Countless millions will hear the Republicans pick a presidential candidate at Chicago in June. Baltimoreans will hear all that, but they will also hear the intimate, behind-the-scenes activities of their own elected delegates!

The networks will cover the high spots. But Ian Ross MacFarlane, the world-traveled war correspondent and exclusive news analyst for W-I-T-H, will broadcast the hot-off-the-griddle-story behind the Maryland story, direct from Chicago to Baltimore.

It is programming like this that has made this successful independent station "The People's Voice In Baltimore."

Tom Tinsley, Pres. • Represented Nationally by Headley-Reed
People naturally have confidence in something told them by an old friend. That's one of the reasons why WLS is so successful for advertisers: Many of our staff have been with us so long that listeners regard them as old friends.

Take the three announcers pictured here, for example. Hal O'Halloran first came to WLS 15 years ago, in 1929. Jack Holden started announcing on WLS in 1931, and Howard Black, now an announcer, first joined the staff in 1932 with the famed, old musical act, the Hoosier Sodbusters.

These are only a few; there are singers, musicians, engineers and executives who have been with us ever since WLS began broadcasting 20 years ago. And through these many years, radio listeners in Midwest America have developed a friendly feeling for them; listeners believe in them...and it's WLS, itself. That's why WLS Gets Results!
Your advertising $$$ can capture Philadelphia through WPEN

*The Station that Sells

WITH A 10 YEAR RECORD OF REAL RESULTS...

Let us give you the facts!

PHILADELPHIA • PA •
950 ON THE DIAL • 5000 WATTS
Locate your transmitter for maximum coverage

Locate your studio for maximum convenience

Bridge the gap without wires

* Tune in General Electric's "The World Today" and hear the news from the men who see it happen, every evening except Sunday at 6:45 E.W.T., over CBS network. On Sunday evening, listen to the G.E. "All Girl Orchestra" at 10 E.W.T., over NBC.
Through proved performance in the six already established relay systems, G-E S-T (studio-to-transmitter) relay equipment offers a practical method by which you can reliably and economically relay your FM programs from studio to transmitter.

Extremely high fidelity, low noise level and a virtual absence of distortion are additional advantages of this exclusive G-E equipment. Completely dependable, too! Rain, sleet, floods or windstorms have no effect on this unique system "without wires." Distance is not a problem; for G-E S-T equipment is now reliably functioning up to airline distances of as much as 110 miles.

The G-E S-T relay transmitter is of the economical low-power rating of 25 watts. The G-E directional S-T relay antenna beams the signals to a receiving antenna of the same type at your G-E broadcast transmitter location. The total gain of this system is 100. Thence, with full fidelity and further power gain, the programs go out over your service area through the easily tuned G-E circular broadcast antenna. . . . G-E S-T equipment is low in initial cost and economical to operate. Write for details, and information. Our engineers will be glad to discuss your problems with you.

Section 3-D, Electronics Department, General Electric, Schenectady, N. Y.

NEW G-E DEVELOPMENT
The G-E disk-seal tube, an ultramodern transmitting type, makes possible radio relaying of FM and television programs at very high frequencies. It will be used in post-war studio-to-transmitter and network relays.

SO FM STATIONS ARE ON THE AIR—157 APPLICATIONS ARE PENDING
Now is the time to plan your FM station. The "G-E Equipment Reservation Plan" enables you to obtain a post-war priority and early delivery on equipment. Send for it and descriptive literature on FM today.

TUBES • ANTENNAS • RECEIVERS

FM—television—AM
See G.E. for all three!
New Orleans has its French Market

Omaha has its Super Markets

Omahas "Know their Groceries"

Six hundred retail food stores are kept busy every day supplying Omahans with fine foodstuffs. In modern super markets and smaller stores you'll find nationally advertised products from the North, South, East and West.

KOIL programs feature many of these nationally advertised brands of food. KOIL consistently brings these food products to the attention of this active Omaha market. Reach this market with your message directly, daily, and at low cost through KOIL.

AN ACTIVE FOOD MARKET

70,000 Omaha families spend an average of $54.00 a month for food. Omaha's retail food business totals approximately $3,800,000 per month.

Represented Nationally by Edward Petry Co., Inc.
Between 8 A.M. and 6 P.M.

WAAT delivers more listeners per dollar in America's 4th Largest Market than any other station—

including all 50,000 watts!*

*See Latest Surveys! Check Availabilities!

National Representatives (Outside N.Y. Area)

Spot Sales, Inc.

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

"DOLLAR FOR DOLLAR NEW JERSEY'S BEST RADIO BUY"
Salt to taste and pass the gravy

New England is a rare dish. In 2% of the total U.S. area, it packs 6.3% of the population with 18% of the nation's savings deposits. Other ingredients are similarly above average.

To bring out the full sales flavor of this market, NERN offers:

Primary coverage of 96.6% of New England's radio homes for only $398 per daytime quarter-hour.

Stations which carry the nation's top-rated programs. (All NERN stations are NBC affiliates.)

300% more power than any other combination here. (Including the only 10,000-watt stations in New England.)

Free studio facilities in New York, Boston and Hartford.

A "spot operation" with network impact.

A dash of NERN will influence the entire dish. It will be exactly to your taste, and will give you lots more than a taste of sales. When you buy NERN, you buy a network.
This is the Recordgraph Film Recorder which, through the efforts of these Announcers and Engineers and with the cooperation of the U. S. Navy, made possible the on-the-spot documentary news broadcasts which you have heard from aboard ships at various Invasion points. They are of real historical significance!

"The greatest recording yet to come out of the war."
N. Y. World-Telegram

"Probably the most repeated and without doubt the most thrilling invasion broadcast."
N. Y. News

"Most in demand of all invasion recordings yet to reach the air" ... "the first great documentary of the war."
Broadcasting

"Described as the greatest report of the war."
N. Y. Post
Raymond R. Morgan
President, Raymond R. Morgan Co., Los Angeles

Says—"We've spent more than $5,000,000 in spot broadcasting, with seldom a miss"

- Thanks for the tip, Mr. Morgan—we now have your range, and the entire battery will forthwith open fire!
- Seriously, it seems to us that money does talk more convincingly about spot broadcasting than about any other medium. Spot broadcasting is always asked to swing its weight in sales—in returns—in tangible dollars-and-cents results. Rarely is spot broadcasting given a "prestige" job, an "institutional" job, a "keeping our name before the public" job. Therefore when spot-broadcasting advertisers talk dollars, they talk in the special vernacular of the medium. Praise be to Allah.
- Speaking of dollars, the markets at the right contain some really spectacular investments for any advertiser who has something to sell. Shall we send you a prospectus?

Free & Peters, Inc.
Pioneer Radio Station Representatives
Since May, 1932
Newspaper Problem Not Settled, Says Fly

Backlight

By BILL BAILEY

FCC CHAIRMAN James Lawrence Fly last week told the House Select Committee to investigate the Commission that newspaper ownership of stations, though ostensibly disposed of by dismissal last July 13 of FCC's newspaper divorcement proceedings [BROADCASTING, Jan. 17] still is an unsettled and undetermined question.

At the same time he disclosed that the FCC might not look favorably upon ownership of stations by the motion picture industry.

Denny Thanks Committee

His startling revelations came Tuesday afternoon on the eve of suspension until fall of Committee public hearings [BROADCASTING, June 19]. At the close of Wednesday's session, Committee Chairman Clarence F. Lea (D-Cal.) announced that the present phase of the probe was completed and that public hearings would be postponed until September.

Just before the Committee adjourned Wednesday afternoon for the summer, Charles R. Denny Jr., FCC general counsel who has guided the Commission's defense of charges made before the Committee, offered the following statement:

"That completes our case. In conclusion I would like very sincerely to thank this Committee for the opportunity afforded us to present our case. We've had a full hearing and a fair hearing and we sincerely appreciate it."

Mr. Fly's testimony regarding the newspaper and motion picture ownership came during cross-examination by Harry S. Barger, Committee chief investigator and assistant general counsel, on the Commission's newspaper divorcement proceedings. Several times the FCC chairman and Committee chairman clashed on the issue, and Mr. Fly shouted: "You're not paying me for legal opinions." Chairman Lea ruled the remark out of the record.

Both Mr. Barger and the Committee chairman questioned Mr. Fly at length on the newspaper divorcement proceedings and attempted to get from him a statement of policy with reference to ownership by newspapers. Mr. Fly declined to express his opinion as to the FCC's authority to preclude any particular business from ownership of stations. "In the first place I have no right to make decisions here for the Commission," he asserted.

Still Undetermined

Mr. Barger continued to hammer away in an effort to get a direct answer to the question as to what Mr. Fly considered the Commission's authority. When he insisted that Mr. Fly answer the question: "Does the Commission have the power to proscribe newspapers from owning radio stations?" Chairman Fly said, "You'll have to ask the Commission."

Mr. Barger then asked: "In other words, the question still remains unsettled and undetermined?" persisted Mr. Barger. "That's right," replied Mr. Fly. He read from the public notice dismissing the newspaper proceedings (Orders 79-79A).

A few moments before, Chairman Fly gave the Committee an inkling that the FCC might be considering the question of motion picture ownership of stations. Mr. Barger had asked whether the Commission might preclude churches and other organizations, also, from owning stations. Chairman Lea interposed: "If the right of a church or other organization was involved, it would be a question of whether the same provision as might apply to newspaper people would apply; it would be an application of the same principle. Isn't that true?"

"I don't think you would treat the church as a medium of mass communication," said Mr. Fly. "They are not in the news business or in the business generally of influencing public opinion on various current questions. A closer question might come as to the motion pictures." He did not elaborate.

Commercials to Be Dropped

Licensing Powers Next

During the summer John J. Sirica, Committee general counsel, will direct a staff investigation into alleged abuse by the Commission of its licensing powers, the Committee disclosed. Mr. Barger will have charge of all investigators and while Mr. Sirica was noncommital, it was understood that Committee members favor the addition of a legal aide or two. The present staff consists of Mr. Sirica, Mr. Barger, Robert Barker, investigator, and two stenographer-clerks.

An appropriation of $110,000 appropriated by the House for the investigation, more than $20,000 remains. The original appropriation was for $60,000. The first public hearing was held July 2, last year, when Mr. Garey enumerated 24 charges against the Commission. On the Committee were Reps. Hart (D-N.J.) Magnuson (D-Wash.), Miller (R-Mo.) and Wigglesworth (R-Mass.), who still serve.

Almost from the beginning Rep. Cox was under fire from Administration forces and last fall he resigned after Chairman Fly and Commissioner J. D. Durr had openly charged him with bias and prejudice. Early in October Rep. Lea was named Committee chairman by Speaker Rayburn and immediately reports of "whitewash" were heard on Capitol Hill.

Rep. Lea, a veteran of 28 years in Congress, vigorously denied the charges and declared he was interested in an "unbiased and fair" investigation. Shortly after he took over the Committee, however, the chairman and minority members disagreed. It was no secret that Reps. Lea and Magnuson accused Mr. Garey's resignation. On the other hand Reps. Hart, Miller and Wigglesworth insisted on retaining him.

Garey Resigns

Early this year Mr. Garey opened hearings on the sale of WMCA New York by Donald Flamm to Edward J. Noble, chairman of the board of the Blue Network Co. After two days of testimony by Mr. Flamm, Mr. Noble's attorneys protested on the grounds (Continued on page 80)
Hooper Prepared to Double Sample for Program Ratings

Asks NAB to Examine Reports and Submit to Expert Judges; Stations to Pay Added Cost

C. E. HOOPER Inc. is prepared to double the number of calls on which its "continuous measurement of radio listening" are based, beginning in October and continuing "until such time as the stations petition us to drop the sample back to present levels," Mr. Hooper stated June 20 in a letter to subscribers.

Letter expresses agreement with the suggestions of a group of station managers that adequate sample, proper supervision and public inspection be made the standards for judging reports. On the second point the letter states that the complete text of the Hooper Radio Reports Field Manual is being submitted to the NAB Research Committee "with the request that it be examined from a practical point of view by the committee members and with a second request that they submit it to expert but impartial judges for a technical review and report to our subscribers."

Urges Inspector Plan

Changing the "public inspection" to "impartial expert inspection" on the ground that the 'public is not competent to judge how well the field staff carries out its instructions, Mr. Hooper requests that the NAB Research Committee appoint at least one "inspector" in each state, and if possible one in each city in which the audience measurements are made.

He suggests that "in most states and many cities there is in a college or university in the department of mathematics, marketing or psychology, an individual who can qualify as both expert and impartial in judging the degree to which our instructions to reporters are being carried out."

By a chart appended to the letter, Mr. Hooper illustrates the high degree of relative stability between the present cumulative random sample of 900 calls, which he terms "indicative of gravity," and the sample of 600 calls, which is termed "conclusive." Stating that the statistical principle of this chart is satisfied by their aid, he continues: "However, we are convinced that it may represent a sound step in the development of acceptance of it if station managers in individual cities have a practical demonstration of this in their individual communities."

Since the extra calls involved in this new sampling will be used in the "national" or "sectional" reports, the full cost of the extra field work must be borne by the station subscribers, the letter states, estimating that the double sample will cost stations about 21/3 times as much as they are now paying. The stations should likewise be reviewed by the experts employed by the NAB, Mr. Hooper suggests. While it is not mentioned in the letter, in response to a query, Mr. Hooper said that the "national" or sectional reports should extend to the tabulations made by his office staff as well as to the collection of data in the field.

Suggestion for an increased sample, proper supervision and public inspection was first advanced by Fred A. Palmer, manager of WCKY Cincinnati, during an April discussion of audience measurement standards that was evolved by an article written for Broadcasting by Mr. Hooper on "Audience Measurement in Relation to Effect of Audience Measurements." (Broadcasting, Feb. 28).

D-Day Listening High

DAYTIME listening on D-Day was up more than 100% over normal and evening listening up 42%, according to the Cooperative Analysis of Broadcasting survey of listening in 81 U. S. Cities. Comparison of the June 6 data with those for May 23, last previous Tuesday on which listening was measured by the CAB, shows average daytime listening (between 9 a.m. and 6:30 p.m.) rising from 13.9% to 26.2%, while average evening listening (6:30-10:30 p.m.) rose from 24.5% to 36.9%.

CAB Expands Service

ADVERTISERS using limited networks can now get twice-a-month reports from audience data for the steady Co-operative Analysis of Broadcasting, the CAB announced last week. The CAB has made a marked extension of the cab coverage sample from 33 to 81 cities. Service to the regional and limited network advertisers will be priced on a pro-rata basis.

Army Cooperation Cited by Networks

War Dept. Thanked for Aid
In Invasion Coverage

UNPRECEDE NTED cooperation of the War Dept, Bureau of Public Relations and the Signal Corps during the opening days of the invasion was publicly praised by NBC, CBS, MBS and Blue.


On June 19, the four network representatives stationed in London sent a message of appreciation to the War Dept, addressed to Gen. Surles, Maj. Gen. Harry C. Ingles, Chief Signal Officer, and Brig. Gen. Frank E. Stoner, Chief of Signal Corps Army Communications Service. Text follows:

"We have gained a brief breathing spell from the frenzy of the first few days of invasion coverage operations, the sending of these networks represented in London want to take this first opportunity to thank you and all concerned for the general assistance and cooperation that was accorded us by the Army."

Signal Corps Aid

"Particularly do we wish to convey to the Signal Corps our grateful appreciation of the great help this branch has been to us both as to facilities and technical aid by its communications personnel. It already has been amply demonstrated that had the Signal Corps not made its special broadcasting equipment available to our operations here in London would have been vitally hampered with the consequence that the Co-operative Analysis of Broadcastings which have not been as speedily and as well informed as it has been.

"For not only putting this broadcast channel at our disposal but actually making it work in a most efficient manner the American broadcasters feel that only the highest praise is due the officers responsible for making possible this an outstanding public service. We deem it especially fortunate that Col. David Sarnoff was put in charge of this service. His wide experience in radio communications was and is of inestimable value to the American broadcasters in their operations. His understanding and tireless efforts of his associates as well as in this work was an inspiration to us all. To him and all who had a part in it we hope you will convey our warmest appreciation."

"We wish to express to Maj. Gen. Harry C. Ingles, to Col. Dupuy, to Col. Phillips, to Col. Smith and to those in ACO for their invaluable help and cooperation given to us."

Jergens Revising

ANDREW JERGENS Co., New York, for four weeks starting Aug. 6 will replace Walter Winchell's Jergens Journal, on the Blue network, Sunday, 9-10:15 p.m., and Thirds of the News, featuring Fulton Oursler, Louella Parsons, and a third commentator still to be named. Company will promote Jergens Lotion on the CBS Pacific Coast network on Hollywood Mystery Time starting either July 20 or 24, with question still pending as to whether it will be on Monday or Friday at 9 p.m. James Andrews, radio director and talent buyer for Lennen & Mitchell, New York, agency in charge, leaves this week for the coast to set up the program.

FIRST CERTIFICATE of Appreciation from the Chief Signal Officer, Maj. Gen. R. C. Ingles (left), is presented to Dr. Edwin H. Armstrong, inventor of the radio broadcasting methods, notably FM. Gen. Ingles awarded the Certificate for "decades of radio and patrician service rendered the Signal Corps." (Broadcasting, June 5).
An Open Letter to Young & Rubicam

Appointment of Young & Rubicam, New York, as agency for WAC recruiting campaign for another year inspired this open letter to the agency by Lewis H. Avery, NAB Director of Broadcast Advertising. Pointing out that the entire appropriation for the present fiscal year was devoted to newspaper advertising, Mr. Avery suggests that Young & Rubicam try a new formula, since the results thus far achieved far exceeded WAC quotas. His letter addressed to Sigurd S. Larmorn, president of Young & Rubicam, under date of June 20, 1944, read:

DEAR MR. LARMON:
The advertising trade press, under a Washington dateline, carries the news that you have again been selected to create, produce and place the WAC recruiting advertisement for the fiscal year beginning July 1. That's an achievement of which you can be justly proud. Particularly so, in fact, as it is reported that 16 agencies bid for the account, among 37 asked to make presentations. Congratulations!

There was just one disconcerting note about the announcement, as it appeared in the June 19 issue of Advertising Age:

Recently WAC enrolments have been boosted from an average of 3,700 to 4,300 a month, and current WAC strength is about 80,000. This figure, however, is only 40% of the authorized WAC complement of 200,000 by July 1, 1945.

The Moral
In other words, gentlemen, from the standpoint of sales, the results leave something to be desired.

Elsewhere in the story referred to, recounting the fact that you have handled the account during the present emergency, appeared this statement: "Expenses on it, entirely in newspapers, in this period have been about $1,500-000."

Probably you've guessed the moral—why not try radio in the coming fiscal year? Not just here and there—but everywhere. Not just part of the appropriation—but all of it.

Perhaps you haven't done this because you heard that radio stations were opposed to the use of Government funds for the purchase of radio time and talent. That was true in the spring of 1941. At that time the Executive Committee of the Board of Directors of the NAB "resolved..." that the purchase of that time by defense agencies might tend to restrict rather than enhance the most effective utilization of broadcasting during the present emergency. The object was to forestall the industry's desire to continue its present practice of making its facilities available at no cost to Government...

But war came on Dec. 7, 1941, and unforeseen circumstances created new situations. Senator John H. Bankhead II introduced a bill to buy Government newspaper advertising. After discussing the merits and demerits of the proposal at its meeting on June 3, 1943, the NAB Board of Directors reaffirmed its opposition to the use of Government funds for advertising but took "the position that if Congress contemplates such legislation every effort should be made to see that there be no discrimination as between the press and radio or any other medium of communication..."

Consistent with this policy, and since no part of the WAC advertising appropriations for the fiscal years of 1942-43 and 1943-44 was devoted to radio, we urge that the entire appropriation for the coming fiscal year be devoted to this medium.

Attaining the Goal
That doesn't mean that all radio stations will accept money for the promotion of WAC recruitment. Many large and important radio stations, for reasons best known to themselves, will prefer to continue to provide such service without cost and to the best of their exceptional abilities.

But they, and the balance of the 875 commercial radio stations that accept WAC advertising, can make this year's campaign an outstanding success. They can push the drive a long way toward 200,000 enlistment—if not actually attain the goal.

I can almost hear you ask: "But haven't the radio stations been contributing announcements and programs in support of this vital war campaign?" Indeed they have—without thought of compensation. Only, three or four (out of 875) have written to gripe mildly about the discrimination against radio.

The radio stations of America have done everything they have asked to do to promote WAC enlistments. And they have done a great deal more, too. Each month more than 400 radio stations file reports with NAB, listing their voluntary cooperation with various Government programs of war information. Here is a summary of the support given the WAC recruitment campaign during the first quarter of 1944 (the latest period for which we have accurate figures):

<table>
<thead>
<tr>
<th>Spot Announcements</th>
<th>27,610</th>
</tr>
</thead>
<tbody>
<tr>
<td>5-Minute Programs</td>
<td>140</td>
</tr>
<tr>
<td>10-Minute Programs</td>
<td>250</td>
</tr>
<tr>
<td>15-Minute Programs</td>
<td>2,030</td>
</tr>
<tr>
<td>30-Minute Programs</td>
<td>120</td>
</tr>
</tbody>
</table>

Why do we believe that a concentration of this campaign over the radio would achieve the goal of the War Dept.? Because that is the kind of record radio has established in recruitment campaigns in this war. Here are a few facts, taken from a speech delivered in New York on May 27, 1943, by Chester J. LaRoche, former chairman of your board of directors: "Candidates for Marine Officers..."

VAGARIES OF TIMEBUYING are well known to this group, comprising the radio buying staff of Young & Rubicam, New York. Carlos Franco, manager of radio, and minority, a. d. Mackintosh who give their undivided attention, schools jumped 40% after two weeks on the Network Allocation Plan, June 8 through 21.

The appeal for Glider Pilots was on the Network Allocation Plan for two weeks 6 to 30. Up to this time all efforts to recruit glider pilots had failed because the boys wanted to fly motorized planes. At the end of this two-week drive, 30,000 glider pilots had been turned up, and every CAA school in the country packed to capacity.

Coast Guard after a three-week campaign, from July 20 to Aug. 10, increased the number of applications being received for Reserve Officers training at least 40%.

Drive for Nurses
The Need for Army-Navy Nurses ran for three weeks, from July 27 to Aug. 17. The Navy and Navy were calling for 3,000 nurses a month, and it looked as if the pool might soon be exhausted unless new volunteers were secured. At the conclusion of the drive, the numbers jumped to well over 100%—and in many communities as high as 250% above the pre-drive rate.

Signal Corps drive, Aug. 10 through 22, upped recruits over 800%

The appeal for Army Specialists ran on the Network Plan from Oct. 5 to 19, and on the Baseball Allocation Plan from Sept. 21 to Oct. 5. By mid-October quotas for these mechanics for three branches of the Army were passed. This was considered a particular achievement, in view of the enormous pressure from industry for this type of skilled technical personnel.

A drive for Non-Combat Pilots was carried for one week on the Network Plan, beginning Nov. 2. The CAA hoped for 60,000 returns; at the end of the 7-day period a total of 104,000 inquiries was assured.

What's more, you could and would do an outstanding job for the WAC in radio. You are in the forefront of the advertising agencies that have applied the unique possibilities of broadcast advertising to the sale of ideas.

But, if we may be pardoned for presuming on your judgment, this is not the kind of problem that one or two or even three network programs will solve. We believe it starts and ends in the so-called "grass roots" of American life.

We believe every radio station in the United States should receive an appropriate share of the budget.

That's why, gentlemen, we ask not for $500,000, nor for $1,000,000—but for $1,500,000 (or whatever the figure may be). We'll stand by the job radio does in this vital phase of the prosecution of the war.

June 26, 1944 • Page 13
CBS, Blue Favor Duplicating On FM

FCC Declines to Make Network Policies Public

ARGUMENT in favor of common operation for AM and FM stations which are jointly owned is advanced by CBS and the Blue in replies to the FCC's request to the major and regional networks for statements of policy regarding FM programs [BROADCASTING, May 28].

A copy of President Niles Tremmall's statement of policy on FM [BROADCASTING, Jan. 17] was sent to the Commission by Richard McClointock, Mutual president, who acknowledged the FCC letter but did not disclose Mutual's policy.

Separate Programs

Officials of the Commission declined to make public the networks' policies, contending there was no formal order requesting them and all correspondence, not under formal orders, is confidential.

Tracing its FM program policy, the CBS letter, signed by Paul Kesten, executive vice-president, stated that up to January of this year the network provided separate programs for the FM stations it owned and did not make its network programs available to FM stations owned by CBS AM affiliates. This policy, the letter reads, was based on the FCC requirement that FM stations devote at least one daytime and one evening hour to programs not duplicated simultaneously by any AM station in the area, the fact that relatively few CBS affiliates owned FM stations, and the fact that unless these FM stations broadcast all CBS commercial programs that were available there would be discrimination favoring some advertisers, violating the CBS policy of equal treatment.

In July 1948, the FCC suspended its requirement for separate programming and in September the Columbia Affiliates Advisory Board asked CBS to reconsider its policy. This was done and in January when the Affiliates Advisory Board met again it was decided that network service should be made immediately available to FM stations owned by CBS affiliates, with the provision that all commercial CBS programs receive equal treatment, during each FM station's hours of operation.

Argument for dual operation, is summed up as follows:

a) Except for clear-channel stations, which will presumably continue to render interference to coverage for AM stations, the end result of FM for any present AM licensee who buys FM will be to discontinue AM operations in areas it is not economically advisable to serve.

At the point of this end result the question of separate programming or duplication of programming would have to be faced. The letter concludes with a request that "if the Commission does not feel it proper to take the action on its own motion, a hearing be held on the question and that we be given an opportunity to appear."

Mark Woods, Blue Network president, in a letter to the Commission on Saturday, stated that the Blue "intends to do everything possible to advance the progress of FM and feel it is important that we believe it is an improved technical method of providing program service."

Pointing out that the Blue has applied for FM facilities in New York, Chicago and Los Angeles, Mr. Woods said, "We have informed our affiliated stations that we propose to make our program service, both commercial and sustaining, available for broadcasting over FM stations operated by them. We have not, however, included in our affiliation contracts any provisions respecting FM."

No Media Preference

"Our company has been a large user of radio in recent years," Mr. McElroy said, "we have not ranked radio with the largest users of daily or Sunday run-of-paper newspaper space. This has not been true because of basic preference on our part for advertising television as against the other. Quite the contrary, we are just as anxious to find a way of using newspaper advertising to lift the level of our business as we are to get that same result from radio."

Expressing the view that "advertising is a sufficiently important part of our business that we should be able to find productive ways of using any and every medium that comes over the horizon," Mr. McElroy said, "We believe that in highly competitive business an advertiser will have no choice but to use the most economical advertising medium of the field. If he does not do this, his business will not survive.

Radio Leads Field

in Rise of Media

McElroy Asserts Air Brings More Sales Per Dollar

"Radio advertising has had a tremendous growth in this country at the same time that magazine and newspaper advertising have failed to keep pace," Neil H. McElroy, vice-president of Procter & Gamble Co., in charge of advertising and research, said last Thursday at a luncheon meeting of the Newspaper Representatives Assn. of New York.

"To my mind there is only one reason for this," he continued, "that is that radio demonstrated its ability to give a large number of advertisers more sales per dollar of advertising expenditure. Radio advertising will doubtless continue to increase until the economics of the medium change either because of increased costs of time and talent or because the increase in number of radio networks reduced the attainable coverage of any individual program.

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Radio Parts Held Down

Radio Parts Held Down

NO MARKED increase in radio and electronic equipment supplies for radio and television in the near future, WYBF officials told the Electronics Distributors, Industry Advertising Committee at a meeting last week.

Discs to Archives

COMPLETE NBC invasion coverage, a 36-hour word pictures list will be kept for posterity in the National Archives in Washington. The 72 records, one-half hour each, were sent and sent to John G. Bradley, chief of the division of motion picture and sound recordings of the National Archives, who requested them from Frank E. Allen, NBC vice-president and general manager.

Page 14 • June 26, 1944

BROADCASTING • Broadcast Advertising
ANCHOR TO WINDWARD

Seller's markets are not normal—and they're not healthy. One of these days, the honeymoon will end rather abruptly. Consumers will again become brand-conscious, quality-conscious, value-conscious—selective in their buying.

Do not let the onset of normalcy catch you flat-footed. Wise use now of the overwhelming coverage of WBZ and WBZA will find you firmly intrenched in the rich New England Market when peace breaks.

Eight out of every ten New England radio families are within point-blank range of WBZ's 50,000 watts. Crystal-clear reception of high-calibre programs lures them to 1030 on the dial. Your message will be translated into terms of current sales—and acceptance and good-will which will stand you in good stead in the more competitive days ahead.

Lay down your sales-barrage now, and you'll have the situation well in hand, come war's end.
Inside the London Broadcasting Pool

Crammed Facilities for Radio Men Covering The Invasion

This account of the network pooling operations in London was shortened to CBS New York, recorded here for Broadcast magazine by its author, Edward R. Murrow, CBS European Staff Chief, took time off from his 16-hour daily working schedule to show how the correspondents’ war coverage pool looks from the inside. Two weeks ago, Broadcasting printed the story of radio’s pre-invasion preparations, by Stanley Richardson, NBC London Bureau Chief.

By EDWARD R. MURROW, Chief, CBS European Staff

WE STILL aren’t sure what happened to all the planning. It went on for weeks and months before D-Day. For me it was just one commitment after another: discussions about censorship, arranging for portable transmitters. The American correspondents in London had a three-man committee; Clark Bunnel, of the AP; Helen Firstrick of the Chicago Daily News; and myself. The talks ranged over everything. Most of them were with officers of SHAEF.

How many hundreds of thousands of words could be moved by cable from London? How could we get more radio channels? How was the situation of correspondents on the assault phase to be handled? What would be the best hours for the release of the communiqué? The whole thing was a staff conference on the movement of news. The three of us had a hard time writing a story or doing a broadcast. Those meetings were unending. They gave me a better idea of eternity than I ever got in Sunday school and the meetings weren’t finished when the call came.

SHAEF Conference

It had been agreed that one man from each bureau would be summoned for a conference at SHAEF. Once there he would be locked up and couldn’t get out till the communiqué was released. A few days before our combat correspondents had been called, I got a curt note from the SHAEF group saying “please report to me at such and such a place at 10 tomorrow morning as I have an assignment for you.” That was all. Just an assignment. Our return was ready. The boys had turned in their bed rolls several days before. We had planned the studio from which the communiqué was to be announced. There were meetings and more meetings and more meetings. At some of them Col. David Sarnoff and Bill Paley, radio chiefs of SHAEF’s political warfare force were present. Both men were on leave from their home jobs.

During those meetings, their hired hands, the men who work for NBC and CBS, sometimes disagreed with their distinguished bosses. When the combat correspondents were called, they just walked into my office, said “so long,” and left. The latter were a letter to be mailed and departed. They’d been to war before.

I think the telephone call reached me about six in the morning. I can’t remember. The past, all that happened before, is now unimportant. That’s one of the nice things about broadcasting. You always live in the future. The piece you’ve just done, the plans you made yesterday are all unimportant. Only the thing coming up matters.

I remember being told by Larry Leuerse would miss the boat. Each time he had headed for an airfield or a press conference, he’d taken the wrong train or had been unable to find a taxi or something. I was certain he would turn up on the Isle of Wight instead of in France. The happenings of that early morning of D-Day are lost in the fog of war.

Here in radio headquarters in the basement of the Ministry of Information Building, the sound of a Navy recording seeps through a door.

There is practically no ventilation. One man tries to call New York on the Signal Corps transmitter. Another is trying to hook the trans-Atlantic circuit. One man is sleeping on the floor.

A newspaperman came in to do a broadcast for an American network. After ten minutes of this, he said: “I can’t stand it. No man can write a piece in this atmosphere.” Maybe he’s right.

Reporters come in fresh from planes and landing craft, the dust of Normandy still on them. As they sit down at a typewriter, you notice that they look more healthy than the people who have worked in this hot-box since D-Day. In the next war I want to be a reporter doing nothing in the whole administrative set-up.

Right here, now, you can hear one well-known American commentator talking about his commercial commitments. He’s a man of another world. Two feet from him, a reporter who dropped with the para- chutists is trying to write his story. A soldier is querying another man about some reference to the weather. We are about to draw up a petition about Wright Bryan. He’s about six foot four and we maintain he takes up too much room in the work-room.

There are no filing cabinets down here, no desks, just a long table, ringed with typewriters. There aren’t enough chairs. When you want to write a story, you can generally get someone to let you sit down. It’s a triumph of cooperation between the American networks that no man has yet been forced to write his story standing up. We’re still pooling copy. The broadcast of each man pours out of the loudspeaker into the work-room. There are very few secrets. This is really a pool room. But there isn’t room enough to play that particularly game. The doors of the caves would be hitting the walls. Under such conditions, one is not disposed to recall those days before this operation began. All attention is centered on moving the next story. This broadcasting business is becoming more and more complicated. But I don’t know anyone who would want to be doing anything else.

Right now we are waiting for that beachhead transmitter to start firing. We will know when that will happen, but when it does come through, no matter who is talking on it, we will all be pleased. For it will mean that the microphone has moved closer to the war, and our job is to bring this war just as close to the American people as we can.

Fast Transmission To-From SHAEF

60-Word Teletype Circle the Globe in Only 3½ Minutes

INSTANTANEOUS contact between the Supreme Headquarters of the Allied Expeditionary Forces and the War Dept. in Washington has been made possible through ultra-high speed radio channels now in operation, the War Dept. announced last week. Not only does this system enable news direct from the beaches of France to reach Gen. Eisenhower’s headquarters in a matter of seconds, but also provides for constant contact with the Army High Command in Washington.

Communication control "un-rivalled in the annals of warfare" has been maintained without a break since the first landing ship left England for the invasion coast.

To eliminate the dependence on wire lines for remote control operations, the Signal Corps has made full use of radio links between the powerful Signal Corps (WAR) in Washington and transmitting and receiving points throughout the battle areas.

Conversion of a majority of the channels to 60-word-a-minute radio teletype systems has speeded communications to the point where a message can completely encircle the world in 3½ minutes. This was demonstrated a few weeks before the invasion when Brig. Gen. Frank E. Stoner, Chief of the Signal Corps Army Communications Service, sent the words: "This is Gen. Eisenhower speaking to the globe in a little more than three minutes.

The Signal Corps 40 kw single-side band radiotelephone station in England provided the highest possible speed exchange from the American networks covering the invasion. All four major networks stationed in the area used the channel which can be switched into the controls of the BBC so that all BBC broadcasts, even including those from the beachheads, are available to the American networks.

BROADCASTING • Broadcast Advertising
AN ADVERTISING AGENCY HAD THIS TO SAY ABOUT WWVA:

"WWVA, Wheeling, West Va., is the Wheelhorse of Murderers’ Row! Manages regularly to bring outstanding results. It’s a top-flight station."

We say double check on that "Murderers’ Row" business. You’ve just got to be a good old "Wheelhorse" to keep pulling the campaign wagon in which rides the inhabitants of "Murderers’ Row."

It may be More Mail, More Box Tops, More Sales, More Dealers, More Volume or all of them put together. There’s no let-up from that gang of tough taskmasters, but we crave their lively company.

"WHEELHORSE OF MURDERERS’ ROW"--THAT'S US!

50,000 WATTS BASIC BLUE NETWORK

REPRESENTED BY JOHN BLAIR & COMPANY
WLB Rule on Recording Case Draws Sharp Press Criticism

Petrillo Denounced for Defiance of Order; Network Subsidiaries Await Board's Opinion

WHILE the network recording companies continued to withhold comment on the National War Labor Board's order lifting the ban on the making of records, pending issuance of the formal opinion on the case, sharp criticism of the Board's action was reflected last week in leading newspapers.

The Board itself remained silent as to its course of action in view of the refusal of James C. Petrillo, president of the American Federation of Musicians, to comply with the order [BROADCASTING, June 19]. It is understood that no move will be made until the recording companies have stated their position. The opinion, expected last week, will likely be forthcoming early this week.

"A Law Unto Himself"

Mr. Petrillo's defiance of the Board order occasioned vigorous attacks by several leading newspapers. The Philadelphia Inquirer in lambasting the "high-riding platter poten tiate" for not being satisfied with "seven-eighths of the loaf", asserted that Mr. Petrillo "has been a law unto himself too long" and urged that Congress take steps to remedy the situation "if Petrillo is beyond control of the wartime anti-strike legislation."

"It seems to us", the Inquirer declared, "that whether or not recording can be classed strictly as war industry, canned music is not only a necessity for small broadcasting stations but a factor in maintaining wartime morale. Surely it's more of a war industry than Montgomery Ward's retail business. On the other hand, for the Government to take over the big recording companies in order to put Petrillo's tune grinders to work would solve nothing".

The Baltimore Evening Sun, viewing the Board's order as a "rather complicated but decidedly pro-Petrillo ruling", lamented the AFM leader's "customary gesture of defiance." Citing Mr. Petrillo's declaration that "the AFM is not sending the men back to work until they get a contract", the Evening Sun concluded: "The musicians of the country and organized labor generally may well pray to be delivered from a champion who so regularly rubs the public the wrong way."

A Challenge to Board

The Philadelphia Bulletin regarded Mr. Petrillo's resistance as a challenge to the Board's authority. "Here is defiance of virtually the same sort evidenced by John L. Lewis and Sewell Avery", declared the Bulletin.

The Wall Street Journal, citing the order as "another illustration of how the Board invites defiance by stretching its authority to the breaking point", criticized the Board for inconsistency in directing that unemployment fund payments be negotiated.

"Why", the Journal inquired, "did they suppose a ruling which as good as confesses its own lack of legal basis would move Mr. Petrillo to substitute negotiation for the exercise of a dictatorial power which has already forced several score of minor recording companies into submission?"

Leaves Issue Befogged

Fred Perkins, writing in the Washington News and other Scripps-Howard papers, termed the Board's decision one "that left the main issue unresolved" and accused the order of "failure to give a clear pronouncement on whether it thinks labor unions should be beneficiaries of royalty funds collected from employers" to disagreement between the members representing labor, public and industry.

"The main issue from the public standpoint", Mr. Perkins pointed out, "is whether it is proper and also legal for a labor union to require royalty payments direct to the union from employers of the union's members, without restriction on how the money shall be used by the union."

Several newspapers saw a parallel in Mr. Petrillo's defiance of the Board order and the Montgomery Ward case. Phelps Adams, Washington correspondent for the New York Sun, suggested that enforcement of compliance promised "to prove deeply embarrassing to the board and conceivably may cause a few unhappy moments to the offices of Attorney General Francis Biddle."

The Washington Star, posing the question as to whether other unions will ask to apply the royalty principle, noted Mr. Petrillo's defiance of the Board order and his assertion that he will take the case to the courts on the ground that he is not a war industry. The Star wonders "whether, in the meantime, he will follow Sewell Avery out of his office in the arms of soldiers while some appropriate branch of Government seizes and occupies the headquarters of the American Federation of Musicians."

New 'WJW'

NAMEAKE of WJW Cleveland, is the new son of Hal Waddell, national sales director of the station. The new arrival's name is William James Waddell or if you prefer, "W. J. W."

Time of arrival for "W. J. W." was 8:48 and that's pretty close to 8:50 on your dial—WJW Cleveland, says Pa Waddell.

AFM Strike Ban Remains in Effect

Minnesota Court Refuses to Lift Order Against Union

EFFORTS of the Minneapolis Musicians Assn. to violate a directive of the National War Labor Board terminating a strike against the Minneapolis studios of KSTP were stopped last Friday in Hennepin County district court when Judge Paul W. Guilford refused to lift a restraining order preventing the union from holding a meeting to vote on strike action.

Appearing at a hearing before Judge Guilford to show cause why the order, issued June 17, should not be continued in force until the regional WLB issues its decision on the case, union representatives filed an affidavit of prejudice against the court. Judge Guilford told the union he would attempt to find another judge but ruled that no meetings could be held in the meantime as the injunction continues for 30 days.

The union asked to withdraw its affidavit of prejudice. Judge Guilford ruled such a request would have to be submitted in writing. The union agreed and the affidavit was withdrawn.

Prior to the union's appearance, attorneys for KSTP pleaded before Judge William A. Anderson that the case be referred back to Judge Guilford, who originally issued the injunction. KSTP then filed an affidavit of prejudice against Judge Anderson and the court had no alternative but to refer the case to Judge Guilford.

Messrs. Guilford and Anderson are the only judges available at present.

Judge Guilford's order enjoins the union from conducting any meetings until any vote shall be taken ordering musical services to be withheld from KSTP and also restrains the union from "in any manner violating terms of the directive of order of the War Labor Board or doing anything which would create a work stoppage in the Minneapolis studios."

CIO Threatens to Appeal Alleged Discrimination

A CAMPAIGN against stations which adhere to the NAB code may be conducted through FCC petitions by the CIO, an editorial in THE CIO NEWS, published in the June 19 issue of the CIO News, inferred. Titled "Vanishing Freedom of the Air," the CIO publication explored discontinuance of the NBC network, Labor Victory in which the AFL and CIO alternately conducted the program and commented:

"About the only legal recourse labor has at present against all these discriminations is to appeal to the FCC against renewal of licenses" for failure to operate in the public interest.
KFAB Awards Scholarships  
To 4-H Club Winners . . .

This annual presentation of the KFAB Scholarship Awards at Lincoln, Nebraska, during 4-H Club Week is another service rendered by the BIG FARMER STATION to its town and farm communities.

Pictured above at the left is Hugh Feltis, or KFAB, congratulating La Rayne Steyer of Exeter, Nebraska, the girl winner. On the right is W. H. Brokaw, director of the extension service of the Nebraska College of Agriculture, shaking hands with Robert Cole of Plattsmouth, Nebraska, the boy champion.

These scholarships were awarded to the boy and girl champions of a statewide KFAB 4-H Club sponsored public speaking contest. The two victors were each presented with a $150 scholarship to the University of Nebraska.

These winners are typical of the aggressiveness and sincerity of over 30,000 4-H Club members in the vast KFAB area. For more than 20 years, KFAB has served these boys and girls and their families. If you have a message for farmers in this area, let the BIG FARMER STATION tell the folks all about it.

"The BIG Farmer of the Central States"

KFAB  
LINCOLN, 780 KC-10,000 WATTS  
OMAHA, BASIC COLUMBIA  

Hugh Feltis, General Manager  
Represented by Edward Petry Company
FCC Starts Study to Compile Record of Station Equipment

AN IMMEDIATE survey of equipment at all standard broadcast stations is being undertaken by the FCC engineering department under forms approved by the Bureau of the Budget (303-A and B) as part of the Commission’s revised form governing renewal of broadcast station licenses.

Form 303-A, covering information on stations using non-directional antennas, and 303-B for those using directional antennas, will be dispatched to stations by the FCC’s engineering department, so that a full record of equipment on hand will be available. When stations file their first renewal applications under the new three-year tenure, the technical information will not be sought, unless substantial changes in equipment have been made. Thereafter, the information, as part of the renewal form, will be requested each three years, along with the renewal (BROADCASTING, June 12).

Budget Bureau Approves

The Bureau of the Budget, in approving the exploratory forms, also authorized the immediate technical survey, but with the understanding that similar information would not be requested within a year on renewals.

The revised renewal form 303-A, and the supplements, elicits from stations far more information than heretofore requested in connection with renewals. In addition to the comprehensive engineering data—sought for the first time—the form sets out a new method of breakdown of programs to show the amount of network service used by stations, as well as the distribution between commercial and sustaining, and live talent and recordings. Detailed information on network programs is sought. The new renewal form, minus the engineering supplements, will be used effective Aug. 1 for licenses which expire Oct. 1.

Form 303-A, dealing with non-directional antennas, covers six pages and requires notarization. Names, types and descriptions of all equipment used is required, along with automatic temperature control, frequency monitor, antenna designation and performance, and related data. The names of all parties who prepared or assisted in the preparation of the information is requested, including consulting engineers.

Form 303-B, dealing with stations using directional antennas, is even more detailed, covering 11 pages. It asks similar information on all equipment, along with complete data on directional operation, phasing and readings. Stations are asked to attach sketches of their antenna systems, identifying each element by a number. Names of all parties assisting in the preparation likewise are required.

WOR Dart Map

ADVERTISERS, agency men, and their families will receive the latest promotional piece sent out by WOR New York—a dart gameboard in the form of a green, blue, red and white map of the stations coverage area. Accompanying instructions show how to play "Hit Treasure Island with WOR." Players are told to aim at one of the 16 WOR markets marked on the map, scoring 50 points for the bullseye, the New York metropolitan area. Station expresses the hope that players will be reminded of "the ease and economy with which WOR can thrust your message into the greatest concentration of density—populated sales-market spots in the eastern United States." Presentation is in addition to the WOR "Treasure Island" promotional map issued some time ago.

Fibber Tops Canada

FIBBER Mcgee & MOLLY remained in first place in the June Canadian evening popularity poll with a rating of 34.7 as against 39.4 in May, according to the Elliott-Haynes ratings issued June 19 at Toronto. Jack Benny placed second with 32.8, followed by Radio Theatre, Bing Crosby Music Hall, Bob Hope, Alberich Family, Treasure Trail (Canadian program), Fred Allen, Album of Familiar Music, Fighting Navy (Canadian program), John & Judy (Canadian program), Waltz Time, Alan Young Variety Show (Canadian program), Information Please, and Victory Parade (Canadian program). Sets in use in June dropped to 46.1 for the leading program from 47.6 in May. The five leading French evening shows, all Canadian originations, were Course au Tresor with a rating of 29.6, followed by Cene Qu’on Aime, Les Secrets du Dr. Morhangé, Radio Theatre, and La Nelie 608.

JIM KRUTTEN of WLW Promotions Inc., Cincinnati, has received word that his 3-year-old police dog, "Duke," has lost his life in the service of his country. "Duke," who was in service for over a year, was lost in the Pacific area.
A Market Built For Two.....

TEAMED together, the two great New York markets reached by WOV, give this important station a continuous, balanced listener audience every hour of the night and day. In the daytime, WOV dominates metropolitan New York’s Italian-speaking audience with a Pulse rating that reports as high as 76% coverage of the 520,000 Italian radio homes. In the evening, between the Hooper hours of 7:30 and 10:00 p.m., WOV covers more radio homes than any other New York Independent station at less than one-half the cost of the next ranking station.

RALPH N. WEIL, GENERAL MANAGER
JOSEPH HERSHEY McGILLYRA, NAT'L REP.
Memphis is the world's largest hardwood lumber market, and one of America's most important wood-working centers. There are more than a thousand mills in this area!

WMC, the station most people listen to most in the Memphis area, is the outstanding selling medium of this 12th largest trade area in America.

97% of 'Companion' Readers Own Sets
Survey Discloses 65% Plan Post-War Radio Purchases

RADIO ownership of 97% among readers of Woman's Home Companion is shown in a survey conducted by Crowell-Collier Publishing Co., New York. In upper income groups ownership reached nearly 100%. In the lower brackets it was 89%.

Based on a 64% return (951 homes) to a questionnaire mailed to 1,500 readers, the survey disclosed an average of 1.7 radios per home, with 49% owning one set, 37% two and 10% three. Of the total, 22% reported at least one set out of order and 15% of all radios not in satisfactory working condition.

Television, FM Interest

Post-war buying plans contemplate new radios in 85% of the homes, with the biggest demand for radio-phonograph combinations. Only 3% specified television receivers. Tone quality will be given first consideration by 80% of the women canvassed. Manufacturers' reputations were rated second and appearance of receiver third.

Only 35% were familiar with FM. Of that group 84% consider FM a necessity in the next radios they buy. Sample comments on FM included such remarks as: "At first I liked FM; not too much advertising"; "It depends on how FM develops"; "We're very interested in FM and believe it will be the coming improvement in radio." One reader wrote, "I don't consider FM necessary in a receiver until all major broadcasting stations use it."

WDBJ Anniversary

WDBJ Roanoke, Va., will celebrate its 20th anniversary June 20. Ray P. Jordan, manager, will celebrate on the same date, having been with the station since its inception. Paul Hollister, CBS vice-president in charge of advertising, has sent a two-minute congratulatory transcription for the occasion. Station is a CBS affiliate.


Post-War Radio Future Bright, Says Rasmussen

SPEAKING before the Advertising and Sales Executive Club of Kansas City June 19, J. H. Rasmussen, commercial manager of Crosley Corp., predicted that within three or four years after television gets underway commercially, more than 30,000,000 people will be able to receive television transmission. Mr. Rasmussen revealed that an estimated pent-up demand for 20,000 sets exists, which will be expanded as television and FM become available. In his speech Mr. Rasmussen summarized his views of what the future holds for various other electrical products and appliances, in addition to radio. Pointing out that the radio industry produced 13,000,000 receiver sets in 1941, Mr. Rasmussen said that the industry will this year produce $3,000,000,000 worth of signal and communications equipment for the armed services alone—more than ten times its 1941 production.

OWI PACKET, WEEK July 17

Check the list below to find war message announcements you will broadcast during the week beginning July 17. All station announcements are 30 seconds and available for sponsorship. Tell your clients about them. Plan schedule for best timing of these important war messages. Each X stands for three announcements per day or 31 per week.

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<th>WAR MESSAGE</th>
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<th>GROUP NEW</th>
<th>GROUP OL</th>
<th>NAT. SPOT</th>
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<td>War Bonds</td>
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<td>V-Mail</td>
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See OWI Schedule of War Messages 147 for names and time of programs carrying war messages under National Spot and Network Allocation Plans.
THE BLUEGRASS GETS THE BLUE

....BLUE GETS THE BLUEGRASS

On July 1st, 1944

WLAP—The only station exclusively serving Lexington's rich ($92,000,-000 annual retail sales), populous (350,000 people) Bluegrass market, proudly announces its BLUE affiliation on July 1st .... bringing BLUE programming to 71,110 Bluegrass radio homes.

WLAP Lexington, Kentucky

- BLUE J. E. WILLIS, Manager
- MUTUAL

The Thoroughbred Station

OTHER NUNN WCMI WBIR KFDA

STATIONS—Ashland, Ky.-Huntington, W. Va. Knoxville, Tenn. Amarillo, Texas

All four stations owned and operated by Gilmore N. Nunn and J. Lindsay Nunn.
Blue Exchanges Programs With Brazil; Four S. A. Stations' Time Now Available

AN ARRANGEMENT for exchange of programs between the Blue Network and the four Brazilian stations owned by A. J. Byington Jr., which in effect makes these stations Blue affiliates in Brazil with guaranteed time periods for Blue programs, was announced last week by Edward J. Noble, chairman of the board, Blue Network Co.

Agreement calls for the exchange of some sustaining program material between the two countries, but is understood to be primarily a means for placing the Brazilian stations at the disposal of American advertisers whose products have distribution in Brazil. Four types of service are offered:

1. Advertisers sponsoring musical programs on the Blue may have these programs recorded at the time of broadcast.

2. If simultaneous broadcasting of such programs in both countries is desirable, program could be sent to Brazil via point-to-point commercial communications facilities as it is broadcast to the Blue Network in the U.S., with the Portuguese announcements cut in from a separate studio.

3. Advertisers can have programs sponsored for the Brazilian audience in the Blue studios--dramatic, news, variety and other programs in which dialogue is an important part. Such programs either to be recorded and flown to Brazil or sent point-to-point if, as in the case of a news program, speed is required.

4. Advertisers may have programs prepared in script form by the Blue and the scripts sent to Brazil for production and broadcast locally with native talent.

Blue-Byington pact, first venture of the Blue into the international field, is reported to have been approved by the governments of both countries. Plan is the fore-runner of a number of similar arrangements with broadcasters in other countries, both in Latin America and in Europe and Asia. Some of these agreements may be concluded in the near future, with orders awaiting the end of the war.

Rates Vary

Stations covered by the Brazilian deal are: PRAJ Rio de Janeiro, PRB6 Sao Paulo, PRFT Campos and PRB2 Curitiba. Four-station hookup, said to cover 90% of the potential audience in Brazil, is available at the following rates: 8 a.m. to noon, $300 an hour; noon to 2 p.m., $450 an hour; 2 to 6 p.m., $300 an hour; 6 to 11 p.m., $600 an hour. Advertisers spending more than $200 weekly for 13 weeks or longer earn rebates ranging from 5%, to 15% for those spending more than $600 weekly. Discounts of 5% for 26 weeks and

New Canada Outlet

CKNW are the call letters of a new 250 w station on 1230 ke at New Westminster, B. C., licensed to Mr. J. W. Gordon. CKNW will be located in the Queensborough District of Lulu Island, New Westminster.

10% for 52 weeks are also allowed.

In addition to the four Byington stations, it is possible for other Brazilian stations to be added, either by transcription or with the programs relayed by wire or point-to-point radio to the additional outlets.

Announcement of the Brazilian agreement follows by two months the creation of the Blue's international division and the appointment of Donald Withycomb, for the previous three years head of the Brazilian Section of the Office of the Coordinator of Inter-American Affairs, as its manager [Broadcasting, April 10].

MBS, MEXICO NET SPONSORSHIP PLAN

PLANS are now under consideration for what will probably be the first international network radio advertising by direct wire between this country and a non-English speaking nation, and for developing an interchange of programs between the United States and Mexico designed to further an understanding between the two countries. It was disclosed last week at MBS New York headquarters by Jose Yturbe, president of Radio Mil, Mexican chain affiliate of Mutual, and by Miller McClintock, MBS president.

A number of Mexican producers of mass consumption commodities are interested in the American network audience, and some are considering a combined Radio Mil-Mutual hook-up, it was learned. Conversely, with a substantial percentage of American producers having some Mexican distribution, some have expressed a definite interest in an across-the-border commercial network hook-up with Radio Mil stations. There are no commitments on either side as yet, but the two radio executives agreed that specific plans would probably materialize within six months, or at the most a year.

More immediate plans concern the development of program material mutually acceptable to both peoples, according to Mr. Yturbe, who pointed out that by reason of the difference in languages, music broadcasts, such as the Cleveland Symphony Orchestra, or Xavier Cugat programs, would provide the best international entertainment and at the same time serve as a common language, binding the two nations. International network radio can also be used to teach the countries each others language, he pointed out. Mr. Yturbe, who returned to Mexico last Saturday, said that his visit, following Mr. McClintock’s trip to Mexico several months ago, inaugurated a series of exchange visits between executives, program producers, engineers and other members of the two radio companies.

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PLANS are now under consideration for what will probably be the first international network radio advertising by direct wire between this country and a non-English speaking nation, and for developing an interchange of programs between the United States and Mexico designed to further an understanding between the two countries. It was disclosed last week at MBS New York headquarters by Jose Yturbe, president of Radio Mil, Mexican chain affiliate of Mutual, and by Miller McClintock, MBS president.

A number of Mexican producers of mass consumption commodities are interested in the American network audience, and some are considering a combined Radio Mil-Mutual hook-up, it was learned. Conversely, with a substantial percentage of American producers having some Mexican distribution, some have expressed a definite interest in an across-the-border commercial network hook-up with Radio Mil stations. There are no commitments on either side as yet, but the two radio executives agreed that specific plans would probably materialize within six months, or at the most a year.

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BIGGEST of all animals, the Whale is EXCLUSIVE because of its bulk . . . and because of its oil, its bone, its tail. Sixty-five feet in length, 40 around, this "marine mammal" can yield 20 tons of oil, a ton of whalebone. Its tail, powerful instrument of motion and defense, when shaken in air, cracks like a whip, resounds for three miles.

K-O-Z-Y . . . EXCLUSIVE, TOO, in the Kansas City Area . . . is the only FM key to key people in this Basic Market. KOZY is ready to project this EXCLUSIVE VALUE today . . . as salespower tomorrow . . . to YOUR EXCLUSIVE ADVANTAGE! Write for Rate Card 3 and EXCLUSIVE details.

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
Add Another Star to the

Your America Show!

PRODUCED BY STATION WOW, OMAHA, FOR THE UNION PACIFIC RAILROAD ON NBC NETWORK SATURDAYS AT 4 P. M. (CWT)

Grace Nelson McTernan, so-prano soloist on "Your America" broadcasts.

Quartette of beauties featured in the orchestra of the U. P. show.

Josef Kastner Musical Director of Union Pacific's "Your America" show.

Lyle De Moss, Program Director, WOW, Omaha, Producer of "Your America" originating at WOW.

"Behind the scenes," WOW's Gates Console is giving an all-star performance. The Model 30 is designed with true showmanship in appearance ... engineered for efficiency that is paying off during these days when "the show must go on"—or else! The remarkable performance records these Gates Consoles are providing more than six-score stations, are convincing evidence that Gates studio equipment is engineered for dependability you get today and will want tomorrow.

War-time restrictions do not allow the sale of new broadcasting equipment without priority. Therefore, this equipment is presented merely to acquaint you with Gates developments.

GATES RADIO and Supply Co.
QUINCY, ILLINOIS, U. S. A.

Manufacturers of Radio Broadcast Transmitters, Speech Equipment, Recording Apparatus and Allied Equipment in the Electronics Field
WOWLAND Farmers' Cash Income for 1943 is Better than the U.S. Average by 35% to 250% (and 1944 looks even better!)

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

Ask Your Blair Man foravailabilities.
George Lohnes and Ronald Culver Form Radio Engineering Firm in Washington

FORMATION of the consulting engineering firm of Lohnes & Culver, with headquarters in Washington, was announced last week by George M. Lohnes and Ronald H. Culver. Both have been engineers on the staff of Jansky & Bailey, Washington, for a number of years.

The new firm, which has established offices at 922 Munsey Bldg., will handle general radio engineering, including broadcasting, AM and FM, and television, as well as allied fields of electronics and communications.

Mr. Lohnes, brother of Horace L. Lohnes, Washington radio attorney, had been with the Jansky firm since May 1932. From October 1931 until May 1932 he was employed by his brother. While with the Jansky firm, he attended George Washington U. School of Engineering and served successively as draftsman, technical assistant and in office engineering and laboratory engineering. Upon completion of school work, he assumed duties as field engineer for the firm and during the past two years has been in charge of broadcast work, including operation of the Jansky & Bailey experimental FM station WXXO.

Native of Ohio

A native of Dayton, where he was born Sept. 16, 1908, Mr. Lohnes graduated from the public schools of that city and in 1938 received a B.S. in electrical engineering from George Washington. He is a member of the Institute of Radio Engineers, Theta Tau, professional college engineering fraternity. He is married and has two children.

Mr. Lohnes

Dr. Beverage Honored

TO Dr. Harold H. Beverage, associate director of RCA Labs., in charge of communications research, the U. S. Signal Corps has awarded a certificate of appreciation for his help in the installation of a radio teletype circuit in the North Atlantic route. Maj. Gen. H. C. Inglis, chief signal officer, who advised Dr. Beverage of the honor, said, "Your tireless effort and valuable advice . . . constituted a great contribution to the Signal Corps in its gigantic task of furnishing the United States Army the world's greatest military communications system." Dr. Beverage, who has been with RCA since 1920, is the inventor of the "wave antenna" which has become the standard for longwave radio reception.

OCR Shortage List

A CONSUMER supply list showing a number of shortages in three categories, "severe" shortage, "shortage" and "mild" shortage, of hard goods items has been made public by the WPB's Office of Civilian Requirements, it was learned last week. Radio tubes and batteries fall within the middle shortage group, which covers goods in sufficient supply to meet from 30 to 60 per cent of the demand. Electrical appliances that are out of civilian production are excluded from the consumer supply list, the OCR said.

Elgin Dramas

ELGIN NATIONAL WATCH Co., Elgin, Ill., starting July 23, will sponsor on the full Blue Network weekly half-hour dramatizations of the material obtained by Freling Foster for his Colliere Magazine column. Scheduled for Sunday, 10:30 p.m., the new series will bear the title of the column "Keep up with the World." Firm continues Adventures of Nero Wolf on 136 Blue stations, Friday, 7-7:30 p.m. July 14. Agency is J. Walter Thompson Co., Chicago.
The Brands that sell are those advertised on WBAL

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

BALTIMORE
FORWARD, MARCH!

Another example of KMA leadership was the "Forward March" series of monthly programs KMA produced for ten Iowa stations this school year. The purpose—to explain rural education to the people—to show how rural schools are geared to serve America at war.

This big series was an outgrowth of the original rural school graduation program KMA started five years ago. Situated about one mile apart on country roads, rural schools often can't provide the most satisfactory graduation exercises. KMA met that need by featuring the Governor, the State Superintendent, and talented rural school pupils. The State Department of Public Instruction went one step further. They conducted special examinations in Iowa's 99 counties to find the year's three smartest rural graduates—shown above with Earl May.

It's rural service like this that makes KMA the No. 1 Farm Station in the No. 1 Farm Market. That's why KMA pulls twice as much listener mail each year as any other station in the area. Get the facts on the only full-time farm station in America's greatest farm market. Availability, like all good things, are limited—so call Free & Peters, today, please!

KMA

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

152 COUNTIES AROUND SHENANDOAH, IOWA

Newspaper Problem Not Settled

(Continued from page 11)

that litigation was pending in New York courts and that public air- ing of the case would jeopardize Mr. Noble's defense.

On motion of Rep. Hart the three majority members voted to post- pone hearings in the WMCA case, pending completion of the litigation or for a "reasonable time." The two minority members were present at the meeting, openly charged the majority with "whitewashing" the investigation and threatened to disclose confidential testimony in the WMCA case on the House floor.

Mr. Garey submitted his resignation. His entire staff, with the exception of Mr. Barger and Harvey Walker, joined him. Mr. Walk- er later entered the Navy. Mr. Barger was named acting general counsel, a post he held until Mr. Sirica, a Washington attorney, was appointed. Although Mr. Sirica was opposed by the two minority members at the outset, he now has full Committee support.

Mr. Sirica has taken no active part in hearings, leaving Mr. Barger to complete the phases which closed last week. Attending last week's hearings were Chair- man Lea and Reps. Hart and Wig- glesworth. Witnesses, besides Mr. Fly, were Commissioner E. K. Jett and Mr. Denny.

Joint Chiefs of Staff 'Out of Field', Says Fly

When Chairman Fly appeared before the Committee last Tues- day he placed in the record, with- out reading, a 31-page statement defending the RID. Under cross- examination he denied that the RID had "undertaken monitoring of military circuits" but when Mr. Barger referred to a letter from an Army officer, thanking the FCC for calling the Army's attention to certain military broadcasts, Mr. Fly explained that the RID "crushed the spectrum" and the Army broadcasts in question were heard dur- ing that cruising.

Chairman Fly opined that "in appropriate fields" the Joint Chiefs of Staff "demand considerable re- spect" but he emphatically stated they were "out of their field" when they recommended to the President that radio intelligence activities be transferred from the RID to the armed services.

The witness said he "may have discussed" the Joint Chiefs of Staff letter personally with President Roosevelt and when Mr. Barger asked if he approved the recommen- dations, Mr. Fly appealed to Chairman Lea that what he dis- cussed with the President was a "secret matter". His objection was sustained.

Mr. Fly later said, under per- sistent questioning, that he "never made any recommendations" to have the Joint Chiefs of Staff sug- gestions withdrawn. He referred to a letter on President Roosevelt's desk from the Chief Signal Officer, praising the RID. "How do you know that the President had the Chief Signal Officer's letter on his desk?" asked Mr. Barger.

"I saw to it that he got it," re- plied Mr. Fly. When Mr. Barger referred to statements Mr. Fly had made before the Senate Appropriations subcommittees on the 1945 fis- cal year appropriation and repeat- edly attempted to get a direct an- swer, the FCC chairman retorted: "You're not prosecuting me. You're asking for facts." On appeal from Mr. Barger, Chairman Lea ruled the witness could continue his ex- planation.

Newspaper Ownership Question Is Aired

Mr. Barger inquired into the newspaper ownership proceedings which were dismissed last Jan. 13 by the FCC [BROADCASTING, Jan. 17]. Mr. Fly testified that the Com- mission began studying "soon after" Order 79 was promulgated March 20, 1941, and concluded after "in- vestigations and extensive hear- ings" on Jan. 13, 1944, with dis- missal of the procedure. A summary of the evidence gleaned by the Commission study was forwarded to the Appropriations and Inter- state Commerce Committees of Congress, he said.

When Mr. Fly read the Commissi- on's findings, as related in a pub- lic notice Jan. 13, Chairman Lea inquired: "Did that anticipate further future consideration or is that considered final disposal of the proceedings?"

"It concluded the proceedings," replied Mr. Fly, who added that newspaper applications for stations were held up pending the Commissi- on's findings, but that there were "only a few—about three, I un- derstand". He felt the Commission "disposed of" them.

Chairman Lea wanted to know what procedure is followed when a newspaper files application for a station. Mr. Fly cited several hypothetical examples and said the Commission had to weigh the possibility of "control of mass com- munication." Competition also en- ters into the decision, he said.

"Is it your opinion that the Com- mission has general authority to issue regulations proscribing news- paper ownership?" asked Mr. Barger.

"That's a hypothetical question I don't care to answer," replied Mr. Fly. "If the Commission may make discrimination in newspaper ownership, can't it extend that discrimina- tion to other groups, such as churches?" continued Mr. Barger.

"That's a theoretical question," was Mr. Fly's answer. "I can't an- swer them. I don't want to answer for the Commission. I'm just one member." He admitted under cross- examination by Rep. Lea that the
If you’re talking about per cent of retail sales increase during the past year, “Suh,” we certainly did. You see Savannah ranks third among all major American Markets. Really not surprising when you consider the number of permanent industries located in this area. Not to mention the three new shipyards, 25,000 new war workers and six military centers the war has added.

When that many people with plenty of jingle in their pockets start buying, the sales really mount up. What do they buy? Why the products they hear advertised over their local radio station, for one thing. And the smartest advertisers are those who recognize this fact and take advantage of it.
law does not specifically proscribe newspapers from radio ownership. He explained, however, that the Commission had to consider "over-concentration of control." He quoted the theory that FCC would consider churches as exercising such control but told the Committee that "a closer question might come as to the motion pictures."

**Fly's Remark**

**Stricken From Record**

"If the Commission finds a monopoly without judicial ruling, would not the Commission be subjecting its authority in the absence of such a court decision?" asked Mr. Barger. "The Supreme Court decision answers that," said Mr. Fly. He referred to the so-called Frankfurter decision of May 10, 1943, sustaining the Commission's network regulations.

Mr. Barger asked whether the Commission, in Mr. Fly's opinion, had the power to "proscribe newspapers from owning radio stations" and the witness shot back: "You're not paying me for legal opinions." Chairman Lea ordered the remark stricken from the record and again Mr. Barger asked the question. Mr. Fly said he didn't know what the Commission thought.

"Because of your experience as an attorney, Mr. Fly, and because you are chairman of the FCC and

Hicks Program

GEORGE HICKS, manager of the Blue's London newsroom, whose broadcasts on the invasion of France made radio history, will be heard in a series of twice-weekly reports on the Blue, Tuesday and Thursday. First two programs, June 27 and 29, will be presented at 4:45 p.m., and thereafter at 10:30 p.m. Mr. Hicks will continue to cover the beaches and front lines, returning to London, where the signal is most audible, for broadcasting, and using his film recording device when necessary.

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"Because of your experience as an attorney, Mr. Fly, and because you are chairman of the FCC and

**Jett Explains Engineer Deferments**

When Wednesday's hearing opened, Commissioner Jett, former FCC chief engineer, presented a 54-page prepared statement, defending the Commission's draft deferments of engineers. He cited various directives from President Roosevelt and told of the numerous changes in War Manpower Commission and Selective Service policies with reference to deferments.

In no case, said Mr. Jett, did the Radio Intelligence Division, in which most of the deferred employees worked, seek deferments for any man not classified essential under Selective Service policies. He said that under present policies all men under 26, regardless of their essentiality, "will be drafted."

Defending the deferment requests for engineers holding Class A licenses Commissioner Jett told the Committee that a man with such a license "could be chief engineer of the most powerful radio station in the U.S." Referring to charges by former members of the Committee's investigating staff that the RID had sought deferments for "butter makers" and "bee keepers," Mr. Jett explained that every man was an experienced amateur operator or had actual radio engineering experience, regardless of any other professions.

"You'll find that an amateur is not a beginner," said Commissioner Jett. "He's a skilled radio operator." Because of the limited number of skilled technicians and the great demand by both industry and the armed services, the RID has been obliged to conduct an intensive recruitment campaign for new engineers, he said.

With the $2,000,000 cut in appropriations by Congress (Broadcasting, June 19) for the 1945 fiscal year, a million of which was lopped off the RID, the FCC has been "cutting instead of recruiting", said Mr. Jett, although he added that "within 30 days after July 1", when the 1945 fiscal year begins the RID probably would have to...
six in a row... For the sixth consecutive year the radio editors of the U.S. declared to The Billboard that CBS led the nation in providing usable publicity material to the press. What's more, 81% more radio editors cast their votes this year than last... And what's more, the 276 points cast for CBS led the second network by 17%, the third network by 57%, the fourth network by 148%—yielding CBS 49 first places out of 89. (The second network won 25 points for first place; the third network won 11; the fourth network won 4.)... It would be pretty silly to deny that Press Information at CBS feels okay about this award. But maybe the reasons why it's able to serve the news-men-and-women of the country to their liking are that the PI (1) understands their “angles” — (2) has the finest stock of radio programs and performers to talk about—and (3) finds 24 hours altogether too short a workday in which to get the stuff out, and out right. But if a modest “thanks” is in order, let it be directed to the radio editors who have expressed themselves, to the artists and agencies who made the programs, and to the advertisers who sponsored them and who make them good to exploit.

This is CBS... the Columbia Broadcasting System
Somerville to Head BMI Hotel Branch

Naming Former Willard Mgr. Indicates Club Licensing

HARRY P. SOMERVILLE, executive director of Civilian War Service in Washington and for 10 years previously managing director of the Willard Hotel in that city, has been appointed director of hotel relations for BMI, it was announced last week by Sydney M. Kaye, executive vice president.

While with the Willard, Mr. Somerville served as vice-president and national legislative chairman of the American Hotel Assn., gaining a wide background in the various phases of the copyright law affecting hotels, including their relationship with music licensing organizations. He has appeared before Congressional committees in connection with copyright legislation.

May License Hotels

Appointment signifies the intention of the industry music organization to establish a program for licensing broadcast clubs and similar users of music who have heretofore been permitted to perform BMI tunes without charge. At first satisfactory as a means of securing Broadcast Music, Inc.'s music; and as a publicity measure, now that BMI is established it is believed unfair to the composers of BMI music to deny them this source of revenue and Mr. Somerville's first assignment will be to assist the BMI board in setting up a licensing plan that will be fair to both the hotels and the composers.

In accepting the appointment, Mr. Somerville said: "I look forward to this affiliation with keenest interest. It will mean that I shall not only have the opportunity of renewing and maintaining many warm friendships that I have established over the years, but I shall have the further opportunity of strengthening the already pleasant relationship which exists between the hotel industry and BMI as the representative of BMI."

Bu-Tay Increases

BU-TAY PRODUCTS Inc., Los Angeles (Raindrops, detergent), increasing its radio advertising appropriation, on June 14 started sponsoring a weekly five-minute program The World Tomorrow on 16 Blue Pacific stations, Wed., 1:45-1:50 p.m. (PWT). Contract of 13 weeks includes John Courrier as commentator. Firm also sponsors a daily quarter-hour recorded musical program on KFVD Los Angeles and uses participation in Home Makers Club on KHJ Hollywood. In addition a heavy daily schedule of one-minute transcribed announcements is being used on 20 stations. List includes KGNG KTSA WOAI KWFT KMJ KGO KYA KGA KOA KVOA KTAR KUT KPH BFA-WRAP KRLD KTDR KOL KOMA KTUL KFSD KFBK. Agency is Glaser-Gailey & Co., Los Angeles.

DEEP IN THE HEART OF Knott County (Ky.) Coal Mine Corp.'s mine, quarter of WHAS Louisville personnel cut a disc for broadcasting ceremonies paying tribute to the 188 employees of the mine for their contribution to the war effort, particularly to the Red Cross drive. The miners contributed an average of $25 per man, some of them giving their entire pay for three shifts. Left to right are: George Partridge, production; Jean Clo, announcer; Bill Batson (in white), Karl Schmidt technicians.

Mr. Jett said that he never wrote draft boards direct, requesting deferments, but sent out such requests on adopted forms over the signature of T. J. Slowie, Commission secretary. Explaining differences in the number of draft deferments at various times in the past, Mr. Jett said: "The policy of Selective Service and the War Manpower Commission changes as often as every couple of weeks. We try to follow the policy."

Mr. Denny took the stand briefly for cross-examination on testimony given previously by George E. Sterling, assistant chief engineer in charge of the RID, that the RID had discontinued certain military radio intelligence functions and had so advised the Army and Navy. Correspondence between the FCC and Secretaries of War and Navy regarding the curtailment was submitted to the Committee as "classified" material, not for public inspection.

Mr. Barger asked if the letters from the War and Navy departments "contain any expression of regret or loss at the curtailment". Mr. Denny declined to answer on the grounds that the letters were confidential. After considerable argument, Chairman Lea ruled that Mr. Denny would not be disclosing the contents of the letters by answering the question. He replied: "The letters simply say they note what we're doing. I would be very happy to put them in the record but the Secretary of War classified them confidential."

"The chair is disposed to protect the confidential nature of these letters," said Rep. Lea. "You can still answer the question without disclosing the contents. Do they contain any expression of regret?" Mr. Denny replied: "They do not contain anything of that sort."

Mr. Denny submitted, on behalf of Russell Shepherd, senior administrative officer of the Foreign Broadcast Intelligence Service, two prepared statements defending the FBIS draft deferments. Mr. Barger introduced the personnel record of one 24-year-old FBIS employee, together with correspondence, prior to his employment, to the effect that he would be classified II-B if he were given a job with the FCC. Mr. Denny identified the personnel record.

Mr. Denny also testified, under cross-examination, that Dr. Robert D. Leighe, chief of the FBIS, had written local draft boards direct "before the agency committee was set up."
CALLING ALL RADIO ENGINEERS!

In the interest of better broadcasting ... and as a check on the features we are incorporating in our new transmitter designs ... Westinghouse would like to know what radio engineers think about transmission equipment, feature by feature.

There's more than one way to "skin a cat", but there's one best way. You men who are responsible for operating the equipment are interested, we believe, in these factors:

HIGH FIDELITY SIGNALS ... CONTINUITY OF SERVICE
SIMPLICITY OF CONTROL ... LOW OPERATING COST
EASE OF MAINTENANCE

We will appreciate knowing what you consider the best way to incorporate these advantages in postwar transmitters. To facilitate this, the questionnaire booklet pictured above will be distributed to all stations in the near future. If you do not receive your copy ... write Westinghouse Electric & Manufacturing Company, Dept. 7-N, East Pittsburgh, Pa.

Westinghouse RADIO DIVISION
PLANTS IN 25 CITIES ... OFFICES EVERYWHERE

...AM ELECTRONICS FM...
Another New High

KFNF

SHENANDOAH, IOWA

"The Friendly Farmer Station"

Increased Net Time Sales by More than 278% in 24 Months—May, 1944 Against June, 1942

OVERWHELMING PROOF OF KFNFS Sustained Leadership in the Nation's Richest Agricultural Market. Get the Facts and Find Out for Yourself Just Why

In The Heart of the Missouri Valley—It's

KFNF

"The Friendly Farmer Station"

1000 Watts

920 KC

For Proof of Coverage and Availability—Write or Wire—

Frank Stubbs, Manager KFNF, Shenandoah, Iowa

BROADCASTING • Broadcast Advertising
The Northwestern Reviewing Stand presents members of the Northwestern University faculty and distinguished guests from business, government, education and the press in discussions of contemporary problems—the questions that are in the news.

This Sunday morning program, brought to the radio listeners of the nation by WGN, has an enviable record of service to the public spanning a decade. It was first broadcast on October 14, 1934 and has been on the air continuously since that time, originating in WGN's main audience studio.

The Reviewing Stand and The Human Adventure enable WGN to serve the nation with programs from two great institutions of learning—Northwestern University and the University of Chicago. These programs are emblematic of the program building resourcefulness and Community-mindedness that characterizes WGN, Chicago.

A Clear Channel Station

CHICAGO 50,000 WATTS  ILLINOIS 720 KILOCYCLES

MUTUAL BROADCASTING SYSTEM

EASTERN SALES OFFICE
220 E. 42nd Street
New York 17, N. Y.

PAUL H. RAYMER CO.
Los Angeles 14, Cal.
San Francisco, Cal.

June 26, 1944  •  Page 37
1939 . . . 1944. Not a long time! But a time of tremendous changes for the world, the city of Dayton, and WING.

Once WING was a non-network, part-time station, and its limited power covered only a small radius. In the short space of five years it

has become a 5,000-watt, day-and-night Basic Blue station with a new transmitter and excellent equipment

has brought Miami Valley listeners a wide variety of the very finest programs, new wire service and music, as well as
some of the topnotch personnel in the industry has endeavored in the public interest to cover every newsworthy Dayton event and cooperate with every civic enterprise has won national awards and achieved a reputation throughout the country for being powerful, aggressive, and conscientious.

The capable management, the technical skill and imaginative effort that have made this possible are dedicated to continued service and leadership in Dayton.

BLUE
WATTS
National Representatives
The Bigger Job

IN RADIO, it's that big sweep-second hand that governs. Everything is done by the clock. Radio itself has grown, too—accomplishing in a scant few years what it has taken other front-rank media generations to achieve. It wasn't so long ago that some newspapers were hacking away at this "upstart," throwing broken glass about, and doing everything short of fostering Government operation.

But there were wiser heads in journalism, who recognized radio for what it was—a newer means of "publication". They led the way. Others followed. Many progressive publishers are now in radio. And others are knocking at the door. The big battle was won last January (and non-newspaper broadcasters pitched in vigorously) when the FCC dismissed its proposed rule to ban newspaper ownership.

Since then there have been sporadic eruptions. Evidently looking only to the dollar sign, a survey was undertaken by New York newspapers designed to prove that radio is an inferior advertising medium. Lately, futile efforts are being made to scuttle radio's growth as a news medium. An editor of the commanding stature of Grover Patterson, of the Toledo Blade (which, incidentally, is an applicant for an FM station), writes a syndicated piece bewailing radio's use of press service news.

What these critics fail to recognize is that radio is a journalistic medium—a modern, swift and streamlined medium. What's more important is that radio's fight for freedom is the newspaper's fight, too—neither can live half free, and if one loses its freedom the other is certain to follow.

Editor & Publisher, which has served newspaperdom long and valiantly, is spearheading this latest anti-radio crusade. Its primary target today is radio's foray into the retail field, basing its campaign on that New York survey which was so statistically inept that it backfired. In other years Editor & Publisher has worn a hair-shirt, too, in its fulminations against radio. But it probably is satisfied to let the dead past bury its dead.

It isn't our wish to indulge in name-calling. Neither the times nor the facts warrant that. Radio's job has been done affirmatively—by achieving results, whether it be War Bonds, blood plasma, recruiting, or retail advertising. Radio has no rate card for the Government war effort programming. But radio doesn't relish particularly use of paid campaigns, such as recruiting in the printed media, while it is asked to donate time.

What about Government campaigns put over the top by radio? That question has been asked. OWI's Radio Bureau has said that many of the successes were made possible in large measure by the "wholehearted support" of radio. These include: Household fats, Cadet Nurse Corps, home canning of fruits and vegetables, the several War Loan drives, blood plasma, WAVE recruiting, Women Marine recruiting, and sundry others.

Then the War Advertising Council has a story. When campaigns have lagged, it has called upon radio to turn on the juice. Some of those mentioned by the ad council: Coast Guard, Marine Corps officers' candidates, glider pilots, noncombatant pilots for Civil Air Patrol and Air Transport, Army and Navy nurses.

But why belabor these points? There'll be time enough after victory for that. One of the reasons war is being waged is to preserve free competition the American way.

We repeat what we've said many times: Radio isn't fighting the press. It regards itself as part and parcel of that broad profession. It is recognized as such. It carries news credentials in every war theatre and at home. It has galleries in the Congress. It sells time; newspapers sell space. Newspapers may sell certain commodities or services better than radio. The reverse also is true. The advertiser, not the medium, always has decided that. He always will. He measures by results.

We maintain that if both media do an effective job of selling and servicing, there'll be business enough for both.

At the moment, there's a bigger job to be done.

Still It's Unsettled

"AT BEST, however, the action was inconclusive and doesn't settle the newspaper ownership question." Thus did we comment editorially last March on the FCC's action dismissing the newspaper ownership proceedings [Broadcasting, Jan. 17].

Testifying last week before the House Select Committee to Investigate the FCC, Chairman James Lawrence Fly admitted that despite nearly three years of study and "extensive hearings", the newspaper-ownership question still remains unsettled and undetermined.

The FCC's action in dismissing the newspaper-divorcement rule last January generally was construed as the conclusion of a fight that began with the New Deal. In the late lamented White-Wheeler Bill, Chairman Wheeler sought to button it up legislatively with a direct instruction to the FCC against licensing discrimination.

Certainly that expression, even though not spelled out in the law, conveys the Congressional view. Certainly the weight of the evidence at the protracted hearings before the FCC was sufficiently conclusive to warrant dismissal of the order.

Evidently those at the FCC feel that they will never lose a fight and that those they haven't won aren't finished.
Play 'Em or Pay 'Em is another WTMJ program that delights its audience . . . delights its sponsors.

Six days a week, from 5:00 to 5:25 P.M., a Radio City orchestra matches wits with the listeners by trying to play any song requested by listeners. If they can't play it, the sender is awarded a War Stamp.

Ad-libbing, good, clean fun and real musicianship have combined to give this WTMJ participating program a solid listenership.

By building audiences through such programs as Play 'Em or Pay 'Em, WTMJ has become Wisconsin's most skillfully programmed, most listened to, most "selling" station.

To effectively cover Milwaukee and much of Wisconsin, your radio plans must, obviously, include WTMJ.
Our Respects To
(Continued from page 40)
by the crew to his athletic achievements.
In 1923 Fred returned to America and a job as advertising manager of Straus Bros. Co., Chicago investment security firm. Two years later he became a space salesman for the Evening Post, where for four years he handled such accounts as Parker Pen, Johnson's Wax, Phoenix Hosierly, Hole- pool Family, Johnson Motor, Her-lick's Malted Milk, Kohler, Lavoris, etc. In 1929 he moved to New York as executive secretary of the AAAA.

John F. Royal, NBC vice-president in charge of international relations and reper- tory, July 1, addresses the Cleveland Club Ad. on "Freedom to Listen." 

N. L. Royster will assume duties as station manager at WOLS Florence, S. C. on July 1. He formerly was manager of the station and is now at WRRF Washington, N. C.

E. C. Mills, for many years an executive of ASCAP, more recently general manager of Songwriters Protective Assn. and now an independent consultant on copyright matters, has been elected a member of the board of directors of United Artists Corp., New York.

Bill Wallace, formerly of the sales staff of CJKL Kirkland Lake, Ont., is now with a navigator's course in the Royal Canadian Air Force.

Ray C. Jenkins, general sales manager of KSFF St. Paul-Minneapolis, has been awarded the USO Certificate of Merit for more than 120 hours of voluntary service as both the USO military and naval entertain- ment committee.

Capt. Lathrop Appoints
Al Bramstedt KFAR Head
ANNOUNCEMENT was made last week of the promotion of Alvin O. Bramstedt, 27, assistant manager of KFAR Fairbanks, Alaska, to be- come manager of the station effective July 1, succeeding Wilson (Bud) Foster who will resign July 15. Bramstedt was formerly with station relations in the North Pacific area for NBC. Capt. A. E. Lathrop, owner of KFAR, made the announcement upon his return to Fairbanks a fortnight ago.

Mr. Bramstedt began his career as announcer in the campus studio at the University of Washing- ton where he majored in speech. He came directly to KFAR from college in 1940. While still a student, he announced at KXRO Aberdeen, Wash. and helped work his way through school by doing odd jobs in the studio. With the excep- tion of a few months spent on the Pacific, where he returned in 1940 to the U. S. and announced over KSFO San Francisco, he has spent all his time since college, in Alaska.
Both halves are important on the Pacific Coast, too!

The Pacific Coast is divided into two halves...saleswise. 50% of the retail sales in this $16,000,000,000 market are made outside the counties in which Los Angeles, San Francisco, Oakland, Portland and Seattle are located.

Time buyers naturally want to cover the whole of this lush tri-state market. There's only one way—do it with Don Lee. For the Don Lee Network—and only Don Lee—gives complete coverage to both the inside and outside halves.

Here is an inside story: Jack Benny got a higher rating (April, Hooper) on his Don Lee release than on network A, and you've probably already noticed that Union Oil's Point Sublime has a much higher Hooper since switching to Don Lee from network B.

Now look at the outside half: The largest coincidental telephone survey made on the Pacific Coast (C.E. Hooper, 276,019 calls) showed that in many of these outside markets the listeners are 60 to 100% tuned to Don Lee.

In other words, Hooper proves...inside and out...what we've been saying all along: Any show on Don Lee will reach more listeners on the Pacific Coast than the same show on any other network.

The Nation's Greatest Regional Network

Mutual DON LEE

Thomas E. Lee, President
Lewis Allen Weiss, Vice-Prez. & Gen. Mgr.
5515 Melrose Ave., Hollywood 38, Cal.
Represented Nationally by John Blair & Co.
JAMES ALLEN, former program director of WIP and WILU in Philadelphia, now in the Army, has been promoted to major in the European theatre of operations.

J. M. WYNN has succeeded John H. Hoagland [Broadcasting, June 12] as promotion manager of WLW-Louisville. Mr. Wynn, for the past seven years has been national advertising manager of the Louisville Times and Courier-Journal.

RUSSELL SNOW, announcer of KPO San Francisco, has enlisted in the Marine Corps.

NORMAN LOEBL, former announcer of KLZ and KROW Oakland, has joined KPO San Francisco.

WEBB WITMER, former public relations secretary for Kansas City, Mo., Mr. Witmer has announced the closing of his commercial activity.

Jack Robinson, sound effects man of KPO San Francisco, has joined NBC Hollywood.

ABE BURROWS, writer on the weekly Blue Duffy's Tavern, is the father of a girl.

Bob Hall, of the Blue Hollywood publicity department, and Teresa Elizalde, formerly in the promotion department, and Teresa Elizalde, formerly in the promotion department, have joined the promotion staff of KGO San Francisco.

CHESTER BROUWER, former radio director of Fort Wayne Journal-Gazette, has assumed duties of Noel Corbett in the Blue Hollywood publicity department. Mr. Corbett resigned to freelance. Bob Hall, formerly with Office of Censorship and OWI, San Francisco, has joined the Blue publicity staff.

RUTH ELIZABETH MILLER, formerly in the promotion and advertising departments of Time Inc., has joined KOBI Rapid City, S. D., as promotion manager. Sam replaces Elizabeth Toomey, now with UP.

TED EALE, former continuity writer of CJKL Kirkland Lake, Ont., is overseas with the Royal Canadian Navy.

Jack McDonald, announcer of CKGB Timmins, Ont., is joining the Merchandising division, his place being taken by Lawrence Smith, new to radio.

Tom Hug's contract with CBS has been renewed for another two years beginning Aug. 9. Sportscaster covers Saturday track events and presents a weekly quarter-hour On Your Mark.

Jack Guller is now announcing with WBTM Danville, Va., as Jack Barr.

CHARLES HULL WOLFE, former member of the CBS staff in New York, has joined the script department of WLIR Brooklyn, where he has been placed in charge of all commercial continuity and sponsored programs. New additions to the music department include Jeanne Frommer, formerly of KFOS Jefferson City, Mo., and Marcia Wiener, as assistants to librarian Roger Sweet. Louis Charles, announcer, formerly of WHN New York, has also joined WLIR.

Sgt. John F. SEMMENS, son of CBS chief draftsman, Fred A. Semmens, received a commission in the Army Air Corps last week. He was presented the Bronze Star and the Purple Heart, his decorations for his Air Medal on May 15 in New Guinea.

GERRY COLSON, formerly with the picture department of KVOY Denver, has joined the copy department of KJBS San Francisco.

Cuff at Sales Forum

SAM CUFF, general manager, WABD, Du Mont television station in New York, will speak on the use of television in retail selling at a visual selling forum to be held 2 p.m. June 29 at the Pennsylvania Hotel, New York, by the display directors of New York City, cooperating with the National Assn. of Display Industries. Afternoon session program also includes talks on visual merchandising in the adaptation of theatre effects for retailing, on packaging and on the way in which the use of helicopters will influence visual selling and a roundtable discussion of fashion merchandising.

HUGH CARLSON, former newsman of KSL Omaha, has joined KGO San Francisco as newscaster.

ALEC SANDERS, new to radio, has joined NBC Hollywood. WBTM radio.

MARGARET (Pat) HILKER has joined the continuity department of WCAE Pittsburgh, replacing Helen Haughman, who has resigned to head the WAVES.

BETTY LOU HAMILTON is the new transcription supervisor at WQFP Raleigh, N. C. She replaces Patsy Norris, who has accepted a position in Washington.

BRETT HOWARD, former promotion director of WSAI Cincinnati, has been named sales promotion director of WSYX Syracuse.

PHYLLIS LEON, former women's announcer of WGH Newport News, has returned to the station in the script department. Michael Brown has joined the WSAI announcing staff, coming from WSAF Portmouth, Va. and WCNC Elizabeth City, N. C.

BOB UMBACH, released from the Army Air Corps, is now a member of the announcing staff of WGST Atlanta, Ga. Hugh Whitase, formerly with WKEPT Kingsport, and WNOX Knoxville, Tenn., is now with WGST.

BEN KAUFMAN, formerly television editor of Radio Daily, has resigned to become managing editor of Teleprompter, a new quarterly published by Frederic Kugel Co., New York.

WILLIAM DRIPS, NBC central division director of agriculture, has been named to the board of trustees, radio member, of the Farm Foundation, organization devoted to betterment of rural life, with headquarters in Chicago.

FRANK MINTYRE has relinquished his several daily newscasts at KUTA Salt Lake City, Utah, to devote his full time to his duties as production manager. Herman Wilson and Vern Lowien will handle Mr. McIntyre's newscasts. Louise Wincheitl replaces King Harman of sales traffic duties since he will be devoted full time to special and remote broadcasts as program director.

HELEN HIEB, author of "No Matter Where," and former war correspondent for NBC, is now with NBC's public service staff as editor of publications, and research assistant for University of the Air.

ROBERT H. LOCHNER, a member of NBC's international staff for three years, has been named head of his German section, succeeding Ernst Nolt, who left last March to enter the Army. Mr. Lochner is the son of Louis E. Lochner, war correspondent and NBC commentator now stationed in San Francisco. In addition to his administrative duties, Mr. Lochner will continue to write, produce and announce German shortwave programs.

THE LINE FORMS TO THE RIGHT...

at WXYZ for next availabilities on "Make-Believe Ballroom"

10 hours per week sponsored by accounts such as A&P and Canada Dry

WXYZ, DETROIT 26 or PAUL RAYMER & CO.
Rolling out Aluminum 50 times as fast as it was rolled prior to the war. Leaving this 3-stand continuous mill, sheet goes down the city-block-long run-out table to the coiler at a Rolling Plant near Spokane—one of three permanent new plants making this the "Light Metals Capital of the World." KHQ covers this area like a gentle rain-reaching all of this ever-increasing permanent population. (Photo Courtesy ALCOA).
Once they've received their training at the Institute of Higher Radio Learning, acquiring knowledge of outstanding radio time buys... SMART TIME BUYERS are equipped for success.

Many a smart young advertiser has set the world, and especially the Denver Market, on fire, by using KOA for his sales message.

Here are KOA's stepping stones to successful results:

**Dealer Preference (68.8 %)**

**Listener Loyalty (69%)**

**Top NBC Programs**

**Power (50,000 Watts)**

**Coverage (Ports of 7 States)**

Few Stations in the Nation Can Equal KOA's Dominance!

LOOK TO NBC FOR THE BEST IN RECORDED RADIO PROGRAMS

Here are twelve NBC Recorded Programs that have proved their audience appeal. Note the number of stations in U. S. and Canada where they have run or are now running:

- Betty and Bob (390 quarter-hours)...
- The Weird Circle (52 half-hours)...
- Modern Romances (156 quarter-hours)...
- Stand by for Adventure (62 quarter-hours)...
- The Name You Will Remember (260 5-min. progs.)...
- Through the Sport Class (52 quarter-hours)...
- Hollywood Headliners (156 5-min. progs.)...
- Let's Take a Look in Your Mirror (135 5-min. progs.)...
- Carlsen Robinson & His Blackhawks (117 quarter-hours)...
- Time Out—Series I With Allen Prescott (126 quarter-hours)...
- Free Five-Minute Mysteries (66 5-min. progs.)...

Many markets are still available. Check this list and write for availability, rates, and audition records.
Time Buyers Notice!!

WNBH... Is a
(New Bedford, Mass.)
“Good Old Station
With a New Program
...and Equipment”

Twenty-three years old May 20, eleventh to file with FCC
In U.S., WNBH is a good, reliable station, depended upon
by 110,341 people (1940 census) in New Bedford; Bristol
County Population is 364,637. It is used weekly by ninety
(90) contract advertisers in New Bedford.

BASIC BLUE! (PLUS) Local Service

WNBH, New Bedford went Basic Blue, July 1, 1943 and July 1,
1944 will have completed a year, now having all the Blue pro-
grams, from Dunninger to the Quiz Kids. This big package of
listeners is waiting for your story of merchandise and service. See
Rambeau for availabilities.

Basic Blue IS something! It's a good Program! But
47 hours of local public service programs each week, is
something, too! Together they spell audience—plus!!
Local news staff, AP Wire 24 hr, fishermen's news,
letters to fighters, etc... it all adds up to advertising
value. Act Now. See Rambeau.

WO CB .... CA PE COD

Is On The Air!

WO CB, Cape Cod, studios and transmitter in West
Yarmouth near the ocean, re-opened and started
broadcasting May 6, 1944. WOCB has all the BLUE
Programs... marvelous availabilities right now! 46,365 people live the year around in Barnstable,
Dukes and Nantucket counties, all of which make up Cape Cod. The average population on the Cape
between June 15 and October 1, each year, is over 200,000. That's it! Over 200,000 people at the
50,000 rate. See Rambeau Now! It's a great market.
New equipment, locally programmed, you can't miss
on Cape Cod... act now... See Rambeau!

Represented By Rambeau

WNBH, New Bedford and WOCB, Cape Cod are owned by E. Anthony & Sons, Inc., New Bedford, Mass., owners and pub-
lishers of the New Bedford Standard-Times, and the Cape Cod Standard-Times.
Baltimoreans Like Us!*

They sure do! All indications prove it!

Baltimoreans like to visit us. They like to visit the finest studios south of the Mason-Dixon line. Week after week, year after year, they come in great crowds to see the shows that go on the air from our big studio “A.” The actual count is well over 75,000 people yearly. No other Baltimore station can equal this studio audience record!

Of course, the mail comes in, too—plenty of it... and WFBR does not use “shot-in-the-arm” stimulants to build up mail pull. Just mail—thousands of letters from people interested in WFBR’s programs.

All types of surveys have told a consistent history of WFBR audience leadership... a top position with loyal listeners during the past 22 years—regardless of the changes that have taken place in the Baltimore radio picture. And don’t forget... there are over a million people living in Baltimore and vicinity.

Yes, Baltimoreans have liked us for a long time. You make the most of this long-time friendship when you buy WFBR in Baltimore.

*ANOTHER GOOD REASON WHY

WFBR IS YOUR BEST BALTIMORE BUY!

RADIO CENTRE, BALTIMORE-2, MARYLAND
NATIONAL REPRESENTATIVE: JOHN BLAIR & CO.
Martin Joins Allied

DON MARTIN has joined Allied Advertising Agencies, Los Angeles, as resident manager after having been NBC western division director of news and special events for the past nine months. Mr. Martin has been with NBC for four years and was in charge of news and special events at KPO in San Francisco for two years.

Mr. Martin Replacing M...
TVA, in creating a vast new power empire in the Chattanooga area, has also created nine great lakes which President Roosevelt calls, "The Great Lakes of the South."

Chickamauga Lake alone is more than 60 miles long with a shore line of 650 miles.

Six great public parks line its shores, all from 8 to 38 miles from Chattanooga.

These great lakes are providing Chattanooga with great new recreational facilities... sailboating, motor boating, hiking, swimming, fishing, and horse back riding.

In addition, Lookout Mountain and Signal Mountain combine to offer vacationists and residents every conceivable form of outdoor diversion.

A GREAT HOOPER

C. E. HOOPER, INC.
MIDWINTER 1944
STATION LISTENING INDEX, CHATTANOOGA, TENN.

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FOR CHATTANOOGA 5,000 WATTS DAY AND NIGHT

WHERE NATURE AND INDUSTRY JOIN HANDS
**Radio Advertisers**

**ZONITE PRODUCTS Corp., New York, has appointed Erwin Wacey & Co., New York, to handle Zonite’s new fluoride toothpaste division.**

**METRO-GOLDWYN-MAYER has added Don Lee, WORC, New York, to its new code of conduct list which started mid-January. Don Lee has been heard on a total of 45 outlets.**

**PETER FOX BREWING CO., Chicago, has renewed its sponsorship of its five-minute news analysis by Alex Dreier, NBC weeknight network, Monday to Friday, on WMAQ Chicago. Contract is for 13 weeks.**

**WCHS Charleston, W. Va.**

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

G. E. HOOPER

October 1938, Buffalo, N. Y.

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<td>9:00 A.M.</td>
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**A 5-MONTH RECORD TO BE PROUD OF!**

**WGRG Mutual**

**LOUISVILLE’S TRADING AREA**

- 47% of Kentucky’s population
- 57% of its buying power

Burn-Smith: National Representative.

**LITERARY Guild of America, New York (book club), has appointed Franklin Bruck Adv., New York, as its agency. Radio may figure in promotional plans towards the end of the year.**

**INTER-AMERICAN Publications, New York, has appointed Walter Thoreson organization as public relations counsel and advertising agency for the Inter-American magazines for North Americans containing new Latin America.**

**CUGAT WEEK was observed in Cincinnati and a WKRC press release was held for Cugat and company with key radio, advertising and press officials in Cincinnati attending. Cugat and his show were appearing on the stage of the Albee Theatre.**

**Shampoo Series**

M. LOUIS PRODUCTS Co., New York, starting in September will promote Eggngog Shampoo on stations in key markets—New York, Chicago, Los Angeles. One-minute live spot announcements will be used. The firm is also considering a transcribed quarter-hour musical dramatic program. Agency is Hirschon-Gal- field, New York.

**TECKETT’s Ltd., Hamilton, Ont. (book clothiers), has announced a six-week early morning newscast on CHML, Hamilton, with Lorne Greene, former announcer of CBC. Account was placed by MacLaren Adv., Toronto.**

**ONTARIO Government, Department of Agriculture, Toronto (farm labor), is using live spot announcements three daily on 19 Ontario stations to recruit farm labor help. Account was placed by Mondy McIver, Toronto.**

**SHELDON Inc., Chicago (furriers), began sponsorship June 12 of a five-minute daily series, Dramatic Moments, Mondays through Saturdays, on following Chicago stations: WGN, WAAP, WIND, Contract is for 13 weeks, placed by Lieber Adv., Chicago.**

**HENRY C. LYTTON & SONS, Chicago, route, sponsorship of its weekly five-minute period newscast Sundays on WMAQ Chicago June 26. Contract is for 13 weeks, placed by Ivan Hill Adv., Chicago.**

**THE LINE FORMS TO THE RIGHT...**

at WXYZ for next availabilities

**Eddie Chase’s "MAKE-BELIEVE BALLROOM"**

10% hours per week sponsored by accounts such as A&P and Canada Dry

WXZ, DETROIT 26

or PAUL RAYMER & CO.
Got a BIG JOB to do in Texas?

KRLD takes Your Message to more than 5,000,000 people

(Daytime Coverage)

KRLD
The Times Herald Station, Dallas
50 KW., 1080 KC. Represented by The Branham Company
Farm Angle Gets Increased Attention
In Fifth War Loan Drive; Activities Up

RURAL Fifth War Loan broadcast promotion activities, backed by members of the National Assn. of Radio Farm Directors and their respective stations, have appreciably increased over previous Bond campaigns, Barney Molohon of the Treasury War Finance Division radio section told Broadcasting last week.

Extent and effectiveness of these activities are being shown in accounts coming in from radio farm directors about the country, reporting on their campaign progress. The farm promotion stresses the security offered farmers through War Bonds against depreciation and crop failures; the value of Bonds as a guard against inflation at present and as a protected course of purchasing power after the war for needed farming material or equipment and other items. Another point stressed is the “Do it in a day” theme, whereby gas, tires, and valuable time away from crops are saved on behalf of both the farmer-solicitor and his potential buyers.

Farm Promotion

Cliff (Farmer) Gray of WSFA Spartanburg, S. C., has been conducting a War Bond contest for boys and girls in the WSFA area with a prize bull calf heading a number of Bond awards and a trip for participants to Biltmore Farms, model farm in Biltmore, N. C. Similar contest conducted by Rollie Moshier of KOMO-KJRR Seattle has been previously reported.

WHO Des Moines farm director, Herb Plambeck, has been tying in with agencies and sponsors on farm copy for the Fifth Loan. Mert Emmert of WEAF New York has worked the Bond angle into his regular farm programs, as have many other farm directors. He also originated the kick-off for NBC’s Bond Day activities on June 13 with an hour program. WTAM Cleveland’s E. H. Faulkner has presented three special half-hour farm Fifth Loan broadcasts in addition to other promotion.

Treasury War Finance Division also last week announced the addition of Burton Davis, former newspaper and agency man, to the staff of the WFD radio information service New York office [Broadcasting, June 19]. Mr. Davis, who will assist Julian Street Jr., has been with WFD since Dec. 8, 1941, first in the special events section, then as chief of the motion picture section and as special consultant. Last year he spent six months in Brazil assisting that country in War Bond promotion. It is reported the new unit has serviced more than 25 commercial network shows, through their respective agencies, with special Fifth Loan promotion, and has assisted in securing special Infantry Day and Father’s Day speakers as requested.

Hicks Recording

A home record set of the George Hicks film recording of invasion operations [Broadcasting, June 12] has been prepared by the radio committee of the District of Columbia War Finance Division and presented to the Treasury, to be auctioned to the highest War Bond bidder on June 26 at the “Shot From the Skys” Army Air Force exhibit on the Washington Monument grounds. Courtesy announcements to promote the event will be carried by all Washington stations, which also will rebroadcast the Hicks recording on the day of the auction. On the Washington Fifth Loan radio committee are: William B. Dolph, WOL, chairman; Lawrence Heller, WINX; Kenneth Berkeley, WMAL; Carleton Smith, WRC; Carl Burkland, WTOP; Ben Larson, WWDC.

Jack Melloy, news editor of WDAS Philadelphia, in connection with the Fifth Loan is interviewing returned war veterans on three programs weekly of his daily schedule of hourly broadcasts. WBAB Atlantic City delivers Bonds to listeners making requests in connection with servicemen interviews conducted by the station on a daily program. In addition to a number of local Fifth Loan programs, WHBQ Memphis is airing 184 of...
The Federal name on communications equipment signifies exacting radiomechanical design built in... plus every extra performance-giving factor.

Federal research and design development are continuous... adding new concepts of operation over and beyond accepted performance ratings. This extra care adds ruggedness and high performance dependability to Federal equipment.

Transmitters built by Federal are designed for smooth adjustment over the full frequency range. They are made in a great variety of frequency ranges and power sizes... from walkie-talkie to 200 KW transmitters... in frequencies of 16 Kilocycles to the upper limit of the radio frequency spectrum.

Back of every Federal transmitter are almost three decades of engineering and manufacturing experience which assure the ability to produce any type or power of communications equipment... for point-to-point, broadcast, radio telephone or telegraph or for aircraft, marine or mobile stations.

Look to Federal for the finest in radio communications equipment... now and in the future!

Federal Telephone and Radio Corporation
Newark, N. J.
Cracker Jack Sponsors
CRACKER JACK Co., Chicago
(popcorn products), begins sponsor-
sorship June 25 of a quarter-hour series, *News of the World, Sun-
days*, on about 50 CBS stations. Contract is for 52 weeks. Agency is Rogers & Smith, Chicago.

You can take the high road

If you dote on the difficult, you can attempt to cover California's great Central Valleys by broadcasting over the mountain peaks . . . But we'll keep the low road open for you. The Beeline offers complete coverage of 41 primary counties in Central California and Western Nevada — a rich trading area that ranks in population with Los Angeles and exceeds San Francisco in retail sales.

What is the Beeline

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

"See McClatchy Beeline rates listing first under California in Standard Rate and Data."
chase to be subscribed in honor of a service man.

On June 13 WVL New Orleans inaugurated the Fifth Loan with an all star Victory Volunteers Variety Show originating from the Roosevelt Hotel and featuring Army, Coast Guard and Navy orchestras. Program was carried by all New Orleans stations. To stimulate sales of $100 Bonds in Carthage, Tenn., Harry Stone, general manager of WSM Nashville, gave each purchaser a ride on the picturesque Cumberland River aboard his cruiser, Grand Ole Opry, named for the station's NBC network show. Jack Paige, promotion manager of WNAX Yankton, S. D., and South Dakota's Fifth Loan radio chairman, has reported a successful kick-off show presented by the Sioux Falls Army Air Base and featuring an original script This War Is Not Yet Won written by Sgt. Edgar Kobak, son of the vice-president of the Blue Network.

Photo Exhibit

WTIC Hartford and G. Fox & Co., Hartford, are sponsoring an exhibition of war action photos by the Graflex Corp. of Rochester, N. Y., for the duration of the Fifth War Loan Drive. A replica of the WTIC newroom is included in the exhibit. Bob Steele, m.c. of the G. Fox Morning Watch on WTIC, presented a 15-minute program at the show's opening June 10, featuring two former staff announcers, Capt. Frank Stuhlman, USMC, and Ens. Robert Tyrol USCG.

In Louisville, WHAS staged a war bond rally June 12 before more than 3,000 persons in Memorial Auditorium, where Bob Hawk acted as m.c. and put on his Thanks to the Yanks show with Lynn Gardner and Burl Ives, Simeon S. Willis, Governor of Kentucky, opened the show with a brief talk. WTAG rang up $2,156,000 in bond sales in Worcester when the station brought the all-service revue, "Direct Hit" to the Municipal Auditorium. June 13 and 14. Sgt. Gene Autry, Army Air Forces and Jack Dempsey, U. S. Coast Guard were among those present.

Fifth Loan was aided in Danville, Va., when WBTM contrib-
Summer Forum
SUMMER series of six Washington Meeting discussion programs are now being aired by WIX Washington to stimulate public thought on controversial issues of national importance. Headed Wednesday 8:00-8:30 p.m., program started June 15. Flower Harper, solicitor of the Department of Interior, is moderator. Featuring him is a panel of college students chosen from the four universities in the District of Columbia: American, Georgetown, George Washington and Howard. Initial program on the "rights of organized labor during war" presented James Carey, CIO national secretary; Dr. Frank F. Graham, president of the U. of North Carolina, and Dr. Emerson Schmidt, chairman of the Economic Policy Committee of the U. S. Chamber of Commerce.

Repeat Performance
IN AN EXPERIMENT designed to test the reaction of two widely-separated cities to the same program, the Blue network on July 4 launches a series of repeat performances of The Land of the Lost, a half-hour fantasy-mystery program originally designed for a child audience. Adult interest has been so great, according to the blue, that the fantasy broadcasts are sure to click with an adult evening audience. Children's version of the program is heard Saturday mornings. The repeat broadcasts for adults will be on Tuesday evenings.

Youth Forum
VARIOUS aspects of juvenile delinquency are dealt with on the WBMM Chicago Young People's Platform, under the sponsorship of the WBMM Education Dept., the Radio Council of the Chicago Board of Education and the Chicago Youth Conference. The 15-week half-hour series which is heard two-days and started June 17, includes discussion among speakers and questions from the studio audience.

Bonds Buy Lunch
HEATED interest at WLW Cincinnati marks the battle royal among the station's five tenforagers for the title of Fifth War Loan Queen. The idea of promoting the sale of War Bonds and Stamps by the girls has developed some novel wrinkles. One such thought was recently consummated in the form of an old-fashioned box lunch which the girls made and brought to the station to auction off. During the lunch hour each girl walked behind a curtain, with only legs showing, and the male members of the staff bid for the lunch that went with the legs. In 18 minutes $169 in Bonds and Stamps were auctioned off and excellent receipts were enjoyed by all.

CKCL Airs Debate
A JOINT Servicemen's Parliament to be held at Toronto June 28 will be broadcast by CKCL Toronto. The Parliament, which grew out of discussion groups, is held by the Canadian Service Branch, Navy and Air Force within their own units. Debate will cover rehabilitation, foreign policy, immigration, health insurance, housing, the St. Lawrence waterway, the Alaska Highway and similar topics.

Art Discussions
TO OVERCOME one of the drawbacks to art broadcasts—the listeners lack of familiarity with the paintings under discussion—WNYC New York will suggest advance visits to current exhibits in their Talk About Art, weekly quarter-hour series begun June 21. Those sending the best letters on the exhibits will be invited to take part in a broadcast.

Air Base Show
RAPID CITY Army Air Base is producing Combat College of the Air on KOBH Rapid City, S. D., to familiarize KOBH listeners with the activities of the Combat Crew Training School at Rapid City. Participants are members of the training crews, many of whom are returned from overseas duty.
Footnote on D-Day Listening

* 51% greater total listening on the night of June 6 than on a normal Tuesday evening (May 16).

* NBC averaged DOUBLE the audience of any other network...

* NBC had 45% of the total audience of all networks and stations combined.

* NBC's increase of listeners was DOUBLE that of any other network.

* MORE evidence that NBC is "The Network Most People Listen to Most"

National Broadcasting Company
America's No. 1 Network
Commercials to Be Dropped
(Continued from page 11)

uled pre-Convention broadcasts last week, some from Chicago and others from regular studios in New York, Washington and elsewhere. This week the major networks will broadcast simultaneously from the main Convention sessions.

Today's broadcasts will be at 12:30 and 10 p.m., EWT. On Tuesday, Wednesday and Thursday the first proceedings will be aired at 1 p.m., with night broadcasts at 10 p.m. Should balloting continue Thursday night, as it did on the last night of the 1940 Republican Convention, all networks are ready to remain on the air, cancelling all commercial programs, until a nominee is selected.

Officials of the Republican National Committee, including Harrison E. Spangler, chairman; James P. Elvgren, publicity director; Robert Pritchard, assistant; Wells (Ted) Church, radio director, and Leland Cheesley, publicity assistant, went to Chicago last week prepared to receive radio's large delegation. D. Harold McGrath, in charge of the radio news gallery,

Well, I guess we've hung up another record, Honey.

Yes, and it's going to be even higher this year!

It is a record to increase a good State's Farm Income 213.2% for 1943 over '39. But that's what North Dakota did—while the national figure went up only 128.3%. . . . WDAY is in the heart of N. D.'s best farm area—the fabulous Red River Valley. That's why WDAY's listeners have probably more extra cash to spend than virtually any others in the land! Why not write us or ask Free & Peters for the whole story?

WDAY
Fargo, N. D. . . . 5000 WATTS . . . N. B. C.
Affiliated with the Fargo Forum
Free & Peters, National Representatives

Alcoa on Blue

ALUMINUM Co. of America, Pittsburgh, has ordered the Sun
day 3:30-4 p.m. period on the full Blue network for an institutional series, to start in the early fall. Program has already been secured, but announcement is being withheld until details on script and talent are completed. I. will probably be a dramatic show. Alcoa's serial, Lighted Windows, was discontinued on NBC May 27 after a 26-week run. Agency is Fuller, Smith & Ross, New York.

and William Vaughan, his assistant, left Washington Thursday night.

In addition to the two daily combined broadcasts, each network has scheduled special programs featuring interviews and talks by prominent Republicans. Many of the individual stations will make recordings, while 15 have arranged for direct pickups. Others will file special copy by telegraph for their respective newscasts.

Television Plans

Television will be employed to present sight and sound broadcasts to the country's televiwers in four states along the Eastern Seaboard and in Southern California. Six of nine television stations now transmitting programs to more than 50,000 televiewers in the East, mid-west and far West have completed arrangements to telecast the Convention, according to the Television Broadcasters Assn.

WNET New York, NBC outlet, will serve as the focal point for a nightly series of telemcasts from the Empire State building transmitter. Clarence Menser, NBC vice-president in charge of programs, is supervising filming for television. The NBC signal will be relayed to the General Electric station, WRGB Schenectady, and to the Philco Radio & Television Corp. outlet, WPTZ Philadelphia.

The New York-Philadelphia relay will be accomplished through a tower located between Trenton and New Brunswick, N. J., which will pick up the signal and beam it to Wyndmoor, Pa., site of the Philco transmitter. Transmission to Schenectady will be by direct signal and rebroadcast to viewers in Albany, Troy and Schenectady.

WCBS New York, CBS station, and WABD New York, operated by the Allen B. Du Mont Labs., have arranged to cover the Convention individually. Representatives of both stations will be at the scene

MRS. RAYMOND CLAPPER, widow of the late Mutual commentator and newspaper columnist who was killed in a Pacific plane crash, made her network debut as a commentator last Monday in a pre-GOP Convention broadcast on MBS. On Wednesday she interviewed Rep. Clare Booth Luce (R-Corn.), in Washington, then left for Chicago to cover the Convention from a woman's viewpoint for the Mutual network. She also will be assigned to the Democratic Convention opening July 19. Mrs. Clapper works with a picture of her late husband by her typewriter.

The CBS Station for a million people in 22 counties of 3 states... the heart of the Textile South.

WSPA Spartanburg, S. C.
5000 Watts Day 1000 Watts Night
950 kc. CBS
Represented by Hollering
"It's Knoxvilles' 160 That Pays Off"

Pays off in increased sales for you!

Knoxville's increase in retail sales and services leads the nation. Concrete information through Sales Management's "Retail Sales and Services Forecast for June 1944". With June 1943 as a base of 100... Knoxville showed an increase to 160% for first place.

Your message will ring the bell in Knoxville!

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

Quick Facts

Knoxville: Now a city of more than 200,000... Metropolitan Area includes ALCOA and other big industries... Has highest percentage radio homes of any Tennessee city.
to rush photographs and other illustrative material to New York for transmission.

On the West Coast W6XYZ, owned by Television Products Inc., will present illustrated reports of the Convention both afternoon and evening during the sessions. Similar television arrangements will be carried out at the Democratic Convention, the TBA disclosed.

Following are condensed schedules of the major networks and individual stations, as revised last week:

Blue Network
Operation offices and studios will be maintained by the Blue at official headquarters in the Stevens Hotel, in addition to coverage at the Stadium. All commentators assigned to the Convention were to have participated last Saturday in a special pre-Convention broadcast, 7:30 p.m., conducted by G. W. (Johnny) Johnstone, director of news and special features. Another pre-Convention program was scheduled for 5:30 p.m. Sunday.

Mark Sullivan, widely known

Washington political writer, has been released by the Blue to summarize each day's happenings at the close of Convention sessions. Ernest K. Lindley, chief of the Newsweek Washington Bureau, will conduct a similar series from the Democratic Convention.

In addition to its regular staff commentators, the Blue will feature correspondents of Time and Life. Assistants in the direction of Blue coverage are George Milne, the newspaper's chief engineer in charge of technical operations; Gene Nourse, manager of central division news and sports, Chicago, and Bryan Rash, WMAL Washington, director of news and special features of the Blue in the nation's capital.

Bricker on CBS
Gov. John W. Bricker of Ohio, one of the leading speakers for the Republican nomination, was scheduled to start the CBS pre-Convention coverage with an address Saturday night. In addition to the twice-daily sessions, CBS has scheduled these broadcasts.

Monday, 7:15-8:00 p.m., Mrs. Marion Martin, National Committee woman from Maine and assistant chairman of the GOP National Committee, will make a broadcast.

Wednesday, 5:15-5:30 p.m., Mrs. Diane Corbin, chairman of the Women's Activities, will broadcast.

Mrs. Clapper on MBS
Mrs. Raymond Clapper, widow of the late MBS commentator and former Howard columnist, killed in a Pacific plane crash, not only opened Mutual's pre-Convention coverage with a broadcast from Washington last Saturday night, but did same today.

And now, as we sign off, we have had the pleasure of hearing the words of some of the most respected and influential figures in radio. It's been a great opportunity to learn from their wisdom and experience. Thank you all for taking the time to share your insights with us.

SIX BROADCASTS DAILY from the Republican National Convention were scheduled for WLB and WSAI Cincinnati, by this group of news and special events officials the Crosley stations, covering the Convention this week. Huddled around Commentator Arthur Reilly (left foreground) and William Dowdell, WLB-WSAI editor-in-chief (holding schedule) are (l to r): Howard Chamberlain, WLB program director; Gordon Graham, special events department; E. D. Baker, executive assistant to James D. Shouse, Crosley vice-president in charge of broadcast; William Barlow, publicity director; George Gow, WSAI commentator; James Cassidy, special events director. Mr. Shouse also has been accredited by the GOP as a WLB representative.

Monday (June 19), but she made her debut as a radio commentator, Mrs. Clapper was heard again Wednesday, when she interviewed Rep. Clay H. Luce (R-Conn.), also from Washington. She is scheduled to address the Convention delegates Tuesday.

Mutual scheduled a pre-Convention broadcast from Chicago Saturday night with Tom Slatter, director of special features and sports and Jack Bickmon interviewing Stadium superintendents, engineers and GOP officials. Walter Simons was present to represent Republicans notables in a half-hour program Sunday afternoon. Mutual's last pre-Convention broadcast was set for 9:10 p.m. Sunday, with Fulton Lewis Jr., as m.c.

Supervising Mutual's coverage are Adolph Ophinger, MBS program director; Mrs. Slatter, Frank Schrom, manager of WGN Chicago; Dale O'Brien WGN public relations.

Throughout the Convention MBS will present Mutual Covers the Convention, a 15-minute daily, featuring interviews with network newsmen and political guests. Lester Gottlieb, network's publicity director, left New York Friday for Chicago. Following this new trip he will make his annual cross-country business trip to the West Coast.

NBC Uses Wire Recorder
Playing an important part in NBC's Convention coverage is the magnetic wire recorder, placed at the disposal of Howard Luftig, NBC national division engineer, by the Armour Research Foundation, which has developed the device, now being used on many battlefronts. The wire recorder will be used for on-the-spot interviews and other highlights in connection with the Convention.

NBC's pre-Convention broadcasts began Friday night with a general roundtable of network and Convention personalities. Richard Harkness, NBC Washington representative, was scheduled for a background newscast Saturday afternoon and Saturday night a behind-the-scenes program was to be aired. Sunday's schedule was to include a round-up at noon. In addition, NBC plans daily broadcasts at 6:15 p.m., with summaries of the Convention sessions by Mr. Harkness and Mary Margaret McBride. William F. Brooks, network director of news and special events, is in charge of Convention coverage.

Regional Networks
Malcolm Stephenson will do a special Convention round-up by telephone for Western Network's regular Sunday newscast.

Lester J. Smith of the Yankee Network's special events department will do a series of daily interviews with prominent New England delegates, augmenting new coverage by the Yankee News Bureau, Washington, headed by J. E. Reed.

Individual Stations
KSTP St. Paul is airing direct pick-up, handled by Stanley E. Hubbard, station manager and general manager, and John Verstreute, news editor.

KDKA Pittsburgh will carry special Convention newscasts by Don Hirai, sponsored by the Duquesne Brewing Co., Pittsburgh.

KMOX St. Louis, in addition to the CBS coverage, will broadcast di-
... something to think about, now that you're on the threshold of full-scale commercial television

No top-flight broadcasting station will be without one. The big question now is "How soon can a television studio be operated profitably?" The DuMont organization can help you answer that one...through a new service which makes DuMont's extensive telecasting background yours to command.

DuMont has pioneered in designing and equipping three television stations... has operated its own station—W2XWV, New York—for more than three years.

These invaluable, "tried-under-fire" experiences are summed up in illustrated guide-books, now on the presses.

"Planning Your Television Station" tells you how to have a low-cost telecast operation...describes the compact equipment units that make it possible for you to expand without replacement losses.

Also discussed is the DuMont Equipment Reservation Plan that will help you to become the "first with television" in your particular area.

Plan now for your new "Studio One"... your place in the sun with television. Write us at the address below.

Copyright Allen B. DuMont Laboratories, Inc., 1944

ALLEN B. DUMONT LABORATORIES, INC., GENERAL OFFICES AND PLANT, 2 MAIN AVENUE, PASSAIC, N. J.
TELEVISION STUDIOS AND STATION W2XWV, 515 MADISON AVENUE, NEW YORK 22, NEW YORK

BROADCASTING • Broadcast Advertising

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UNIVERSAL STROBOSCOPE

This handy phonograph turntable speed indicator, complete with instructive folder, is now available gratis to all phonograph and record owners through their local dealers and jobbers. As a record and the Universal Stroboscope in maintaining pre-war quality of recording 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 shells will again stock this new Universal recording components you have been waiting for.

Available from

UNIVERSAL MICROPHONE CO.
INGLEWOOD, CALIFORNIA

UNIVERSAL
STROBOSCOPE

YOURS FOR THE ASKING

CANCELLLED FOR CONVENTION

FOLLOWING are commercial programs to be cancelled, if necessary, by the four major networks, permitting public service coverage of the Republican National Convention in Chicago this week. Other sponsored shows may be cancelled, depending upon Convention broadcast times.

MONDAY, 12:30-1:30 P.M.

BLUES—Pacific Coast—West Coast of B. F. MBS—Ray Dady, Grove Labs., 1-115 p.m.

WLBW-WSAI Cincinnati plans to air six direct broadcasts daily from the GOP Convention, in addition to several special programs. A newspaper has been set up in the Stevens Hotel, under the direction of William Dowdell. Crosey newsmen editor-in-chief, Ned Brooks, Washington correspondent for the Scripps-Howard newspapers, is a special guest on the World Front Sunday, (June 20). Beginning Monday afternoon, Arthur Reilly is originating two newscasts daily for WLBW. George Gow is scheduled for one show daily on WLBW and two on WSAI. James Camescy, special events director and his assistant, will handle special features, while Ollie James, Cennti-quirer columnist and WSAI commentator, will do a daily sidelight program for WSAI. E.B. Dowdell, president of the Scripps-Howard newspapers, is scheduled to appear at the convention.

WCCO Minneapolis-St. Paul will feature special newscasts daily by Cedric Adams, in addition to CBS coverage. Mr. Adams will participate in network broadcasts.

WGN Chicago has scheduled five weekly newscasts, featuring Arthur Sears Henning, head of the Chicago Tribune Washington Bureau, 6-8:15 p.m. Saturdays. These special political commentaries were to begin Saturday night and continue weekly through July 22, following the Democratic National Convention.

A Proven
Sales Medium

IN WBXN SERVICE AREA THERE ARE:

2,450,000 Jewish Speaking Persons
1,522,946 Italian Speaking Persons
1,522,946 Spanish Speaking Persons

661,170 Polish Speaking Persons
200,000 Spanish Speaking Persons

INVASION motion pictures, rushed to NBC in a television telecast June 17 by NBC television station, WNET, and carried by WRGB Schenectady, GE outlet.

INVINCIBLE ends of New York's professional and suburban radio networks. These millions, with millions to spend, have their own special problems, newspapers and similar stations. They respond to WBXN's pro- gramming and special service, the reason why many of the country's largest organizations are using WBXN consistently. If your product is merchandised in Greater New York, WBXN should be on your list. Write WBXN, New York 1, N. Y. for availability or call Magrane 3-0332.

WBXN broadcasts daily to Metropolitan New York's special groups which carry professional advertising. These millions, with millions to spend, have their own special problems, newspapers and similar stations. They respond to WBXN's programs and special service, the reason why many of the country's largest organizations are using WBXN. If your product is merchandised in Greater New York, WBXN should be on your list. Write WBXN, New York, N. Y. for availability or call Magrane 3-0332.

5000 WATTS DIRECTIONAL OVER NEW YORK

America's Leading Foreign Language Station

Page 66 • June 26, 1944

ROCHESTER, N. Y.

50,000 Watt... Clear Channel

1180 on Dial... Affiliated

with the NATIONAL BROADCASTING COMPANY

National Sales Representative:

GEORGE P. HOLLINGBERY CO.

"The Stromberg-Carlson Station"
IN 1940 the Signal Corps brought one of its toughest radio assignments to Bell Telephone Laboratories and Western Electric. A rugged multi-frequency set was wanted for the Armored Forces—in effect, a radio switchboard to interconnect tanks, scout cars, command cars, artillery units, anti-tank vehicles.

A model was submitted in one-quarter of the time normally required to design and build such a complex set—an FM transmitter and receiver having 80 crystal controlled frequencies. Any 10 crystals could be quickly plugged in—and push buttons provided instant switching. The set was tested—accepted—ordered in quantity.

Among the most difficult of the many production problems tackled by Western Electric engineers, were those of crystal manufacture. Millions of these tiny quartz wafers would be needed—each lapped to dimensions, metal-plated in a vacuum, mounted on wires so small they must be soldered in place under a microscope. Amazing new machines and methods were devised—crystals poured out on time.

Today huge numbers of units have been made by Western Electric and its sub-contractors. They are providing the instant communications that enable our Armored Forces to travel farther, faster and to hit harder.

Knowledge and experience gained and new techniques developed on this FM tank radio project will find application in finer equipment for broadcasting.

During the 5th War Loan Drive, buy more Bonds than before
INVASION SECOND IN GREENSBORO
Maj. Ridge’s Disposal of Nylon Windfall Is
A Morale Builder for the Home Front

JEAN Francois Millet, the late French landscapist, may be known for his "Man With the Hoe" painting but Maj. Edney Ridge, owner of WBIG Greensboro, N. C. will go down in history as the man with the hoes when it comes to nylon stockings. He had 5,000 pairs representing spoils of the sensational nylon case, tried a fortnight ago in the U. S. District Court there.

Maj. Ridge, who also is U. S. Marshal for the North Carolina middle district, had to dispose of the windfall of women’s hosiery at the ceiling prices of $1.65 per pair for first quality and $1.50 and $1.25 for irregulars and seconds. The major knew what it was to be the most popular man in Greensboro last week when Judge Johnson J. Hayes decreed that sales would be limited to three pairs per customer.

The sale was held at 10 a.m. last Friday in the U. S. Marshal's office and sales were limited to residents of the middle judicial district. Maj. Ridge said the nylon sale was the biggest news in town, adding the people had momentarily forgotten about the invasion. Since the cache was made known to the public, Maj. Ridge has been bedeviled by a barrage of telephone calls and telegrams from all parts of the country. He was the man of the hour. Asked how he got any sleep at night, he quipped: “I've got me a secret foxhole.”

Dismissal Plea Denied
BLUE NETWORK’S request for dismissal of an amended complaint brought by George Washington Robnett, executive secretary of the Church League of America, against the Blue Network, Walter Winchell, commentator, and Andrew Jergens Co., Cincinnati, sponsor, was denied June 20 by Federal Judge Harry in Chicago. The million dollar damage suit was entered Nov. 10, 1943, by Mr. Robnett when he maintained that Winchell’s use of the book Undercover on the air was libelous and slanderous.

CBC Income Up
TOTAL REVENUE of the Canadian Broadcasting Corp. for the fiscal year ended March 31, 1944, was $5,209,484, of which $1,421,598 came from commercial broadcasts. This was an increase of $178,045 over the previous year, and $3,787,886 was derived from the sale of the annual $2.50 receiving set, an increase of $154,900 over the previous year, which was announced at Ottawa recently. Total net operating surplus was $88,561 compared to $230,261 the previous year, “but depreciation was cut in half,” it was reported.

Eight-in-One Spots
EIGHT-IN-ONE Cold Tablets, Chicago (proprietary), will begin a series of one-minute spot announcements on 20 stations the latter part of September. Contrar is for 26 weeks and was placed by John W., Kastor & Sons, Chicago. Station schedule has not been revealed.

Don McNeill celebrated his 11th year as M. C. on the Blue Network Breakfast Club, Saturday, June 24.

INVADERS for P&G
H. W. KASTOR & SONS, New York, last week confirmed the report that Lt. Eudy Vallee had been signed up by Procter & Gamble Co., Cincinnati, for a network program to start in the fall for an undetermined product. The singer is scheduled to receive a Navy discharge momentarily. Other P&G agencies in New York denied knowledge that the contract had been signed, thus indicating that Vallee would be signed for one of the P&G products handled by Kastor, probably Drano. Agency is auditioning another program for the same product, which is promoted on Abie’s Irish Rose, NBC.

FM Channels Favored
RETENTION of FM broadcasting in its present spectrum position was favored in a poll last week of the members of Panel 5 (FM) of the Radio Technical Planning Board. The results follow in line with the meeting last April at which it was voted to accept a committee recommendation to maintain the present assignment of FM in view of counsel by Dr. J. H. Delinger, radio chief of the National Bureau and who warned that sun spot phenomena will not seriously interfere with use of the present facilities.

New Press-FM Applicant
ELEANOR PATTERSON, trading as the Washington (D.C.) Times-Herald, last Friday filed with the FCC an application for a new FM station to be located in the National Capital, to serve the metropolitan trading and adjacent rural areas in Maryland and Virginia. Estimated cost for the outlet is from $75,000 to $100,000; frequency asked is 46,300 kc. Engineering report, as well as data on the studio and transmitter locations, are to be filed at a later date, it is reported.

Lt. Donohue Missing
LT. WILLIAM J. DONOHUE, 23, chief of ushers at WGN Chicago prior to joining the Air Forces in July, 1942, has been reported missing over France since June 6. He is a troop carrier command pilot.

Pelletier Under Knife
VINCENT PELLETIER, narrator on the NBC Carnival Contained Hour and announcer for NBC Hymns of All Churches, underwent a major operation June 21 at Evanston, Ill. Hospital. Substituting for Pelletier are Greg Donovan, BC announcer, on Cornation and Tom Moore on Hymns of All Churches.

630 Kilocycles 5000 Watts Full Time
BLUE NETWORK
represented nationally by John BLAIR & Co.

ST. LOUIS, MISSOURI

In the pressroom, factual information on modern antenna systems.

Look to Lingo
for AM-FM
Lingo AM and FM radiators are creating new performance records throughout the broadcasting field. Improved designs and exclusive features are responsible for their high efficiency, unequaled stability and low maintenance cost.

Look to Lingo
for AM-FM
Look to Lingo for AM-FM
for AM-FM
Lingo AM and FM radiators are creating new performance records throughout the broadcasting field. Improved designs and exclusive features are responsible for their high efficiency, unequaled stability and low maintenance cost.

Verdicts Rendered
WINCHELLE for WHIO in the $2 million damage suit, brought by B. Walter Winchell, Chicago, for libel against the network, was denied. The case was dismissed on grounds of lack of jurisdiction.

THE DAYTON MARKET
WHIO is
You pick him out. If you can get him to stop work long enough, ask him. Ten to one he'll say WHIO is his favorite station . . . and he's a typical Daytonian. The Dayton market likes WHIO because it carries the best CBS shows, good local programs, plus the best in complete news coverage through U.P., I.N.S., Reuters and Press Association.

WPDC
CONNECTICUT’s POWER BROADCASTER
VOTE for HARTFORD!
As the war progresses the need for a strong, clear, uninterrupted signal becomes ever more evident. For this reason we at WPDC request your vote for Hartford, Connecticut.

Use WPDC to Connect in Connecticut

WHIO is THE DAYTON MARKET
5000 WATTS • BASIC CBS • G P. HOLLINGBERY CO., Representatives
HARRY E. CUMMINGS, Southeastern Representative

BROADCASTING • Broadcast Advertising

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Ask ANY Daytonian

WORC
"COME OVER TO OUR PATIO, SEÑOR!"

Of course you'll find Tamales and Tortillas in Mexico! Also the gayest of fiestas and lovely senoritas.

You will also find that Mexico is one of the world's most versatile nations... amazingly cosmopolitan... definitely progressive!

Do you know that the National University of Mexico was founded in 1553, almost a century before John Harvard was born... that Mexico's minerals present an international passport to importance... that Mexico's industries number over 12,000 establishments, 500 electric plants, 30,000 cotton looms, 4,000 miles of railroad!

Come over to our Patio, Senor. Here's a friendly invitation from a friendly neighbor to permit us to show you how our two networks of 80 stations can prove that there's more than Tamales and Tortillas in Mexico... there's business and plenty of it. Write for details!
AT&T Granted Experimental Facilities By FCC in Super-High Frequency Range

BELIEVED to be the highest specific frequency assignments ever authorized, construction permits for experimental within certain bands of the 1,914,040 to 12,511,250 kc frequency range were conditionally granted last week by the FCC to AT&T for a proposed widehand radio repeater circuit between New York and Boston—to be capable of relaying telephone and telephone communications, PM, facsimile or television broadcasting.

Policy Deviation

A deviation from the Commission's usual practice of authorizing specific frequencies rather than bands of frequencies, the action grants 12 different bands (each 11 to 23 mc in width) in that ultra and super-high range, to be utilized by two Class 2 experimental stations covered in the permits, each to operate with 10 w power. These stations would be supplemented later by seven repeater units to be placed approximately 30 miles apart, it is reported, all as part of a two-year millon dollar experiment program by AT & T in view of a great potential demand for such facilities in the postwar period.

These facilities are only for experimental and not for commercial purposes, the FCC stated, although commercial traffic may be diverted to these facilities for test purposes on condition that other adequate facilities, over which such traffic normally would be carried, are available during the diversion. Under the set-up, no change would be made for transmission of television and FM broadcast programs which take place in whole or in part over these facilities.

Highest existing commercial circuits now in common operation do not exceed the 150 mc range, while certain radio relay circuits reach approximately 120 mc and some broad band speaker links approach 300 mc. Use of higher channels are known to be in use at present to a certain extent by the government and the military.

Frequency bands (inclusive) covered in the authorization are as follows:

- 1,914,040 ke to 4,007,000 ke
- 4,367,000 ke to 6,227,000 ke
- 6,902,900 ke to 9,239,900 ke
- 9,950,000 ke to 12,511,250 ke

Daly Shoe Test

IN ITS FIRST national advertising campaign, for Air-O-Magic Shoes for men, Daly Bros. Shoe Co., Boston, is planning a spot radio drive on 17 stations, to begin around Oct. 1. With the object of reaching the young man, the so-called "jive" or popular music stations will be used, in selected major markets where Daly dealers are located. Present plans call for a five-minute transcription, probably of dramatic content, aired on a twice-weekly basis. Campaign will run for two month periods, in the fall, and again in the spring. Shoo will also be promoted experimentally on WABD, the Allen B. Du-mont Labs. station, television station in New York, and through 16 national magazines. Campaign will be supported by tradepad advertising and dealer helps of all kinds.
O'CONNOR CHARGES
CONTROL OF RADIO

SPEAKING before a caucus of the American Democratic National Committee (insurgent democratic group) at the Hamilton Hotel, Chicago, last Tuesday, former Congressmen John J. O'Connor of New York maintained that Earl Browder was given "free radio time" over a national hookup (NBC) some weeks ago and that this was the keynote speech of the fourth term campaign.

He declared that the American Democratic National Committee asked the network for equal time to answer Mr. Browder. "Not hearing from the broadcasting company for about three weeks," Mr. O'Connor said, "we again presented our request to their head office in New York. They then designed to acknowledge our letter from their Washington station—first demanding that we satisfy their examination of our membership and purposes—which if satisfactory to them, might induce them to give us an opportunity to reply." He charged the New Deal with controlling radio through the FCC.

NBC Washington officials said time had been offered Mr. O'Connor by letter but he hadn't received it when he spoke last week. Since then he has accepted although definite time has not been fixed.

New Radio Group Seeks
To Protect Copyrights

CONCERNED over the lack of originality and variety in commercial radio fare, and convinced that the fault lies with increasing plagiarism of talent announcements and sponsored programs in their entirety, Miss Della M. Grattan, head of D. M. Grattan Co., New York agency, has initiated an industry movement to set up a copyright bureau and protective service against deliberate infringement of original radio ideas. Miss Grattan said that proposal for such an organization, to be called Advertising Radio Protective Assn., would be taken up at an organizational meeting in New York and may materialize late in August, when it will be submitted to the NAB.

Miss Grattan reports an indifference within the industry towards trying new techniques, and attributes this to the fact that "a new slant or twist in radio copy has no protection from less scrupulous competitors."

Vick Series on CBS

VICK CHEMICAL Co., New York on July 2 resumes national network advertising with a series of dramas of adventure on 122 CBS stations, Sunday, 2-2:30 p.m., tentatively titled Dangerously Yours. Wolf Associates, New York radio production agency, is packaging the show for Morse International, agency in charge. Product has not been determined. Contract is for 52 weeks. Former sponsor of Dr. I.Q. on NBC, Vick also sponsors Short Short Stories on the CBS Pacific Coast network for all Vick products.

WPAT Paterson, N. J., has appointed Howard H. Wilson Co., Chicago as national representative.

CHICAGO advertising agencies spend $2,308,800 on talent annually for NBC network shows carried by WMAQ!

Almost as much as the other three networks combined!

Talent is basic for a good show... NBC tops them all!

$4,799,600 is spent annually on talent for the 45 network shows controlled by Chicago's advertising fraternity. For NBC shows carried by WMAQ, they spend $2,308,800—half of the total amount.

Top shows are expensive. They require the best actors, the cleverest comedians, and the finest musicians to hold the interest, tickle the funnybone and please the ear of the radio listeners. NBC shows do just that—and that's why 42% of the radio audience in the Chicago area listens most to WMAQ.

Enjoy the tremendous listening audience built by NBC's top shows. Make profitable sales in America's second largest market, Chicago. Astute advertisers are placing their local and spot campaigns on WMAQ where money talks... and people listen.
Soap Advertisers Change Programs

SOAP advertisers are busy re-vamping their radio schedules with several acquiring new radio material, or time, or shifting emphasis of products. Colgate-Palmolive-Peet Co., Jersey City will sponsor Blondie on 180 Blue Network stations; for Superstars beginning July 21. Originating from Hollywood, the series will be heard first in the East 7-7:30 p.m., (EWT) with rebroadcast from Mid-West and West Coast listeners 7:30 p.m. (PWT). Program goes off CBS for R. J. Reynolds Tobacco Co., June 26. Both accounts are handled by William Esty & Co. Don Bern will continue to produce, with John Greene as writer. Procter & Gamble on July 3 starts Glamour Manor on the full Blue network, Monday through Friday 9-9:30 p.m. (PWT) with repeat at noon, dividing commercials between Crisco, handled by Compton Adv., and Ivory Snow, handled by Benton & Bowles, which will produce the show. Cliff Arquette, comedian, as owner of a mythical hotel, will m.c., conducting a straight comedy show Monday, Wednesday and Friday, and on alternate nights a "Ladies' Day" with studio audience participating in yokes and games. Tommy Stirling will include Charles D'ine's orchestra, male vocalist, guest comedians and two announcers. In renewing seven of its NBC programs, P & G has affected time shifts and product changes, including the introduction of White Laundry Soap, now handled by Benton & Bowles, and Dish. (Pedlar, Ryan & Lusk) on Vic & Sade. Firm discontinues for the summer Truth or Consequences, for Duz on NBC Saturday, 8:30-9 p.m., continuing Seg 19, with no definite plans for the intervening period, which may be filled by a sustaining.

Wrigley Plans Set

WM. Wrigley Jr. Co., Chicago (chewing gum), began sponsorship June 23 of a 26-minute series designed to show how Armed Service Forces equip and serve its men going into battle, titled Service to the Troops, Tuesdays, 7:30-7:35 p.m. (CWT), rebroadcast 11:30-11:55 p.m. (CWT) on 141 CBS network stations. Program moved Sept. 2 to Tuesdays, 9 p.m. (CWT). Series will be rebroadcast in six weeks to KHBC and KGMB, CBS Hawaiian affiliates. Contract is for 26 weeks, placed by Arthur Meyerhoff Co., Chicago.

MBS Chiefs Meet

MUTUAL executive committee, meeting at MBS headquarters in New York, June 19-21, generally reviewed network policies and took further steps to strengthen the Mutual programming structure. The meeting was following the three-day session. Meeting, presided over by W. N. MacParlane, vice-president of the committee, was also attended by H. K. Carpenter, WHK; John Shepherd, 3D, network; T. C. Streibelt, WOR; Lewis Allen Weiss, Don Lee Broadcasting System; Miller McClinton, MBS.

Page 70 • June 26, 1944
Peterson, Callahan Given Army Posts

Maj. Williamson to Capital; Capt. Batson Transferred

SEVERAL former radio and agency men have been assigned to headquarters of the Army's Radio Branch, Bureau of Public Relations, the War Dept. announced last week. The personnel changes include five who will be attached to the Washington office, and one assigned to Hollywood.

Just returned from a year's duty with the Air Transport Command in Alaska, Lt. Curt Peterson, former radio director of Marchal & Pratt, New York, is now officer in charge of placement section, Washington headquarters.

PETRSEN Named Head

Maj. H. AUSTIN PETRSEN has been appointed chief of the program section, Armed Forces Radio Service, Morale Service Division. His headquarters will be in Hollywood. Before entering the service, Maj. Peterson was with the Hollywood offices of Young & Rubicam. Earlier he joined KFRC San Francisco as program director and news editor.

MAJ. VANDA WINS LEGION OF MERIT

MAJ. CHARLES VANDA, a member of the CBS program department before joining the Army as an officer in the Office of Strategic Services, has been awarded the Legion of Merit, it was learned last week. Honor was conferred for "exceptionally meritorious conduct in the performance of outstanding service in Iran, Iraq, Syria, Palestine, Egypt, Anglo-Egyptian Sudan, British Somaliland, Kenya, Mozambique, Madagascar, Union of South Africa, French Equatorial Africa, Belgian Congo and the Gold Coast"—"for establishing a valuable link between South Africa and the United States"—"for contributing in a marked degree to the operation of United States Army forces in the Middle East and for contributing to maintenance of friendly relations between the United States and the countries involved."

Maj. Vanda flew to Egypt from Italy to accept the award from Brig. Gen. Benjamin Franklin Giles. Commanding General, USAFTE.

When CBS in 1935, Maj. Vanda was western program director and later produced and directed CBS war programs in New York prior to receiving his commission as a Captain in July 1943. He was advanced to the rank of Major in April 1943.

in charge of radio operations in the Mediterranean Theatre, has been named assistant executive officer of the Radio Branch, BPR. Before entering the service, Capt. Batson was an announcer and later program director of WBFC Green-ville, S.C.

There are two new additions to the broadcast service section. They are Frank Silva, of WSAY Rochester, and Abe Fischler, who has been with the War Relocation Authority.

Radio Man's Book

STORY OF THE USH Helena was written by Lt. Colton G. (chief) Morris, the former director of news and special events at WLBZ-WBZA Helena. Before joining the service, Lt. Tully was in Washington.

LT. TULLY in Washington

LT. FRANCIS W. (Pete) TULLY, former Washington correspondent of the Yankee Network News Service, arrived in Washington last Friday after 1½ years of Air Combat Intelligence service with the Navy on the staff of Capt. William F. Halsey in the South Pacific. After a brief leave, he will be assigned to the capital.

BARTLETT IS GIVEN FULL COLONELCY

PROMOTION of Theodore L. Bartlett, former principal legal administrator of the FCC, to rank of full colonel in the Army Air Forces, was announced last week at Mediterranean Theatre headquarters.

He is assistant communications officer of the Mediterranean Air Forces.

Col. Bartlett, a native Washingtonian, has been Col. Bartlett on active duty since February 1942 and has been awarded the Air Medal for meritorious achievement in combat. He joined the FCC upon its formation in 1934 as assistant to Commissioner Hampson Gary and entered the law department the following year. He was promoted through the grades of attorney, senior attorney, principal attorney and principal legal administrator, which post he held when he went on indefinite leave on Feb. 3, 1924.

From 1929 until 1934, Col. Bartlett was a reserve officer with the Fleet Marine Corps. He was commissioned a major in the Army Air Forces in 1942. He served as assistant chief and later as chief of the Communication Controls Division, Directorate of Communications at Army Air Forces headquarters in Washington, except for short periods of temporary duty in England, Egypt and the United States. From April 1943 to date, he has been assistant communications officer with the Northwest African Air Forces, now the Mediterranean Air Forces.

He was promoted to lieutenant colonel Aug. 9, 1942 and placed on flying status at the same time, being rated aircraft observer in June 1943. His promotion to a colonelcy in the Air Forces came June 7, 1944.

Throughout the Sicilian and Italian campaigns, Col. Bartlett served in England as communication liaison officer. He was the Army representative at the Trans-Atlantic Safety Services Conference in Ottawa in 1942. For this service and in Panama and Brazil, he wears the American Theatre ribbon with one bronze star. He also wears the European-African Theatre ribbon with two bronze stars authorized. For "meritorious achievement in aerial flight while participating in sustained combat operations against the enemy" (Sicilian and Italian campaigns), he was awarded the Air Medal.

Baylor to ETO

WGAR Cleveland has sent program director David Baylor to the European Theatre of Operations as an accredited radio war correspondent under the local station rotation plan. He will also serve the other G. A. Richards stations, WJR Detroit, and KMPC Los Angeles. Mr. Baylor in the summer of 1941 accompanied Carl George, WGAR director of operations, on a tour of the Italian campaign as an engagement between the Red and Blue armies. WGAR covered the maneuvers with a mobile unit.

THE LINE FORMS TO THE RIGHT...

at WXYZ for next availabilities on

EDDIE CHASES

"MAKE-BELIEVE BALLROOM"

10½ hours per week sponsored by accounts such as A&P and Canada Dry

WXYZ, DETROIT 26 or PAUL RAYMER & CO.

BROADCASTING • Broadcast Advertising

NEW ORLEANS

50,000 WATS

The Greatest Selling POWER in the South's Greatest City

CBS Affiliate

Not1 Rep. • The Katz Agency Inc.
Actions of the
FEDERAL COMMUNICATIONS COMMISSION
JUNE 17 TO JUNE 23 INCLUSIVE

Decisions . . .
JUNE 20

WESX Marblehead, Mass.—Granted mod.
licensure for change from transmitter site to
Salem, Mass.

WIBW Topeka, Kan.—Granted license
renewal for regular period.

WEAN Providence, R. I.—Same.

WNLC New London, Conn.—Designated
secondary carrier for new FM station.

Alaska Broadcasting Co., Sylacauga, Ala.—CP
new standard station, 1440 kc to 1260 kc.

KFOX Lomita Beach, Calif.—Granted special
permission to broadcast program and infor-
mation to longshoremen at 8:30 and 7:30
p.m. daily except Sunday as a public serv-
vice and without charge for period ending
10-14.

WABI Bangor, Me.—Granted motion to
continue hearing now scheduled for July 7 to approximately 7 in re ma-

ganine renewal and mod. CP. Also granted motion for order to take depositions in re these applications.

KJBS San Francisco—Granted voluntary
terminal permit and control of J. Brunton.

Boo Co., licensee of KJBS, from Matt
Q. Brunton, Sherwood B. Brunton, Ralph
R. Brunton and Mary Brunton, to KJBS
Bruntons, a partnership consisting of
William N. Dolph, Hope D. Petley, Eliza-

beth Dolph, D. Worth Clark, Helen
S. Mark, Chella G. Dolph, Edwin F. Frank-
lin and E. C. Lewis. Fee for transfer of
20,000 representing 375 shares (100%) of
previously issued and outstanding stock.

Also granted license renewal.

WMOR Richmond, Va.—CP increase
150 w to 250 w, make changes in
transmitter and studio and change corporate name.

ADVL Salt Lake City—Granted permission
to make application for CP change
1200 kc to 880 kc, increase 5 kw to 10 kw,
make change in DA and change trans-
mitter.

KOPT Kingsport, Tenn.—Granted per-
tise to partake in reinitiation for application for CP change
900 kc to 780 kc, make changes in DA and change trans-
mitters.

KNOE Monroe, La.— Granted
petition in part to reaffirm application for CP change
2000 kc to 1800 kc, make change in
DA and change transmitters.

KWCX Charleston, W. Va.—Denied
petition to permit for reaffirmation and re-
stitution of application change 560 kc to 640 kc.

WBYX Wilkes-Barre—Same.

New Jersey Broadcasting Corp., Newark,
N. J.—Motion to change hours is pending
file amendment to CP for new FM station.

June 21

WJR Detroit—Placed in pending file
application for new commercial television
station.

The Jam Handy Organization, Detroit—
Same.

WJZ Chicago—Placed in pending file
application for new FM station.

WTHT Hartford, Conn.—Same.

WJAR Providence, R. I.—Same.

WJAG Wausau, Mass.—Same.

WHCS Charleston, W. Va.—Same.

WHBC Bloomington, Ill.—Same.

New Jersey Broadcasting Corp., Newark,
N. J.—Same.

Brown Shoes on NBC

Brown Shoe Co., St. Louis, will begin sponsorship of a half-hour juvenile program featuring

Ed, Sept. 2, 9:30-10 a.m. (CWT),

on NBC. Contract is for three years. Agency is Leo Barn-
nett Co., Chicago.

Applications . . .
JUNE 19

WSPR Springville, Mass.—License to
own broadcasting interests for D. R. D. pro-
grams and changes in transmitting equipment.

WBAS White Plains, N. Y.—CP of
commercial television station. Channel 12.

WBAW Wilkes-Barre, Pa.—License
for operation of station on regular basis.

The Philadelphia Inquirer, Philadelphia—
CP of commercial television station.

Channel 6.

WGBH Boston, Mass.— Same.

WGN Chicago, Ill.—Same.

WGMB Madison, Wis.—Same.

WJAZ Charleston, S. C.—Same.

WYSP Philadelphia, Pa.—Same.

WITP Greensboro, N. C.—New FM
station, 47,900 kc, 7,250 sq. mi., $40,000 esti-
mated costs.

Stanley G. Boynton, Highland Park,
N. J.—Same.

KSNF Springfield, Mo.—Same.

WGN Minneapolis, Minn.—Same.

WGN Chicago, Ill.—CP new FM
station, 44,500 kc, 17,700 sq. mi., $132,500
estimated cost.

Broadcasting Corp. of America, North of
Brawley, Calif.—CP new standard
station, 44,500 kc, 17,700 sq. mi., $132,500
estimated cost.

KRGB Long Beach, Calif.—CP new
FM station for Los Angeles, 45,700 kc, 7,000
sq. mi., $52,800 estimated cost.

KUSB Cedar City, Utah.—Same

control from Leland M. Perry to Radio Serv-
vice Corp. of Utah (incomplete).

June 20

Mississippi Broadcasting Co. Jackson,
Miss.—CP new standard station, 1260 kc
100 w, unlimited.

Pattern Broadcasting Service, Bloom-

ington, Ind.—Same.

WJZ New York, N. Y.—CP new
FM station, 44,500 kc, 3,500 sq. mi., $21,000 esti-
mated cost.

KXIC San Antonio, Tex.—Increase
1450 kc to 1650 kc, increase 250 w to 50 kw
in transmitter, and move transmitter, amended re changes in

transmitter.

GWC Albany, Ga.—CP change 1450
kc to 1500 kc and 3 kw transmitter and studio
from Albany to a site to be determined in

Savannah.

WDGY Minneapolis—Mod. license to
change hours operation from limited time
period to from 500 N 5 w D to 250 N 5 w S.

June 21

WNLC New London, Conn.—CP new
FM station, 44,500 kc, 3,500 sq. mi., $21,000
estimated cost.

KABC San Antonio, Tex.—Increase
1460 kc to 1650 kc, increase 250 w to 50 kw
D in transmitter, and move transmitter, amended re changes in

transmitter.

WGEC Albany, Ga.—Same.

WOC Miami, Fla.—Same.

KCMK Los Angeles, Calif.—Same.

KGBF Coffeyville, Kan.—Mod. CP author-
ization for new transmitter for extension
completion date from 7-22-44 to

8-1-44.

June 22

WOW New York—Denied motion for or-
eral to take depositions of 11 witnesses, who are to testify as to character and qualifi-
cations of the proposed transferees to con-
trol of Stark Broadcasting Corp., licensee of WOW. Mot-
ion denied without prejudice to right of parties at conclusion of taking of testi-
money to renew motion for an order to take depositions of these witnesses and record may remain open for reasonable period
for admission of such depositions.

S. R. PATREMIN, assistant chief
engineer of WABD New York, Allen
H. DuMont Labs, television station, has
been appointed acting chief engi-

The former WGBH TV station manager.

Walter L. TESCH, former man-
ger of RCA’s record engineering depart-
ment, has joined the company’s broadcast-station group as an ap-
lication engineer on electronic power
heating equipment.

THOMAS F. KENNA, former sales represen-
itive in the Midwest for Van Norman Machine Tool Co., Springfield, Mo., has
joined the staff of RCA’s electronic apparatus section as a com-
mercial engineer on high-frequency in-
duction heating equipment.

KEITH A. MacKINNON, engineer in
charge of transmission and develop-
ment of the Canadian Broadcasting
Corp., has returned to Toronto. He
has been on loan to the government’s National Research Council since 1940 during radio research work.

ELIZABETH CARTER has been ap-
pointed assistant engineer at KUTA Salt
Lake City, Utah.

PETER WILSON, chief engineer of
KXTR Hollywood, is the father of a

ROBERT JENSEN, NBC Hollywood
field engineer, is the father of a

JAMES EDMUND RUGGLES, for-
cerly of OWF, San Francisco, has
joined the KNX Hollywood engineer-
staff, and his duties have been
shifted from KMPC Hollywood to KNX.

B. C. WGIOTTLE, released from the
Army, has joined KFVP Los Angeles.

DAY R. LEWIS, former技术研发
technician of KWKW Pasadena, Cal.,
has shifted to KFJG Los Angeles.

Harry Wagner, new to radio, has
joined KJKW.

NEALE DAY, released from the
Army Signal Corps, has joined the
technical staff of KFOX Los Angeles.

FRANK COTTER, former engineer
of KXTR Los Angeles, has joined
KMPX Hollywood.

ADRIAN LENZT, engineer of WCKY
Cincinnati, is the father of a

JIM SKELLY, WJW Cleveland engi-
neer, has joined the U. S. Maritime
Service, and is training at Sheeps
Bay, N. Y.

THE LINE FORMS TO THE RIGHT . . .

at WXJZ for next availability on

Eddie Chace’s

"MAKE-BELIEVE BALLROOM"

10% hours per week
sponsored by accounts
such as A&P and
da Canada Dry

WXJZ, DETROIT 26
or PAUL MILLER & CO.
Washington Broadcasting Firm needs disasterman and a qualified radio engineer. Must be good. Should have detailed and broad background and draft classification. Box 299, BROADCASTING.

Chief Engineer: Desire change. Interested in connection. Eastern section. Will consider union station. Ten years' experience a must. Broad background, special and unusual experience on transmitters and speech equipment. Owner is important if position offers definite possibilities advancements both in responsibility and remuneration. Box 342, BROADCASTING.

Situations Wanted

Washington, D. C.

Help Wanted

Washington Broadcasting Firm needs disasterman and a qualified radio engineer. Must be good. Should have detailed and broad background and draft classification. Box 299, BROADCASTING.

Transmitter Engineer, Licensed, preferred. Permanent. Excellent working conditions. Midwest 2 1/2 or 8 kW, with two years experience. Salary and expenses paid. Local residents preferred. Box 233, BROADCASTING.

WANTED: Two announcers for midwest local. Should have experience on operation. Working conditions excellent, good pay, free time looking for permanent position and wish good experience wire or write. Box 299, BROADCASTING.

 Experienced man capable of news and commercial announcing. Present announcer expects to leave June 15. $312 per week. Good 8 kW station, pleasant working conditions. Box 406, BROADCASTING.

Manager wanted to take full charge of new-owned radio station (both exclusive) in a 40,000 market. Good salary and conditions, must qualify. Set up complete operations, give draft status and experience. White Box 408, BROADCASTING.

We need a good all-round announcer for small town 1000 watt station. You will be one of three on one shared studio on station with one day off weekly. Starting salary $35 per week to the right man. If you don't want a permanent position, you need not answer. We are looking for someone with a hot-shot personality; we just want an occasional guy who can engage enough to announce and operate a W-E board and use his head when he needs it. Our boys and girls know about the business and know how to get a job done for you if you think you can talk our war. H. E. "Zippy" Jones, WBBB, Burlington, N. C.

Excellent positions open for first, second and third class engineers: production men; junior and senior announcers; news editors; station executives; time salesmen; radio telephoners; service engineers, Wurlitzer, U.S. Grant Service Co., Union Commerce Building, Cleve- land, Ohio.

Wanted—Operator announcer first class license. Good pay. KSUN, Lowell, Ariz.

Chief Engineer needed. Excellent earnings. Good pay. Write KVOV, Valley City, N. D.

Announcer—Permanent position available to experienced man on 5 kW station. Basic $45.00 per week. Opportunity overtime and commercial fees. Write and send transmission immediately. WODD, Chattanooga, Tenn.

Announcer—Experienced, draft exempt, good selling voice and personality. Immediate opening. Send full letter to KSO and KRNIT, Des Moines, Iowa.

Copy reader and rewrite man with broadcast background for national news staff. Box 410, BROADCASTING.

Announcer—Woman 25, university graduate, experienced;Turntable and control room operator. Box 409, BROADCASTING.

Announcer—Experienced. Versatile, flexible voice. Prefer West. Box 375, BROADCASTING.

Chief Engineer wants complete responsibility technical department including personnel. 5 kW or more Central or North Central. Dependable, economical engineer, with good qualif. Qualified to handle any expansion. FM or TV. Salary. Can supply several technicians if needed. Box 380, BROADCASTING.

Engineer—First class ticket, 4F, experience, including chief engineer. Position must be permanent. Box 387, BROADCASTING.

Announcer, salesmen—32, college trained, experienced, Middle West or W. preferred. Consider others. Box 389, BROADCASTING.

Sales manager, 250 watt station desires connection with a future. Proven record. Box 390, BROADCASTING.

Military Commentator available. Lieutenant Colonel, U. S. Army, retired. Background Philadelphia, Fla., Chicago, and West Coast. Two years doing radio commentary. Box 391, BROADCASTING.

Interested Manager Small Station—Wants to buy station in S. Central Ohio. Younger, qualified, efficient. No previous connections. Will consider all stations. Box 392, BROADCASTING.

Woman announcer—Three years speech training Northwestern University, ex- excellent voice projection, good play, prefer small station. Box 393, BROADCASTING.

Announcer—Experienced, versatile, dependable. Will go anywhere for a good deal. Age 25, 4F. Box 394, BROADCASTING.

Promotion—Publicity Man Available—1 years advertising-promotion background plus sales and public relations coupled with ideas. Fairly publicty-promotion manager. Box 395, BROADCASTING.

Young woman, extensive experience in planning, laying out station representation. Capable, intelligent, discreet. Would like to work with big name. Good salary and good hours. Box 396, BROADCASTING.

Station Owners: Bring youth, progress, radio knowledge, business ability to your station with draft exempt manager. Excellent record of desire for change. Box 397, BROADCASTING.

Announcer—Year's experience regional station: university background, young, 4F; programming ability; seeking connection East. All other immediately. Box 399, BROADCASTING.

Announcer—Year's experience regional station; university background, young, 4P; programming ability; seeking connection East. All other immediately. Box 399, BROADCASTING.

Engineer—Experienced to 50 kW, AM and FM. Prefer position in New England. Permanent or temporary only. Box 400, BROADCASTING.

Chief Engineer—Will apply experience gained on design and maintenance of highpower AM and FM transmitters to progressive station planning post-war expansion. Box 401, BROADCASTING.

Manager, network station, age 28, University graduate, newspaper background. Work before or postwar coast to coast. Box 866, BROADCASTING.

Announcer, Friendly, cheerful voice, 24 years experience, prefers network, news, control room. Turntable, Hourly discharge. Box 403, BROADCASTING.

Thoroughly experienced Announcer—Woman—Excellent background of good showmanship—available. Permanent 4F, married. Box 404, BROADCASTING.

Announcer—Experience—also production, programming, excellent background, depending desires chief and position in East. Station, Box 375, BROADCASTING.

Announcer—General announcing, age 22, 4F. Excellent dramatic experience. Box 406, BROADCASTING.

Girl Friday—Continuity-commercial announcer, some experience. Box 407, BROADCASTING.


Wanted—Announcing position in Wisconsin or Minnesota. Prefer 190 or 250 watt station. Audition equipment available. Harris Murk, 21 East 18th St., Apartment 5B, St. Paul, Minnesota.

Chief Engineer—Wants permanent position in Pacific Northwest or Midwest. Available due to ownership change, over age family man with full work references. 23 years in radio. Experienced on all standard makes of control room and transmitter equipment including 50,000 watts R.T.A. Each. Box 124, 112 Main St. Idaho Falls, Idaho.

Announcer—Desires immediate change. East preferred. Sports, news, control board, College degree, 22, 4F, Tom Dun- can, 6100 Felshing, St. Louis 12, Mis- souri.

Attention Station Executives—Graduate of recognized college dramae class course including one year radio course. Announcement, script writing, scene interpretation, studio engineering history and principles of radio, wants position which will enable him to put opportunity as experience gained and ability proven. 3 years, piano, 15, 4F, Ohio. Box 412, BROADCASTING.

Last school year employed as hostess in large clear channel station. All offers considered. 20 year old girl. Available July 1, $75 per month. Write Mrs. Larnor Goddard, 1227 Elm St., Cincinnati, Ohio.

Chief Engineer—9 years experience in regional stations. Only permanent position with progressive station. Prefer West. Box 398, BROADCASTING.

Wanted to Buy

Wanted to buy either 250, 500-1000 watt approved broadcast transmitter. Also approved modulation and frequency monitors. Address Box 260, BROADCASTING.

Wanted to purchase: Watson type 425 F.R. Ammeter 0-10 Ams, new or used. Box 281, BROADCASTING.

For Sale

For sale: 100 watt 106 B W. E. transmitter as is, without power supply. Can be modernized and converted to 250 watts. Box 411, BROADCASTING.

Miscellaneous

Radio Engineer wants operating contract. Will consider purchase of part interest in small station. Box 379, BROADCASTING.

The School of Radio Technique

(America's oldest School Devoted Exclusively to Radio Broadcasting)

6 Weeks' Courses

JULY 5 & AUGUST 2

8 Weeks' Evening Courses

JULY 18 & AUGUST 14

Taught by Network Producers, Directors, and Others.

Advanced students, included:

• Announcement

• Script Writing

• Acting

• Continuity Writing

• Commercial Reading

Coed; Moderate rates. Inquire! Call or Write for Booklet B.

RKO BUILDING, RADIO CITY, N. Y. C. CIRCLE 7-0193

Shoe Project

RADIO advertising will undoubt- edly figure in the million-dollar-a-year promotional campaigns planned by the National Leather & Shoe Finders Ass'n, St. Louis, it was learned from A. V. Finglin, managing secretary, following the NLSFA convention in New York last week. Consumer drive urging better care of shoes will be undertaken by member producers, wholesalers and shoe catalog mailers. Media plans should be set by the end of the year. Agency has not yet been named.

PROMOTION AND MERCHANDISING

WANTED

Cowlaz station, KRNT, will have opening mid-July for promotion and merchandising manager. Want energetic, draft free man who knows publicity, promotion and merchandising; who can write and knows rough layout and can direct an efficient established department. If interested, send complete details and required salary requirements to Craig Lawton, Towne Broadcasting Company, Des Moines, Iowa.

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

ANNOUNCER WANTED

CBS - 5 kW - YOUNGSTOWN, O.

Seasoned, experienced, capable man for News, and general announcing. Not a wait-on position but a permanent opportunity for the right man. Immediate vacancy. Prefer family man—over 20 years old or draft exempt. Write, wire or phone.


WKBX BROADCASTING CORP.

Phone 43123

EQUIPMENT WANTED

250 watt transmitter and all other accessories for 250 watt station. Give full details, description, etc.

Regional Radio Sales Co.

225 E. Bradley Rd.

Milwaukee 9, Wisconsin

June 26, 1944

Page 73
KJBS ‘Duopoly’ Sale by Brunton Group
For $200,000 Receives FCC Approval

KJBS San Francisco on July 1 will be turned over to new ownership, pursuant to FCC approval last week of sale of the station by the Brunton family, which also owns KQW, San Francisco outlet, for $200,000 cash, plus $50,000 in adjusted payments. The transfer application, stemming from the FCC’s “duopoly" rule banning dual ownership of stations in the same or overlapping areas, was completed last April.

Despite the transfer from the Brunton family to the syndicate, comprising several broadcasters or their wives and Sen. D. Worth Clark (D-IIdaho), the management of KJBS will remain unchanged. E. P. Franklin, general manager, who has become a 10% stockholder in the station, will continue as its directing head.

Sen. Clark Port Owner

The transfer was from Mott Q., Sherwood B., Ralph R. and Mary Brunton, as transferees, to the partnership. In addition to the 10% ownerships of Mrs. Franklin and Mr. Franklin, acquired for $20,000 each, other partners are: William B. Dolph, executive vice-president, WOL, Washington, 15% for $50,000; Glenn G. Dolph, Mr. Dolph’s sister-in-law; 10% for $20,000; Mrs. Hope Pettey (wife of Herbert L. Peteyy, director of WENY New York and former FCC secretary), 25% for $50,000; Mrs. Betty Bingham, wife of Herbert M. Bingham, Washington attorney, 25% for $40,000; Mrs. Alire H. Lewis, wife of Fulton Lewis Jr., 5% for $10,000; and Mrs. Helen S. Mark, president and principal owner of WOL, 5% for $10,000.

CHURCH INJUNCTION

HALTS’ WMPs SALE

ULTIMATE sale of WMPs, licensed to the Memphis Broadcasting Co., and identified with Scripps-Howard and Associated, under the FCC’s rule banning multiple ownership in the same or overlapping areas, is complicated by litigation instituted by the First Baptist Church of Memphis seeking to restrain sale of the station. The church procured a temporary injunction against WMPs and Scripps-Howard Radio Inc., restraining them from disposing of the station without taking into account rights of the church, which, under a contract running in perpetuity, is entitled to Sunday broadcast time.

WMPs, while owned by Scripps-Howard interests, is identified through Scripps-Howard with WMC, operated by the Memphis Commercial Appeal. The Commission’s “duopoly" rule therefore was viewed as applicable.

While a number of bids have been received for WMPs, a Blue outlet, operating on 1460 kc with 1,000 w day and 500 w night, a sales transaction has not been completed because of the church contract.

The church, through five members of its congregation, filed the bill of complaint in Chancellor Court June 14, Chancellor Sweeton issued a temporary injunction restraining the sale, save under a contract running in perpetuity, to account the rights of the church.

Hudnut Test

RICHARD HUDNUT, New York (cosmetics), is planning a spot announcement campaign throughout the East, Agency is Rcompany & Eckhardt, New York.

Helen Wilbur Named


Fibber Renewed

S. C. JOHNSON & SON, Racine, Wis., has signed a “long-term" contract with Fibber McGee & Molly, which it is said will carry the comedy team well into their second decade on NBC for the same sponsor, John Louis, vice-president of Needham, Louis & Brorby, Chicago, Johnson agency, signed for the sponsor.

2 STANDARD, 4 FM, 2 VIDEO CPs SOUGHT

BROADCAST facilities sought of the FCC last week in new applications include requests for two new standard local stations, four FM outlets and two new commercial television stations.

Licensee of WCCO Meridian, Miss., Mississippi Broadcasting Co., is applicant for a local standard outlet at Jackson. Miss. B. J. Brunton family was completed

Craven Exodus

WHEN Commissioner T. A. Comstock leaves the FCC June 30 to return to private business his entire office staff will also leave. Recognized stations were submitted late last week to T. J. Slowie, Commission secretary, by Mr. Slowie, as aide of Commissioner Craven’s secretary; Mrs. Lee Loveless, assistant secretary; and Virginia Mulholland, clerk-stenographer. Miss Mulholland, who has been with Commission five years, next year, will serve him as secretary in his new post of vice-president of the two adjacencies. Mrs. Loveless has been a secretary to Commr. Craven since 1930, when he resigned from the Navy to become FCC chief engineer. Mrs. Preston has been his secretary for seven years. Both Mrs. Preston and Mrs. Loveless plan to retire from business life.

WACP IS ACQUIRED

BY CHARMS CANDY

PURCHASE of controlling interest in WACP Ashbury Park, N. J., by the Charms Candy Co. of Bloomfield and Asbury Park, from Mrs. George H. Burley, for approximately $35,000, has been agreed upon, subject to drafting of final contracts and customary FCC approval. Mrs. Burley, who holds 55% of the shares outstanding, is the widow of the late Thomas F. Jr., Burley, who died last March 7.

The proposed purchaser, which manufactures “tangerines" and “Tastyyeast" candies, is headed by Walter W. Reid Jr., Allenhurst, N. J., commissioner. The station is licensed to Radio Industries Broadcast Co. and operates with 500 w on 1510 kc, shooting time with WAPI Camden, N. J., and WTNJ Trenton, N. J. Vera N. Scholes is general manager, and Harold G. Martin, assistant manager. The station was established in 1926. Minority stockholders are Harry S. Ferguson, 80 shares; Mr. Ferguson’s brother, George H. Ferguson, 1 share; Simon Bogan, 5 shares; and Vera N. Scholes, Frederick Schmidt, and Joseph Lippman, 1 share each. All are New Jersey residents.

Sylacauga Grant

CONSTRUCTION permit for a new standard station in Sylacauga, Ala., was granted by the FCC last week to Alabama Broadcasting Co. Facilities authorized are 250 w unlimited time on 1340 kc, with the grant subject to certain technical conditions and the Jan. 28 FCC-Wisconsin Policy. President of the company is Ernest E. Forbes, local businessman, who holds 51% interest. First vice-president and 24% owner is Opal E. Johnson, engineer with WAPI Birmingham. Also holding a 24% interest and a radio engineer is James E. Smith, second vice-president. J. Mallory Forbes, local businessman, holds the remaining 15% interest and is secretary-treasurer.

SOUTHERN CANDY

Drawn for Broadcasting by Sid Hill

Your Fat Will Help

Squash the Alps

BROADCASTING • Broadcast Advertising
Homemaker

Mrs. Robt. L. Dominick, prominent Kansas City civic leader, typical mother and homemaker, says of radio, "Women who are on the go quite a bit, particularly during times such as these, are only too glad at the end of the day for a quiet evening with their families and the radio. Certainly the ties of the home are made stronger through the services of radio."

Radio's Importance in the Home

The responsibility of radio to American home life is fundamental. KMBC is aware constantly of radio's position in the home—a guest, highly respected and dependable. Whether the need is for child enlightenment and education, for informing the family of latest world-wide happenings, for assuming the role of constant companion to the housewife left at home during the day, for keeping farms posted with information and market reports, or for just all-around entertainment—KMBC builds each program day looking to the many factors of adequately serving its listening area. Such is the reputation of radio, not only in the Heart of America, but throughout the broad land.

KMBC
OF KANSAS CITY
FREE & PETERS, INC.
SINCE 1928 — THE BASIC CBS STATION FOR MISSOURI AND KANSAS
“HURRY, CHIEF! LET’S GET TO THE BOTTOM OF THIS!”

It takes 915 feet of climbing to get to the top of WKY’s new antenna, one of the two highest in America and the sixth highest man-made structure in the Western Hemisphere. But getting to the bottom of what it will do for sponsors of radio advertising in Oklahoma is really the important matter.

The engineers figure it will push out daytime coverage considerably. Whatever the increase, it will merely enlarge the coverage which is already greater than that of any other Oklahoma City station. Nighttime coverage will be nearly doubled due both to a unique antenna array and a fivefold increase in power.

WKY’s new quarter-million dollar transmitter installation will be ready for the air in the near future. In the meantime and with present facilities, WKY is giving advertisers more coverage, more listeners, and more for their advertising dollar than any other Oklahoma City station. WKY is THE radio buy in Oklahoma today. It will be an even better buy tomorrow.