette last week announced that he had received several letters from livestock commission firms and stockmen in western Iowa, asking that he use his influence to have the Blue Network continue the nation's Farm & Home Hour. The Senator wrote Secretary Wickard as follows:

Gillette Suggests Sponsor

"I have received from my home State expressions of grave concern over the prospective abandonment of the Farm & Home Hour, which has been a broadcast network for some 17 years. The elimination and curtailment of this program will be a matter of real loss to the people of the middle west, to whom it has become not only a pleasant and interesting program, but also a necessary part of their days. Constituents have suggested re-institution of the Blue network as a feature for the middle western section of the country."

Sen. Gillette's letter suggested that in view of reports that stations in the eastern market continue East and Far West objected to carrying the program because of its exclusive appeal to farmers, perhaps they might be interested in being used for listeners between Buffalo and Denver. He further suggested that the National Livestock Exchange might be interested in sponsoring it.

"We have always held that public service of this sort is a responsibility of the networks and stations rather than advertisers. And I hold to that principle," Secretary Wickard replied. "However, if we must bow to the inevitable we will seek sponsorship of a type that will not interfere with our position of endorsing a farmer product and that will not cause our information to reflect the views or policies of the sponsor. In other words we must have complete freedom in deciding what information is to be broadcast and how it is to be handled."

Secretary Wickard advised Sen. Gillette that the Department of Agriculture would "prefer a truly national farm service rather than one limited to any one section of the country." He also informed Sen. Gillette that criticism had been received because the program appeared to "emphasize midwest agriculture" but added that "mail requests for the program are popular in all regions."

Secretary Wickard sent to the Iowa Senator notes taken by Wallace Kaddyer, chief of the USDA Cooperative Extension Service in May with Phillips Carlin, Blue vice-president in charge of programs, in which Mr. Carlin outlined the new program The Homesteaders which was to replace Farm & Home Hour except on Saturdays.

Rep. Hampton P. Fulmer (D-S.C.), chairman of the House Agriculture Committee, has received no comments regarding the program.

BROADCASTING • Broadcast Advertising

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Actions of the
FEDERAL COMMUNICATIONS COMMISSION
June 10 to June 16 inclusive

Decision
June 13

KWL Wallace, Id.—Granted transfer of control from Clarence Berger to J. H. Berger, by transfer of 500 shares (50%) of capital stock for $600.

KBW Santa Rosa, Cal.—Granted voluntary assignment from Ruth W. Finley, individually, to executors of the estate of E. L. Finley to Ruth W. Finley, individually.

KPPC Pasadena, Cal.—Granted mod. license change hours of operation from 9-11 F-M to specific dates.

WCHS Charleston, W. Va.—Designated for hearing application for installation of new transmitter, change 880 kc to 640 kc and increase power to 50 kw.

WQAM Miami, Fla.—Designated for hearing application for mod. license to use auxiliary transmitter during N. operation.

KROD El Paso, Tex.—Granted license renewal, together with power of attorney to T. E. Roderick and GG B. Roderick to administer affairs of Durance D. Roderick in connection with station.

KSLP Portland, Ore.—Granted re-licensing by control from Charles E. Davis through sale of 125 kw emission stock to A&corp, for $12,000 cash and $17,500 plus accrued interest from date of agreement to date of transfer, for 65% interest in a $60,000 mortgage secured by physical assets of licensee.

KWWU Corpus Christi, Tex.—Granted conditional assignment of CP from Bertoline U. and Carr P. Collins to Century Broadcasting Co., new corporation.

WORL and WCOP Boston—Denied petition pursuant to Order 54-14 regarding multiple ownership and unilateral change for hearing renewal application of WORL and auxiliary.

KV1 Tacoma, Wash.—Granted license renewal for period ending May 1, 1946.

WWL New Orleans—Granted license for new auxiliary module units.

WXER Kansas City, Mo.—Granted mod. license to change from developmental broadcast to FM station, with 6,700 sq. mi. coverage and studios in Kansas City, Mo.

June 14

KJSJ Jamestown, N. D.—Adopted as final proposed finding of fact and conclusion, as amended, granting mod. license changes of assignment from 1440 kc, 260 w, unlimited to 250 w, 100 n, 600 kw, conditionally.

June 16

WELO Tupelo, Miss.—Granted license renewal for new CP station, 250 w, 1490 kc, unlimited.

WKY Oklahoma City—Granted mod. CP authorizing installation of DA-N, move transmitter, and increase power; for extension completion date to 1-20-46.

WROX Clarksville, Miss.—Granted license renewal for new CP station, 1450 kc, 250 w, unlimited.

Metropolitan Television Co., New York—Granted mod. CP for new experimental television station (WTXMT), for extension completion date to 1-14-46.

WFIL Philadelphia—Placed in pending file application for new commercial television station.

United Detroit Theatres Corp., Detroit, Mich.—Same.

KUTA Salt Lake City—Same.

WEBR Buffalo—Same.

WEBR Buffalo—Placed in pending file application for new FM station.

KDLT Salt Lake City—Same.

WBHC Canton, Ohio—Same.

WMMD Peoria, Ill.—Same.

WRNL Richmond, Va.—Same.

WCA Pittsburgh—Same.

WCBS Springfield, Ill.—Same.

AWAV Newark, N. J.—Retained in pending file under policy adopted 2-25-46; application for mod. CP for new FM station, to move transmitter, extend commencement and completion dates and move studio from Jersey City to Newark.

Applications

June 12

WERC Erie, Pa.—CP change 1400 kc to 1280 kc.

WXYX Detroit, Mich.—CP move auxiliary transmitter to site of main transmitter and operate with DA-N and 1 kw.

WOOD Grand Rapids, Mich.—CP move formerly licensed 500 w main transmitter to site of present main transmitter and operate same as 500 w auxiliary with DA-N.

WBNS Columbus, Ohio—License to use transmitter mod. license to operate mental high frequency station WXVZIE as 250 w auxiliary (WELD).

KXUL Garden City, Kan.—CP makes changes in transmitter equipment and increases power to 350 w, amended to change name of applicant from Homer A. Illick and Frank D. Cobert to Frank D. Cobert.

June 13

WBNC Hartford, Conn.—Transfer control from Corliss L. Roberts & Co. to A. LaPoint to Yankee Network Inc.


Northeastern Radio & Television Corp., Portland, Me.—CP new standard station, 1450 kc, 250 w, unlimited.

WFEN WEN-FM Philadelphia—Transfer of control from Arde Bulova to Bulletin Co.

KRDL Dallas, Tex.—CP new FM station, 40,000 kw, D, 100,000 mi., $110,000 to $175,000 estimated cost.

Globe-Democrat Publishing Co., St. Louis—CP new FM station, 41,000 kw, D, 10,083 sq. mi., amended to specify 46,000 kw.

June 14

WAAT Newaygo, Mich.—CP new commercial television station, Channel 5.

First Baptist Church, Pontiac, Mich.—Extension of temporary license to permit changes to GCKLW Windsor, Ont., for period of one year.

James F. Hopkins, Inc., Ann Arbor, Mich.—CP new standard station, 1050 kc, 1 kw, unlimited, amended to change power to 250 w and transmitter and studio site to be determined.

WMBS Unisontown, Pa.—CP new FM station, 48,100 kc, 10,240 sq. mi., $25,000 estimated cost.

WGVO Vandalia, Ga.—CP install new transmitter, increase 250 w to 1 kw, install DA-N and CP new FM station, 1430 kc, 400 kw, amended to change requested power to 8 kw in 3 kw steps and for CP new FM station, 49,000 kw, 1450 kc.

Wooster Republican Printing Co., Wooster, Ohio—CP new FM station, 49,000 kw, 1450 kc, $50,000, $35,000 estimated cost.

Thomas Garand Timley Jr., Richmond, Va.—CP new standard station, 1240 kc, $50,000, XU, specified to non-assigned WBRL.

WBRL Richmond, Va.—CP change specified hours of operation from Sundays from 11 a.m. to 12 1/2 p.m. and 8 p.m. for Saturday and 9 p.m. and move transmitter, in accordance with above application and contingent on grant of same.

WFGR Hattiesburg, Miss.—Vol. assignment of license from Forest Broadcasting Co. to C. J. Wright, B. M. Wright and C. J. Wright tran/ as Forest Broadcasting Co., a partnership.

Board of Education of the City of Atlantic City, N. J.—CP new noncommercial educational station, 930 kc, 1 kw, amended and renumbered.

Mrs. Wilder Named

APPOINTMENT of Frances Farmer Wilder as consultant of daytime programs at CBS was announced last week by Douglas Colter, CBS vice-president in charge of programs. Results of a newly completed survey of daytime programs soon to be released by CBS, will be used by Mrs. Wilder in her program work. She stated, since 1-48, Mrs. Wilder has served as director of education of CBS Pacific Network.

Two Get Medals

KATE SMITH, CBS star sponsored by General Foods Corp., has received an "Eisenhower Medal" from the National Father's Day Committee, as "the woman who has done the most to help the war effort" during the past year. NBC comedian Eddie Cantor, sponsored on CBS-Blitz-Myers Co., as the radio father of the year, last year, was awarded the same medal for outstanding achievement in American morale.

WTMJ Milwaukee—CP new developmental broadcast station, 45,500 kc, 100 w, special experimental.

KFOX Long Beach, Cal.—Special service authorization to permit broadcasting information of longshoremen for period ending 10-1-44.

KFWF Reno, Calif.—CP new commercial television station, Channel 2.

KWLK Longview, Wash.—Transfer control from Marjorie McGlynn, esacutrix of state of R. McGlynn, deceased, and Hugh McGlynn to C. G. Chatterton.

WSBY Springfield, Mass.—License to cover CP for transmitter power D and changes in transmitting equipment. (Incomplete).

June 14

WSYR Syracuse, N. Y.—CP for changes in DA.

WCHM Baltimore—CP new FM station, 48,200 kc, 3,600 sq. mi., $15,500 estimated cost.

Central Ohio Broadcasting Co., Columbus, Ohio—CP new FM station, 43,100 kc, 2500 w, unlimited (petition to reinstate).

WEMP Milwaukee—Voluntary assignment of license to D. Roberts, Mal- va F. Roberts, Wellwood Nash, Robert M. LaPofferty Jr., Evelyn M. Dolph, Hope B. B. Collins and Rachel Young LaPofferty, as owners and co-partners d/b "Milwaukee Broadcasting Co." for 14-year renewal term, new FM station, 43,100 kc, 15,736 sq. mi., $51,860 estimated cost.

Blue Network Co., Las Vegas—CP new FM station, 43,100 kc, 1,0024 sq. mi., $98,760 estimated cost.

Nashville Radio Corp., Nashville, Tenn.—CP new standard station, 1450 kc, 250 w, unlimited (petition to reinstate).

Scripps-Howard Radio Inc., Houston, Tex.—CP new standard station, 1220 kc, 250 w, unlimited (petition to reinstate).

School District of Kansas City, Mo.—CP new non-commercial educational station, 42,500 kc, 1 kw, special emission (incom- plete).

Scovell General Television Corp., Boston—CP new experimental television station, Channel 11 (formerly licensed WIXG incom- plete). Also license to cover same.

Atlantic Shores Broadcasting, Coral Gables, Fla.—CP new FM station, 1440 kc, 250 w, unlimited.

"FIRMAGE'S RENEWING AS USUAL"

writes ARCH MASDEN—KOYO

SHADOW

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

BROADCASTING • Broadcast Advertising
Classified Advertisements

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

HELP WANTED
Washington Engineering Firm needs draftsmen and a qualified radio engineer. Must be good Elec. State starting salary desired and draft classification. Box 369, BROADCASTING.

Sailor Wanted—If you're looking for a good opportunity, here's your opportunity! Kentucky station 350 watt Mutual affiliate, seeks a sailor to have a sales record back of you. References required. Box 363, BROADCASTING.


Salesman or sales lady, major New York station. Prospecting—selling experience. Box 384, BROADCASTING.

First Class Engineer for control room work. $50 per 40-hour week. WREN, Lawrence, Kansas.

Announcer for permanent employment on Mutual outlet. Capable man will be given present announcer's duties. Restricted, or better, license helpful but not required. Booking open. Write with full details to Radio Station WLAG, LaGrange, Georgia. Permanent employment available.

Wanted—commercial salesman by growing NBC station. Also experienced, ambitious, dynamic announcer with references. Starting salary $40 per week. Advancement. Apply KWWB, Hutchinson, Kansas.

Engineer, licensed first class, preferably located in Midwest. Permanent position offered in progressive local network station, pleasant working conditions, nice location, all small qualifications and photo to Chief Engineer, WLCO Janesville, Wisconsin.

We need a good all-round announcer for small town station with big town schedule. You will be one of three on local sunset station with one day off weekly. Starting salary according to experience and ability. If you don’t want a permanent location don’t answer. We don’t need hot-shot prima-donna, just want that homey personality—regular fellow. If you have enough experience to announce and operate a W-B board and use his head when things are needed. Our boys will give you plenty of work, if you think you’re the fellow we’re looking for. E. E. “Ed” Jenson, WBRR, Burling, N. C.

Wanted—First or second class engineer, 250 watt NBC affiliate. Permanent position to right party. WJAC, Johnstown, Penna.

Announcers—Outstanding Midwest 5,000 watter wants announcer at $65 for 48 hours. Must have at least one year’s experience. Box 386, BROADCASTING.

Announcer capable of handling sports at once. Station WRKO, Kalamazoo, Michigan.

SITUATIONS WANTED
Chief Engineer: Desire change. Interested in connection Eastern section. Will not consider union stations. Ten years’ experience all phases broadcasting. Special and unusual experience on transmitters and speech equipment. Station size unimportant. Good pay and advancement opportunities. Write Box 392, BROADCASTING.

Announcer—Woman. Five years experience as announcer. Box 384, BROADCASTING.

Radio Engineer wants operating contract. Will consider sales of passenger. Experience in small station. Box 379, BROADCASTING.

Radio Engineer having available equipment desires to contact party wishing to apply for license in East. Box 389, BROADCASTING.

WANTED
250 WATT BROADCAST TRANSMITTER
Highest cash price. Quick action.
Box 371, BROADCASTING

WANTED TO BUY
5 KW OR 1 KW RADIO STATION WITH COMPLETE EQUIPMENT. IN YOUR REPLY PLEASE STATE IN DETAIL DESCRIPTION OF THE EQUIPMENT YOU HAVE FOR SALE.
Box 378, BROADCASTING

EQUIPMENT WANTED
Box 199, 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

FOR SALE
* CASH ONLY
RCA 100 watt transmitter converted to 250 watts (has been approved by FCC) complete with tubes. $325.00
Wire or write Bob Alburti, Radio Station WHBQ Hotel Gayoso Memphis, Tennessee

THE SCHOOL OF RADIO TECHNICS
(America’s Oldest School Dedicated Exclusively to Radio Broadcasting)
SPECIAL SUMMER 6 Weeks’ Day Courses
JULY 5 & AUGUST 2
8 Weeks’ Evening Courses
JULY 18 & AUGUST 14
Touch by Network Professionals, for Beginner & Advanced students. Includes:
• Announcing • Station Routine • Newsreading • Acting
• Continuity Writing • Diction • Commentating • Voice
• Cued, Modulator notes, Transmitter Call or Write for Booklet B.
Lea Group to Probe Licensing by FCC

**Transfers Under Quiz; Income Tax Phase Held ‘Routine’**

INVESTIGATION into alleged abuses of the licensing powers by the FCC will be conducted by the House Select Committee to Investigate the Commission in the near future, it was disclosed last week. At the time of the last session of the House, it was learned that the Committee will suspend public hearings indefinitely after this week to permit John J. Sirica, a counsel, and Harry S. Barger, chief investigator, to develop new phases of the probe, which began early in 1943.

When Mr. Barger concluded cross-examination of Dr. Robert D. Leigh, chief of the FCC Foreign Broadcast Intelligence Service, last Thursday afternoon, Chairman Clarence F. Lea (D-Cal) said the Committee would go into executive session to hear three days of secret testimony by Commission witnesses in connection with the Radio Intelligence Division.

**Income Tax Mystery**

Some time this week the Commission will present its side of draft-deferment charges and Chairman James Lawrence Fly will be called for a day of cross-examination. Chairman Denny Jr., general counsel, said with the draft-deferment presentation, the Commission will have answered all charges made thus far before the Committee.

An air of mystery surrounded the Committee’s request and the President’s subsequent executive order granting the provers permission to inspect income tax returns for 1932-38 [Broadcasting, June 12]. Chairman Lea said the Committee had “nothing definite in mind” but merely the request of the blanket authority “in case we find it necessary to look into incomes in connection with the investigation of station sales and transfers.”

Other Committee members professed ignorance as to the purpose of the request, other than to affirm the chairman’s statement that the Committee’s next phase of investigation will be into the manner in which the FCC exercises its powers to license radio. Several station transfers of recent years also will be scrutinized, they added.

Mr. Sirica said he had requested Chairman Lea to ask for access to the income tax records at the Bureau of Internal Revenue as a routine matter. His predecessor, Eugene L. Garey, had made a similar request in March 1943 without success.

Reached in New York, Mr. Garey said the original request was merely routine and had no particular significance. It is customary, he explained, for Congressional committees investigating branches of the Government to request blanket permission to probe income tax returns, if such might be necessary to complete inquiries.

“I had no plans for looking at anyone’s income tax return,” said Mr. Garey, “but we did want to have arrangements made so the information would be available when and if it was wanted.”

Robert Barker, Committee investigator who served under Mr. Garey (resigning last November and returning to the staff when Mr. Sirica was named general counsel a few months ago) formulated the original request. He explained that it was Congressional investigation procedure and had no particular current significance.

In four days of cross-examination last week Dr. Leigh staunchly defended the FRIS, criticized Mr. Garey, particularly for a closed session in May 1943 when he was examined by the former general counsel. He branded the sessions conducted by Mr. Garey as “star chamber” and declared: “These were the most disgraceful proceedings I’ve ever seen in the history of investigative procedure.”

Mr. Barger cross-examined the witness on a lengthy prepared statement which Dr. Leigh had submitted over a period of time, questioned him closely regarding prophecies and how the FRIS spent its appropriated funds. The hearings last week were punctuated frequently by exchange of quips between Committee counsel and witness.

J. Darlington Denit, chief of accounting and bookkeeping of the General Accounting Office, testified last Thursday that the FRIS, criticized Mr. Garey, particularly for a closed session in May 1943, $113,000 was transferred from the President’s National Defense Emergency Fund to the FCC to cover overtime pay and on June 29, 1943, another $197,000 was transferred for the same purpose.

He added, under examination, that the $300,000 was returned to the President’s fund Sept. 13, 1943, after Congress passed a deficiency appropriation bill. When Chairman Lea asked if he knew of any instance in which the FCC has expended any funds unlawfully, Mr. Denit replied in the negative.

Rep. Louis E. Miller (R-Mo.), who left Washington Saturday for St. Louis, last Monday requested that the FCC be ready with its draft-deferment defense by Thursday or Friday. Lengthy cross-examination of Dr. Leigh, however, altered plans to wind up the Commission’s defense last week. Also attending last week’s sessions, in addition to Chairman Lea and Rep. Miller, was Rep. Richard B. Wigglesworth (R-Mass.).

**AWD at White House**

RADIO WOMEN were represented at the White House June 14 in the person of Dorothy Lewis, NAB Coordinator of Listener Activity when the Roosevelt called a conference of 200 outstanding women leaders from all parts of the U.S. to discuss inclusion of qualified women as delegates and members on international and national conferences and agencies. Ruth Chilton, president of the Assn. of Women Directors, represented that organization.

Hudson Pulp Expands

HUDSON PULP & Paper Corp., New York, in an expanding campaign for its household paper products, utilizing thrice-weekly news programs in addition to WOR New York, has added WBAL Baltimore and WRC Washington and will use KYW Philadelphia beginning July 1. Additional programs are planned. Agency is Duane Jones Co., N.Y.

**All Networks Deny ‘Five Point’ Rule**

Program Improvement Rumor Is Termed Preposterous

Each of the four nationwide networks last week emphatically denied that it has any plans for demanding that time of programs with ratings of five or less either improve their programs or give up their network time to other advertisers now waiting for time.

Statement that within 30 days on “one network” that sensational edicts concerning the broadcasting business will be made by one of the most important networks, was made in a column, “Personal Postcards”, distributed by Transradio Press service to its station clients. Column declared that this network which was not identified, was pro-mulgating a ruling ordering the air commercial programs with ratings of five points or less in the listeners surveys.

Time Allowed

“The order will give the sponsors until September to add important properties or personalities to the time that is the best the rating and else be obliged to relinquish the valuable broadcasting time to the sponsor standing in line on a loyal waiting list for highly and important radio entertainment programs which are expected to obtain higher rating in the surveys,” the item stated.

To implement the idea ‘preposterous’, network executives pointed out that if ratings were made the sole basis for gauging a program’s right to time on the air, many of the out standing cultural and educational programs would be eliminated.

**WTSP BATTLE PAGE**

Florida Station Grants

— Both Parties Time —

FLORIDA listeners who tune their sets to WTSP St. Petersburg during the coming weeks of the forthcoming presidential campaign will be regaled with a Battle Page of the Air which will be broadcast thrice-weekly as a public service.

Equal time will be given each of the major political parties. The respective party chairmen will be responsible for the programs, WTSP exercising no control over the broadcasts beyond than protecting the station against libel.

Nelson Poynter, WTSP president, stated that he hoped the Battle Page of the Air would help keep the campaign in West Florida a more responsible basis, since each candidate was the whole elections in West Florida and a more responsible, since each candidate was the whole elections in West Florida.” Broadcasting can promote a greater service,” Mr. Poynter said, “than stimulating honest, democratic debate.”

WTSP experimented with a similar program during the March primaries and the reaction was favorable that for the general election and tested by Mr. Poynter to set up a regular sustaining show for the entire pre-election period

**Drawn for Broadcasting by Sid Hix**

“I say, Higgenbottom, what is the 14-day Palmolive plan?”

**BROADCASTING • Broadcast Advertising**
MAYSVILLE, KENTUCKY...Stalwart Symbol

Here live the memories of vanished days
Beside the works of man's inventive mind.
Beyond the streets of Maysville lie rich farms,
And in the town are buildings proud with age
As some are bright with youth. The Court House
stands—
Symbol of justice—here the Library,
And Wilson Hospital, where mercy dwells.
Wheels turn in factories, and things men need
To carry on the battle for the right
Flow out, a mighty stream, on shining tracks
To either coast, and then across the seas.

This is what ancient Maysville means to us;
A strongly-knit community of lives
Devoted to the building of great wealth
Of mind and body; of the heart and soul.
What do we mean to Maysville? This, we hope;
A channel for the music of the world,
And for swift news of those beloved ones
Whose names burn brightly in a whispered prayer
As on an Honor Roll. We have a bond
Between us, woven with the silken threads
Of memory, of progress, and of time.

Norine Freeman

WLW
The Nation's Most Merchandise-able Station

Division of the Crosley Corporation
Television sees Democracy in Action

- AMERICANS have always been eager to share in the political life of our Democracy. This year, the two great political conventions will be filmed in Chicago and the reels will be rushed to New York for broadcasting over WNBT, NBC's pioneer television station. In 1940, WNBT made television history, by directly telecasting the Republican Convention at Philadelphia and by broadcasting films of the Democratic conclave in Chicago.

When Peace comes, a greater and more widespread television audience—expanding into millions of homes equipped with RCA television—will see as well as hear Democracy in action... thanks to the new super-sensitive television camera, and other radio-electronic devices developed in RCA Laboratories.

Today, RCA research and engineering facilities are devoted to creating the best possible fighting equipment for the United Nations. Tomorrow, RCA—Pioneer in Progress—looks forward to supplying American broadcasters, and the American public, with still finer radio, television, and electronic instruments.

RADIO CORPORATION OF AMERICA
RCA LABORATORIES • PRINCETON • NEW JERSEY

Listen to RCA's "The Music America Loves Best"—Saturdays, 7:30 P.M., E.W.T., over the Blue Network ★ BUY WAR BONDS EVERY PAY DAY ★