Bonds of War
Buy War Bonds
YEARS AGO...
They Began Their Work Here

There's a bond of friendship between WLS personalities and the radio listeners of Midwest America, a friendship that has grown closer through the years. Through their long association with WLS, our people have learned to know what listeners like, what they want and need. That's why our program department is in charge of veterans.

Harold Safford, program director, has been with us 18 years, since 1926. Production Manager Al Boyd has been here 14 years, working up from sound effects in 1930. And Grace Cassidy, traffic manager, was working for WLS even before the station took the air in 1924!

This long-time friendship is not confined to the program executives; some talent has been with us for 15 and 20 years. Announcers, too. Even our engineering staff is made up mainly of 20-year veterans. No wonder, after this long, our staff understands what listeners like... knows how to influence them to act. That's why WLS Gets Results!
The Blue is proud to present

George Hicks

in

A Program of His Own

BEGINNING TUESDAY, JULY 4,
EVERY TUESDAY & THURSDAY FROM 10:15 TO 10:30 P. M. EWT

From George Hicks, Blue Network correspondent with the Allied Invasion Forces, has come what Variety calls “the top job of documentary reportage” on the Invasion. Proof of this lies in “the hundreds of requests that have poured into the four networks asking for repeats of Hicks’ eye-witness account” of the Invasion seen from the gun turret of a warship.

With the expiration of the “pool” arrangement which put him at the disposal of our contemporaries, George Hicks reverts to The Blue and we are proud to present him in a program of his own.

Those of you who have heard Hicks’ broadcasts need no words from us to picture what may be expected. But we believe that this new series will prove to be one of the greatest dramatic and human-interest accounts of the post-D-Day story.

For further details check with

The Blue Network

WHAT THEY SAY OF HICKS

TIME: (June 19) “George Hicks, the Blue Network’s tall, begoggled, modest London news chief... turned in the best recordings of them all.”

NEWSWEEK: (June 19) “... the most realistic radio reporting yet to come out of the European war.”

BEN GROSS—N. Y. DAILY NEWS (June 11) “... left dialers all over the country respecting his courage and calmness and grateful for the detailed picture he gave them.”

VARIETY: (Headline of Hicks’ story, in June 14 issue) “George Hicks of Blue Grabs Top D-Day Laurels.”

PROPERTY U. S. AIR FORCE
Walter B. Clausen came to WCKY direct from the Pacific headquarters of Admiral Chester Nimitz, and brought with him a thirty-four years of war reporting for the Associated Press and travel in the Pacific area.

Interviews Lt. Comdr. commander of the Wahoo, credited with Jap convoy and some enemy troops.
Today—

When You Think of

NEW ORLEANS

...You Think of well over

1,000,000 TONS of DELTA SHIPS

MADE IN NEW ORLEANS

...AND

WWL

NEW ORLEANS

The Greatest Selling Power in The South's Greatest City

50,000 WATTS CLEAR CHANNEL

CBS AFFILIATE—REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.
JOIN THE SWING TO WSIX

Here's The Way The Trend Is Going

**SPONSORED PROGRAMS**

<table>
<thead>
<tr>
<th>JUNE 1944 Over 1943</th>
<th>50% INCREASE</th>
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<tbody>
<tr>
<td>YEAR 1943 Over 1942</td>
<td>161% INCREASE</td>
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**AUDIENCE INCREASE**

(By C. E. Hooper Inc.)

<table>
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<tr>
<th>MAR.-APR. 1944 Over MAR.-APR. 1943</th>
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<tr>
<td>Mon. thru Fri. 8:00 to 12:00 AM. 82%</td>
</tr>
<tr>
<td>Mon. thru Fri. 12:00 to 6:00 PM. 43%</td>
</tr>
<tr>
<td>Sun. thru Sat. 6:00 to 10:00 PM. 25%</td>
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</tbody>
</table>

There are many good reasons for this steadily increasing ACCEPTANCE by ADVERTISER, AGENCY AND RADIO LISTENER. Let us give you more information—JOIN THE SWING TO WSIX.

THE KATZ AGENCY, INC., NATIONAL REPRESENTATIVES

**WSIX**

"The Voice of Nashville"

5000 WATTS

THE RCA Electron Microscope, an instrument which magnifies up to 22,000 times (and makes micrographs which, enlarged photographically, make possible useful magnifications up to 200,000 times), has enabled scientists to achieve important advances in industry and research. Its tremendous magnifying power is of great value to the chemical, metallurgical, ceramic, plastic, aviation, textile, rubber and petroleum industries—or to any field where particle size, shape, structure or distribution are of interest, or where minute surface details of metals or other materials must be studied.

Two new models of the RCA Electron Microscope are now available. One is a compact desk model—the other, a new Universal type containing an electron diffraction camera. Information on these instruments, their use and applications, is offered in a new 16-page booklet "The RCA Electron Microscope." The coupon below will bring you this booklet by return mail.

**PLEASE USE THIS COUPON**

**Electron Microscope Section, Dept. 117**  
**Radio Corporation of America, Camden, N. J.**

Please send me the new bulletin entitled "The RCA Electron Microscope."

Name ____________________________________________

Position _________________________________________

Company _________________________________________

Street ___________________________________________

City ______________________________________________
HELP YOU?

BUY MORE WAR BONDS

RADIO CORPORATION OF AMERICA

RCA VICTOR DIVISION - CAMDEN, N. J.

LEADS THE WAY... IN RADIO... TELEVISION... TUBES...

PHONOGRAPH... RECORDS... ELECTRONICS
HENRY TRITSCHLER
President, Nelson Chesman Co., Chattanooga

Says—"We buy stations with an eye to their particular audiences—we spot our radio, and it pays!"

• And HOW it pays, Mr. Tritschler! You know (and we know) certain markets which respond like wildfire to types of programs that fall with dull thuds only a few hundred miles away. And all of us know that even on the biggest national shows, the ratings vary all over the chart in various markets.

• So what does that prove? It proves that the only way to get top efficiency from one's radio expenditures is to "buy stations with an eye to their particular audiences"—which is just to say buy spot broadcasting!

• We've got a lot of facts about the audiences of all the stations at the right. And sixteen good men whose principal job is to see that those facts prove as helpful as possible to every present and prospective user of spot broadcasting.

EXCLUSIVE REPRESENTATIVES:
WGR - WKBW BUFFALO
WOGY CINCINNATI
WWDC DULUTH
WKXW INDIANAPOLIS
KWMC KALAMAZOO
WAVE KANSAS CITY
WTCN LOUISVILLE
WTIC Mpls.- St. Paul
WMBO PEORIA
WSPN ST. LOUIS
WFLA SYRACUSE
IOWA
WHO DES MOINES
WOC Davenport
KMA SHENANDOAH

SOUTHEAST
WCEM BALTIMORE
WQSC CHARLESTON
WIT COLUMBIA
WPTF RALEIGH
WDBI ROANOKE

SOUTHWEST
KOB ALBUQUERQUE
KXIS CORPUS CHRISTI
KXXZ HOUSTON
KOMA OKLAHOMA CITY
KTUL TULSA

PACIFIC COAST
KECA LOS ANGELES
KFIA PORTLAND
KROW OAKLAND-SAN FRANCISCO
KFPO SEATTLE
KAR FAIRBANKS, ALASKA
and Wright-sonox, Inc.
‘Free Radio’ Pledged by Dewey, Bricker

Industry to Play Major Part In Elections

By SOL TAISSHOFF

CAST in the dual role of primary campaigning medium as well as an issue in the campaign, radio will figure as never before in the Presidential elections this year.

With the nomination in Chicago last week of the Dewey-Bricker ticket at the Republican National Convention, and the unanimous adoption by the GOP of a “free radio” plank in its platform, radio found itself catapulted into the national political scene. Both the Republican Presidential and Vice-Presidential candidates are pledged to the “free radio” plank which puts radio on a parity with the press.

‘Air Battle’ Seen

Both Dewey and Bricker will rely heavily on radio for their campaigning. With President Roosevelt predestined to the Democratic candidacy, a Presidential “battle of the wavelengths” is prefigured. Mr. Roosevelt’s acknowledged prowess as a radio campaigner has encoun
tered him as the No. 1 broadcast personality. But Mr. Dewey is regarded in radio circles as the most expert orator to carry the GOP banner since radio became a vote-getting factor just 20 years ago.

The Free Press and Radio plank adopted by the Convention last Tuesday by voice vote is about as direct. While almost unrecognizable as compared to the plank espoused by the NAB, and which had been submitted to the Resolutions Committee, it nevertheless came out flatly in favor of censorship and, more significantly, called for a “new radio law which will define, in clear and unmistakable language, the role of the FCC”.

When the Democratic national convention is held in the same Chicago Stadium next month, it is expected that a “free radio” plank, offsetting that in the Republican platform, will be adopted. That happened four years ago, when both Conventions adopted resolutions in the same general vein.

More than cursory interest attaches to the specific mention in the GOP plank of need for a new radio law. This comes on the heels of the action of Sen. Wheeler (D-Mont.), in sounding the death knell for remedial radio legislation at this session of Congress. The bill he had drafted jointly with Sen. Wallace H. White Jr. (R-Me.), acting Senate Minority Leader, in many ways would have tightened Government regulation of radio, and ratified past regulatory acts which have been interpreted as threatening radio’s freedom.

Intimidation Charged

Should a change in administration come, or should the Republicans organize either or both Houses of Congress, the new major
ty party then would be committed to rewriting the Radio Act of 1927. Having failed completely to get satisfaction in the Senate through the demise of the White-Wheeler Bill (S-814) many broadcasters now feel that radio itself would draft a proposed measure for House consideration as soon as possible.

All key speakers at the Republican convention vehemently de
nounced “New Deal bureaucracy” and arrogation of legislative and judicial powers by independent agencies. Gov. Earl Warren of California, temporary chairman, in the keynote address Monday night, mentioned radio directly. Lashing out against “bureaucracy”, he charged that the incumbents have “threatened our free press” and that “they have intimidated our radio”. He promised the new “GOP administration” would “free the agencies of public information from domination of the Government”.

Last Plank

The Free Press and Radio plank was the very last in the compre
hensive GOP platform. Sen. Robert A. Taft of Ohio, chairman of the Resolutions Committee, himself was conversant with and is understood to have had much to do with its writing, along with Sens. Albert J. Hawkes of New Jersey and E. H. Moore of Oklahoma, both members of the Senate Interstate Commerce Committee, who participated actively in the hearings of the White-Wheeler Bill and who have repeatedly called for a revision of the Radio Act.

The suggested resolution, prepared by the Legislative Committee of NAB, which had been submitted to the Committee, did not tie in radio with the press. It read:

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

American broadcasting is the finest in the world. It has brought
us the finest entertainment, the best news coverage and a full and fair presentation of public ques
tions.

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

Gov. Dewey’s appreciation of radio as a campaigning medium is reflected in the presence on his staff of Henry R. Turnbull, radio ex
cutive of Duane Jones, New York advertising agency. He worked with

PLANK IN GOP PLATFORM

FOLLOWING is the full text of the plank on “Free Press and Radio” adopted unanimously by the Republican National Conven
tion in Chicago Tuesday, June 27:

Free Press and Radio—In times like these, when whole peoples have found themselves shackled by governments which denied the truth, or, worse, dealt in half-truths or withheld the facts from the public, it is imperative to the maintenance of a free America that the press and radio be free and that full and complete information be available to Americans. There must be no censorship except to the extent required by war necessity.

We insistently condemn any tendency to regard the press or the radio as instruments of the Administration and the use of Government publicity agencies for partisan ends. We need a new radio law which will define, in clear and unmistakable language, the role of the FCC.

All channels of news must be kept open with equality of access to information at the source. If agreement can be achieved with foreign nations to establish the same principles, it will be a valu
able contribution to future peace.

Vital facts must not be withheld.

We want no more Pearl Harbor reports.

BROADCASTING • Broadcast Advertising

Vol. 27, No. 1

WASHINGTON, D. C., JULY 3, 1944

$5.00 A YEAR—15¢ A COPY

WILLIAM J. HAYES, President

PUBLISHED WEDNESDAY, JULY 3, 1944

HAS MIKE IT’
Free Radio—One Up, One to Go—An Editorial

A NEW start has been made on the rocky course toward remedial radio legislation. The Republican National Convention, by voice vote, adopted a press-radio plank with specific mention of the need for a new radio law, which will define "in clear and unmistakable language, the role of the FCC." Dewey and Bricker, as the GOP nominees, are committed to that pledge. Gov. Bricker, in his pre-convention campaigning, has strongly urged legislation to supplant the antiquated 1934 Act which embodies, as to broadcasting, the terms of the original 1927 Radio Act. Gov. Dewey has made no recent statement directly applicable to the FCC, but has criticized the personnel and administration of independent agencies such as the Securities & Exchange Commission. The FCC is a first cousin.

Four years ago the two major political parties adopted "free radio" planks. Much has transpired in radio regulation since then. The Government grip has been tightened. But attempts to get legislation have been obstructed by the FCC itself and have all but boomeranged.

At the Republican convention the need for protective radio legislation promptly was recognized. A proposed NAB resolution dealing with radio was broadened to embrace freedom of the press. Therein the equality of these two primary media for dissemination of information was recognized. And the threat to their freedom in the current shape of things likewise was appreciated.

The GOP convention took cognizance of the splendid news job radio performed. Many of the delegates had an opportunity during the convention to talk to their folks back home by radio. Direct reports were transmitted over special facilities by individual stations, supplementing network coverage of the national scene. No one who attended the convention could have overlooked radio's superb job.

The Democratic National Convention meets in Chicago daily July 19, its site in the Windy City, and for the first time in its history with 30,000 radio reporters, including such stars as William Lawrence, Ted Mack, and David Brinkley. It, too, will be importuned to adopt a free radio plank. President Roosevelt repeatedly has plumped for radio "as free as the press." Everybody appears to feel it. But nothing is ever done about it.

We assume the Democratic convention will adopt a "free radio" plank. That would make it unanimous—again.

From that point on, irrespective of who wins in November, it will be up to broadcasters to see that the commitment is carried swiftly and surely to fruition. That requires planning and follow-through.

Radio Delivers Superb GOP Coverage

Stations Augment Net Broadcasts With Own Pickups

ANOTHER SUPERB job of news coverage, eclipsed only by the more dramatic European invasion handling, was achieved by radio last week in the Herculean task of airing the Republican National Convention in Chicago.

Plans developed by all networks and some 60 independent stations worked with hardly a mishap during the three-day convention that resulted in the nomination of the Dewey-Bricker ticket. Upwards of 300 radio reporters, technicians and officials covered the proceedings. Most of the independents used direct lines for localized or statewide coverage, leaving to the networks the national running story of the proceedings.

Coverage Most Complete

With the temperature hovering around 100 during the entire three-day session, conditions were not conducive to peak performance. Radio reporters, nevertheless, outdid themselves in spot coverage. The first two daytime sessions—Monday and Tuesday were drab, because of the cut-and-dried Dewey nomination. But the night sessions were before capacity audiences in the 21,000-seat stadium, and the Wednesday morning session, which brought the formal Dewey-Bricker nominations and balloting, found the stadium jampacked.

Radio and press coverage alike was the most complete in political convention annals. The feat will be duplicated when the Democratic National Convention convenes at the Chicago Stadium on July 19. All told, there were some 1500 representatives of radio, press, and newsmen present.

Radio was everywhere in prominence. Directly behind the speaker's platform were four microphones for each of the major networks. Top network commentators broadcast running accounts from these vantage points. Speakers were interviewed on the spot. War-developed handy-talkie high frequency sets were employed for floor pickups. Parabolic microphones picked up the convention atmosphere.

Overlooking the stadium back of the speaker's platform were the four sound-proof, air-conditioned booths of the networks from which Paul White (CBS), William F. Brooks and Carleton Smith (NBC); G. W. Johnstone (Blue), and Tom Slater and Frank Schreiber (MBS) directed network coverage.

Radio's accommodations were the best ever accorded. This drew some complaint from the press. Overall arrangements were handled by Wells (Ted) Church, radio director of the Republican National Committee, himself a practical broad-caster and producer. Radio reporters were serviced by D. Harold McGrath, superintendent of the Senior Broadcast Advertising Department.

For other convention news see pages 26, 66, 68, 72, 73, 74.

Radio's radio gallery, and his assistant, William Vaughan.

Regular news broadcasts were handled simultaneously by the networks on prearranged schedules. Keynote speeches were scheduled to conform with network time clearances each evening. In addition, a half-dozen television cameras were in play, with the stadium klieg-lighted for the pickups. Film was rushed to the East and West Coasts by plane for telecasting.

Fed to Hookup

WNBT-New York, NBC video station, fed its programs to WRGB Schenectady, GE station, and to WPTZ Philadelphia, Philco outlet (see story on page 28). Individual coverage by television was handled by WCBS New York, CBS station, and WABD New York, operated by J. B. DuMont Labs. WXZY Hollywood carried daily film transcriptions also.

In addition to the facilities at the stadium, a number of stations, along with the networks, maintained studios and offices at the Stevens Hotel, Convention headquarters, and other special broadcasts. Aside from the networks, those individual stations having studios at the stadium were WLS Chicago; WLW-WSAI Cincinnati; WOR New York; WXEL With Baltimore; KSD St. Louis, and WOW Omaha. U. S. Recording Co., Washington, maintained transcription units at the stadium, as did several stations.

Six-Station Tieup

Pattern for tailor-made political convention coverage was cut almost on an impromptu basis by WING Dayton, which originally planned to cover only its sister station, WIZE Springfield, but wound up with four other outlets. Programs on a thrice-daily schedule Monday through Thursday were fed by WKRC Cincinnati, WHK Cleveland, WKBW Youngstown and WCOL Columbus, in addition to WING and WIZE. Well-known Ohio personalities and national political figures were interviewed. Ronald B. Woodyard, executive vice-president and general manager of WING and WIZE, and Lin Mason, WING program director, conducted the series, which was sponsored by Coca Cola bottles on a package basis.

Two other Ohio stations, WLW-WSAI Cincinnati, provided their respective listeners with six daily broadcasts, in addition to network coverage. Covering for the Crosley stations were Arthur Reilly, Jack Bean and George Gow, newscasters; James Cassidy, special events director; his assistant, Gordon Graham; Howard Chamberlain, WLW program director; William Dotel, top boxing publicity director; William Dowell, editor-in-chief of the Crosley newsroom; E. K. Bauer, executive assistant to James D. Shouse, Crosley vice-president in charge of broadcasting. Ned...
Getting Most Impressions Per Dollar

THE recent effort of the combined New York newspapers to study the effectiveness of local retail advertising in radio as compared to newspapers raises the question as to whether there is any basis for comparing two such dissimilar media.

Actually, of course, advertisers do make this comparison in a practical way whenever they buy space or time. Buying radio is a "vote" for radio—buying newspapers is a "vote for newspapers." Behind this choice lies the most important common denominator of all media—the ability to ring the cash register.

Two Major Differences

But there are other, less pragmatic ways of comparing the two media, once we clearly state the basic points of difference between them. These points of difference are many, but the two most significant ones, in my opinion, are: (A) Newspaper advertising makes an impression on the eye—radio advertising makes an impression on the ear.

(B) Newspaper readership is largely determined by product interest; radio listening is determined largely by program interest. These dissimilarities do not, however, rule out any meaningful comparisons between the two media. It is not possible to compare apples and oranges. But it is possible to compare apples and oranges in terms of some specific attribute—to say that apples deliver twice as many calories per dollar or that oranges deliver twice as many vitamin C units per dollar.

Therefore, I have chosen to make a brief survey of New York newspapers and radio with this one specific viewpoint—to determine the number of impressions-per-dollar for which the advertiser who uses one-minute spots gets in New York, as compared with the number of readers-per-dollar obtained by the national advertiser using the two New York newspapers covered by the Clark syndicated readership reports.

In setting up my method, every step was taken to guarantee to

Analysis of New York Market Shows How Newspapers, Radio Compare

By CECILE L. ROBINSON

Robinson's Radio Reckoner

newspapers the benefit of any procedural doubt. Five issues of the two New York newspapers were studied. The circulation of each paper was multiplied by the percent observation of each ad for men or women—whichever was higher—to give total readership. The cost of each ad was then determined, based on the published national line rate—and the number of readers was divided by the cost to show the number of readers-per-dollar. Every national ad was thus analyzed—a tedious and painful procedure, by the way.

How did newspapers get the benefit of the doubt by such a procedure? First, because we considered the readership of each ad to be the percentage figure for men or women, whichever was higher. This was a necessary assumption because some product ads are directed exclusively at one sex. But it certainly benefits the many ads which are directed at both sexes equally.

Second, because it is acknowledged that in readership studies, ads which have been appearing over a long period of time tend to have inflated "ratings," because the interviewee is unable to determine whether he saw the ad in question that particular issue of the paper or perhaps last week, last month, or even last year. All the top-rating newspaper ads, on a cost-per-reader basis, were of this type.

The method used in analyzing the number of radio homes per dollar was the standard method used in Robinson's Radio Reckoner, and available to all subscribers. The coverage of a station is multiplied by the rating of a spot—then divided by the cost of a spot. Whereas, long and tedious hours were required to calculate the cost data on newspaper ads, the entire radio operation took under an hour, with the use of Reckoner tables.

It should be noted that in the figures which follow, newspaper readers are compared with radio families. What does this comparison reveal? First, let us compare the medians:

These figures demonstrate conclusively that in terms of audience delivered per dollar, in the New York market, radio gives the advertiser a tremendously larger potential than newspapers.

Ad Size a Factor

The following notes should be kept in mind in evaluating this study: (1) Two network and four independent stations were included in this study, and NBC and CBS stations were omitted because they had an insufficient number of minute spots between the hours of 8 a.m. and 11 p.m. to provide a basis for generalization. (2) The Hooper ratings used as a basis for this study cover the same season as the newspaper readership reports.

Lastly, by exception to be taken in comparing newspaper ads of varying sizes with one-minute spots, I think the following comments are pertinent:

(A) Size of newspaper ads has a relationship to the percent of observation of the ads.

(B) Fewer newspaper ads of any size are read for longer than a minute.

Finally, how much weight can be given to these figures? I must go back to my original illustration: We are advising anybody to buy apples instead of oranges—we are merely analyzing the number of calories per dollar. If vitamins or flavor or some other factor are more important to you than calories, this comparison will have little significance.

In practice, it is necessary first of all to recognize the multifaceted nature of many newspaper readers.
Cowles Plans to Swap WMT for WOL
Would Give Midwestern Group Third Outlet
In the East

ACQUISITION of a Washington outlet by the Cowles newspaper and radio interests, through a contemplated sale of WMT Cedar Rapids, Iowa, and WOL Washington, was tentatively completed last week. The transaction, for which FCC approval will be sought, does not result from the FCC’s "duopoly" regulation.

The swap would give to the Cowles interests their third Eastern outlet, WOR, New York, and WCP, Boston, where the Cowles has acquired for approximately $350,000 and $225,000 respectively, subject to FCC approval. [Broadcasting, May 29-June 4]. The WMT purchase was from Joseph F. Lang and Paul Harron, and the Boston outlet from Arde Bulova, New York broadcaster and watch manufacturer.

Arrangements for the station exchange have been agreed to by Gardner Cowles Jr., president of Iowa Broadcasting Co., which owns WMT, and William B. Dolph, executive vice-president of American Broadcasting Co., which operates WOL. Mrs. Helen Mark is president and publisher of WMT, while Herbert M. Bingham, counsel for American Broadcasting Co., and Segal, Smith & Hennessey, counsel for Iowa Broadcasting Co., have handled the transaction, with the assistance of Alvord & Alvord, tax attorneys.

The parties have drawn a contract under which each will assign for the assignment of the station licensed to the other. Each company would sell the other its transmitter and studio equipment and related facilities at book value with certain items excluded. Iowa Broadcasting Co. would assign to American Broadcasting Co. all of those facilities in return for similar facilities of WOL.

T. A. M. Craven, who retired June 30 as a member of the FCC, becomes vice-president of Iowa Broadcasting Co., in charge of engineering and management of WOL’s operation, along with WHOM and WCP, when those stations are transferred. Jim Miller, former engineering manager of WHOM, is Washington executive for the Cowles’ operations, will be identified with the policy direction of the eastern radio properties. Mr. Dolph, as executive vice-president of American Broadcasting Co., will assume direct supervision of WMT.

WOL’s former frequency of 1280 kc with 5 kw power and six-day operation, the frequency being operated on Sundays by WHBI New York.

Mr. O’Dea holds 50% of the preferred stock and 20% of the common stock of Wodaam Corp. He is a director of the company and was an owner until June 22 when Harold Lafout, Bulova radio executive, was elected vice-president. Morris Zinneman, accountant of WOV, is president.

Declining to discuss details of the action until the complaint has been filed, Mr. McGroddy said that summonses may have been served on Mr. Bulova and Mr. Biow on May 31, adding that this unusual procedure of serving summonses unaccompanied by a complaint was adopted as a result of information he had received that Bulova and Biow were planning to leave the country. The court allowed Mr. O’Dea until June 22 to file his complaint, subsequently extending the time until July 6.

Mr. O’Dea, although an officer of WOV, had known nothing of this trip, Mr. McGroddy said, adding that the only information he has been able to obtain came from the printed report of hearings by the House Committee on the War Agencies Appropriations Bill for 1944. Mr. McGroddy said that Mr. Bulova was not going abroad for the OWI, but to represent a radio station which he owns, in an endeavor to get direct broadcasts from Cannes in Italian back to New York over his station, or the same sort of broadcasts as CBS and NBC provide from Naples.

Mr. Davis said that the only connection the OWI had with the matter was to tell the Army, which would provide transportation, that “in our judgment it would serve a useful public information purpose if he were allowed to go to Italy”.

Crosley Promotes Dunville and Park

Shouse Names Marshall Terry To Head New Division
PROMOTION of Robert E. Dunville, vice-president of the Crosley Corp., Cincinnati, and assistant general manager of WLW, to the post of general manager was announced last Friday by James D. Shouse, Crosley vice-president in charge of broadcasting. At the same time Mr. Shouse disclosed that Eldon Park of the WLW New York sales office, would be assistant general manager. He also announced appointment of Marshall Terry, former vice-president of the Trailer Co. of America, as head of a new division embracing sales promotion, public relations, merchandising and specialty sales.

The reorganization was revealed by Mr. Shouse at the semi-annual WLW sales conference at Crosley Square, home of WLW-WSAI. Mr. Dunville’s appointment is to give Mr. Shouse an opportunity to devote more time to new developments planned by WLW for the postwar period.

Mr. Shouse joined the Crosley organization as assistant and general manager of WLW-WSAI Nov. 18, 1937, after serving as general manager of KMOX. Mr. Dunville first was general manager of WSAI and subsequently became WLW sales manager, Crosley vice-president in charge of radio sales, and assistant general manager.

Mr. Park started with WLW in 1938 as a U. of Cincinnati co-operative student. He was night pxb operator and information clerk. When he graduated in 1934 Mr. Park was named assistant program traffic manager and since then has held the posts of traffic manager, program coordinator, assistant sales manager and member of the New York sales office.

Mr. Terry resigned as vice-president and general manager of America in charge of sales and public relations to accept the Crosley appointment. Previously he was sundries sales manager of Miller Ruben, Inc., and vice-president of the WLW sales promotion department, succeeding Lt. (jg.) M. F. (Chick) Allison, who left early this year for Navy duty in Washington. Roger Baker heads the public relations department and Lou Sargent is chief of specialty sales. E. C. (Jimmy) Krautlers directs

(Continued on Page 70)
REPORT NO. 2
ON STATION WHO'S HOOPERATINGS

To people who live in Iowa the fact that WHO has a larger audience than any other station or combination of stations in this State is well known. To you in distant cities, such leadership might seem improbable. So we asked Hooper to survey eight “Outside Zone” cities, 30 to 115 airline miles from Des Moines. (Six of which have local stations of their own.) The comparison was to be—WHO versus other NBC stations, versus all CBS stations, versus all Blue and Mutual stations, versus “all others”. The results are so spectacular as to make us glad that the figures came from a recognized authority such as Hooper. Take the morning hours, for instance—which, incidentally, give WHO the entire day’s smallest margin of superiority!

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<th>Time</th>
<th>Share of Audience</th>
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<td>WHO</td>
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<td>9:00 - 10:00</td>
<td>54.8</td>
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<td>47.5</td>
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<tr>
<td>11:00 - 12:00</td>
<td>52.4</td>
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<td>8:00 A.M. - 12:00 Noon</td>
<td>52.1</td>
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Please note that of the four morning hours surveyed, there is only one in which WHO does not have a larger share of the audience than all the other network stations combined! And even in this one hour WHO gets 47.5% of the audience, against 27.7% for all the outlets of Blue-Mutual!

This is conclusive evidence that regardless of what other networks or stations you use in this Outside Zone, you also need WHO in order to get adequate coverage.

Let us or Free & Peters send you a copy of the complete report. Ten minutes' study will give you a new idea of what WHO means in Iowa.

WHO for IOWA PLUS!

DES MOINES . . . 50,000 WATTS

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

FREE & PETERS, INC. . . . National Representatives

BROADCASTING • Broadcast Advertising
More Information for Buyers Is Needed, Says Linnea Nelson

Hopes Standard System of Coverage Providing Current Data for Agencies Will Be Devised

A PLEA for more information—comparative at competitive)—that will assist the advertiser and advertising agency in buying radio time and in comparing their expenditures and results with those of their competitors, was made by Linnea Nelson, head of the time-buying department of J. Walter Thompson Co., at the opening session of the Advertising Clubs of New England, First District Advertising Federation of America, held June 25-27 at Swanton, Mass.

Stating that there are many different coverage methods in use today, Miss Nelson cited the NAB current search for a standard system and expressed the hope that "Before too many years, we will be able to go to the files and take out dozens of station maps that are based on the same methods and the same total U. S. ratings, and figures." Today stations use 1940 census figures or estimates based on set sales since 1940 cusually and impartially, so the timebuyer has to check dozens of maps before a figure can be given to an advertiser, she said.

Competitors Won't Talk

"Another shortcoming of radio is the lack of competitive information," she continued. Although an advertiser is always interested in what his competitors are doing, she said, this information was almost impossible to find in radio's early days, and is still a fairly close secret, with not all networks releasing billing figures and with complete information on spot broadcasting impossible to obtain. "Of course, it's not radio's own reason for this," Miss Nelson said, "but it is much easier to get this kind of information regarding magazine and newspaper expenditures and when certain advertisers start looking at comparative reports it does not look too favorable for radio."

"My personal feeling is that radio is wrong in taking this attitude, because as long as that information is available for some media, it should be for all. An advertiser should also be given an advertising medium as strictly that—be it magazines, newspapers, outdoor, trade papers or radio. And if by today's records an advertiser sees that others are spending only a small percentage of their appropriations in radio, why should he do more? Of course, this can frequently work to the advantage of the big radio advertiser, but to the day-to-day advertiser himself might be sorry that he hasn't twirled its own horn a little more."

Without this complete history of expenditures in advertising, she stated, network sponsors have turned to program ratings for comparative data on their own and other programs, adding that "today greater stress seems to be placed on these figures than ever before". Networks as well as advertisers are vying for high rating programs whenever any time becomes available, said the missed programs around as if they are pieces on a board in an effort to gain and hold program popularity leadership.

Pointing out that the lead programs of a year or two are still the orders today, and that everyone wants to own a leader, Miss Nelson said: "What most people in the advertising business don't want to adjust their thinking to is that the leaders did not start out by being leaders—they needed ears to build—they needed patient advertisers, agencies and production people. Many leading programs or stars did not become leaders during their first series, or even years on the air."

A problem of coincidental program ratings, she stated, is that they present ratings per minute of listening with no indication in the rating of the overall number of people reached by the program or of the difference between a quarter hour, half-hour and hour program with the same rating. "This is one point in which the Nielsen audimeter reports have a definite advantage," she said. "In addition to showing the percentage of listening per minute or average audience, they also show the total overall audience."

"My guess would be that on a 30-minute program your average audience per minute would be increased by more than 40% in order to equal your total audience figure. A rough average on 15 minute shows—-including daytime serials—might show a total audience of more than 15% above the average audience per minute. And when you think of all the rising blood pressure that is involved with every tenth of a point rating drop, these percentages really mean something."

Trends shown by charting a program's ratings over a period of years are sometimes a better guide than asking the consumer what is happening to that program than the actual ratings, she said. If a program is charted by the different ratings, she explained, the great differences will be different, with the Nielsen total audience and CAB re-all higher, and the CAB and Hooper coincidentally. Nielsen average audience lower and fairly comparable, but the trends will be much the same.

"Each is valuable for what it shows, but only "yet none is completely conclusive, leaving us all looking for the straw to grasp to show where we are going, how many people we are reaching, and how well we are doing the job. Today's ratings are not an indication of the total number of people who listen to a given program. There is an urgent need for the survey that will show total circulation nationally."

Funk Bros. Series

FUNK BROS. SEED Co. Bloomington, Ill. (hybrid seed corn) plans a series of quarter-hour transcribed programs on approximately 15 stations. Titled "The Family Party", program has been transcribed for Funk Bros. by NBC Radio recording division and will run for 25 weeks beginning Aug. 1. Series was produced by Al Tiffany and Joe Rockhold. Agency is E. H. Brown, Chicago and Dick Crab is account executive.

WENT to CBS

WENT to CBS WENT to CBS WENT to CBS WENT to CBS WENT to CBS WENT to CBS WENT to CBS.

Loused by Mouse

AT A CRUCIAL time in Herbert Hoover's address from the Republican convention Monday night, station WRC, NBC Washington outlet, suddenly went off the air. And for three minutes and 52 seconds, the station was unable to explain to inquiring listeners the cause of the silence. Finally, when calls to the transmitter house in Maryland were answered it was explained that the house had crashed into the rectifier tube, shorting the power supply. The engineer, busy locating and chasing out the mouse, reported the interruption when the power returned.
MacFarlane gave Maryland the Convention news . . . direct!

In addition to its regular, extensive news coverage, W-I-T-H sent its famous news commentator — Ian Ross MacFarlane — to the Republican Convention. And for good reason.

Ian Ross MacFarlane told Maryland people about Maryland delegates and Maryland activities direct from the convention floor.

It is this constant thinking in terms of its own listeners that makes W-I-T-H “The People’s Voice in Baltimore.”

Ian Ross MacFarlane is heard four times a day on W-I-T-H. Because of his long European association he has an uncanny ability to call the turn on news events.

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

WITH

Baltimore, Md.
Tom Tinsley, President :: Represented Nationally by Headley-Reed

July 3, 1944 • Page 17
WCAE Gets Quick Action from WPB To Repair Antenna Damage in Tornado

AUTHORIZED was granted by the WPB last week for materials to reconstruct two 365-ft. towers of WCAE Pittsburgh, destroyed by a storm which swept southwestern Pennsylvania and West Virginia a fortnight ago. Station was off the air less than 12 hours until operation could be resumed with a make-shift antenna and with reduced power of 1,000 w under a temporary telegraphic grant by the FCC.

One of the towers was completely destroyed and an 80-ft. stump of the other was all that was left standing. The temporary antenna was strung from this stump to the transmitter house. Construction engineers reported last week that three-fourths of the portion of the tower still standing can be used in the reconstruction. The WPB authority releasing the necessary materials was granted within five hours after the request of Leonard Kaper, WCAE manager, reached Washington.

Temporary Towers
Arrangements also were completed last week with the Duquesne Light & Power Co. for use of two 100-ft. wooden towers as antenna structures, which were to be erected over the past weekend. Power would then be increased to 5,000 w day and 1,000 w night. WCAE normally operates fulltime with 6,000 w on 1250 kc. and is affiliated with Mutual.

WCAE Pittsburgh extended thanks to the four other stations in the city (KDKA KQV WJAS and WWWS) in appreciation for their courtesy when the WCAE transmitter towers were damaged. Courtesy announcements by the other four stations explained the non-operation to the public.

WBKJ Clarksburg, W. Va., had a narrow escape when the storm hit within seven miles of its tower. Station manager George Blackwell and two employees, H. G. Rhawn started for Shinnston, W. Va. 12 miles away as soon as word of the disaster was received and returned to the Clarksburg studios to give eyewitness accounts of the scene.

Since some stations in northern West Virginia and southwestern Pennsylvania were off the air due to power and line failures, West Virginia State Police and Red Cross officials sent messages into the storm area throughout the night via WCHS Charleston, W. Va., which remained on the air all night.

Relief Work
In southwestern Pennsylvania, WPJ Washington was on a 24-hours-a-day basis, recruiting help and gathering supplies for catastrophic. First news of the storm came to WPJ from the Pennsylvania State Police and from then on the station continued to cover the news and assist in relief operations. Station immediately made contact with the YMCA camp as soon as the camp was reported hit by the storm. When the campers were brought back to town, WPJA reported where they could be picked up by their families.

When program director Hunter Reams learned that the neighboring Pittsburgh station, WCAE, had been knocked off the air, he broadcast the information repeatedly, together with the news that WCAE would resume in the morning.

WMN Fairmont, W. Va., whose transmitter and three towers are located on a high hill only 12 miles from the storm's path, was not touched, it was learned last week.

Forerunner of the storm in Pennsylvania and West Virginia was a tornado which hit eastern Nebraska on June 10 when roads and bridges were washed away. KORN Fremont was forced off the air, but resumed transmission 9 a.m. of June 11, broadcasting continuously until 9:30 p.m. June 14.

During the entire emergency KORN disregarded all commercial announcements. Three shortwave transmitters were put on the scene of the most serious spots, to bring reports to listeners. On June 15 the Red Cross requested a nurse for flood duty and 15 minutes after KORN put the request on the air, the appeal was heard.

WSAU to CBS
WSAU Wausau, Wis., MBS station has become a CBS affiliate, it was announced last week. Operating with 250 w on 1400 kc, station is owned by Northern Broadcasting Co. Inc.

ANTENNA TOWER of WCAE Pittsburgh, stands twisted and broken following the storm which swept that area during the night of June 23. Other tower of the station was completely demolished.

Schutter Candy Renewal
SCHUTTER-CANDY Co., Chicago (Old Nick, Bit-O-Honey) announced sponsorship July 22 of its quarter-hour starring Curt Massey program Saturdays, 4:45-5 and 5:40-5:45 p.m. CWT full NBC network, originating out of Chicago. Contract is for 82 weeks, and agency is Schwimmer & Scott, Chicago, with W. J. McEdwards, NBC account executive.

Owens-Illinois Change
OWENS-ILLINOIS Glass Co. Toledo will discontinue on Aug. 1, 1944, weekly radio program "Broadway Matinee," on CBS 4-4:25 p.m., and is said to be considering an evening half-hour program of semi-classical music for fall. Agency is J. Walter Thompson Co., New York.

New Appointments
Linde G. Lessig, in RCA's tube division before joining Maxon earlier this year, and John Allen, who will join the agency about Aug. 1 also from RCA's tube division, will have charge of the Schenectady office, handling tube and transmitter advertising. Receiver and special products advertising will be handled from the GE Bridgeport plant by an executive who has not yet been appointed. Yoder on the account are George Harrison Phelps, vice-president and senior executive, and Dr. Lester F. Miles, technical director of Maxon.

General Electric appliance advertising continues to be handled by Young & Rubicam, New York. Newell-Emnett Co., New York, continues in charge of advertising for GE air conditioning equipment. Apparatus division advertising is handled direct for the most part, with an occasional agency appointment for special campaigns.

NBC Institute Meets
"RADIO will assume its rightful role in the pattern for peace by encouraging the interchange of ideas." Joseph A. McDonald, assistant general counsel of NBC, said last week at the opening session of the third annual NBC-Northwestern Summer Radio Institute in Chicago. At the meeting, Edward T. Lewis of the director of public service, central division and codirector of the Institute, told that two scholarships will be awarded to the outstanding boy and girl student attending the 1944 Institute.

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TO ALL OF THESE PEOPLE,
The Blue Network GIVES CREDIT and THANKS
... for a great job and wholehearted cooperation which made possible our complete coverage of D-Day news.

IT is now history—how The Blue’s newsroom sprang to action at the first invasion flash, at 12:40 AM EWT, Tuesday, June 6—and how, from that moment on, The Blue and its affiliated stations gave America the bulletin-by-bulletin story.

But we don’t want to revert to that: what we want to do is to record our deep-felt thanks to all those who have helped us.

First of all, we want to pay tribute to our London staff: to George Hicks, whose stories have been among the most dramatic to come out of this gigantic military operation; and to Arthur Feldman. Thomas Grandin, Herbert Clark, Harold Peters and Ted Malone, all of whom contributed their stories to the over-all picture.

We want to thank Walter Kiernan and Paul Nielson; William Hillman and Henry Taylor; Leland Stowe and Leon Decker who broadcast from New York not only the dispatches but their analyses and interpretations of fast-breaking events: our thanks also to David Wills, Baukhage, Martin Agronsky and Ray Henle from Washington.

We owe a debt of gratitude to UP and AP and INS; also to BBC. We are likewise grateful to the Navy and War Departments for their cooperation. And we wish to thank our contemporaries—NBC and CBS and MBS—for being together in the “Pool Broadcasts”—for permitting us to use much of their material and also for using those dramatic George Hicks broadcasts made from the gun turret of a U. S. warship.

We want to thank G. W. Johnstone and Thomas Velotta, director and assistant director of Blue News and Special Features, and our newsroom staff; also our engineers and all those behind-the-scenes people who worked without letup in order that the news might go through.

To our stations we want to express our thanks—not only for their cooperation but for the words of encouragement which they phoned and wired and wrote us.

And we want to thank our advertisers and agencies who have cooperated so willingly in allowing our people a free hand in scheduling programs for the best possible news coverage—even when it meant we had to cancel out their programs or change their formats or break into their broadcasts with bulletins and flashes.

If we have done a stand-out job (and legions of our friends have told us that we have) it has only been because we have had the cooperation and encouragement and devotion and understanding of all the people we have mentioned.

The Blue Network
AMERICAN BROADCASTING SYSTEM, INC.
Radio Asked to Renew Efforts To Help War Loan Over Lag

Gamble Requests Industry to Continue Extensive Activities; Smith Announces Disc Hiatus

"WHILE we have had the best cooperation yet in the support of the Fifth War Loan Drive for $16,-

000,000,000, it remains a vital challenge to broadcasters to continue with renewed efforts the radio pro-

motion activities which will help to bring the Loan to a successful conclusion", Ted R. Gamble, na-

tional director of the Treasury War Finance Division, requested of the industry last week. Mr. Gamble

stated that this continued effort was necessary not only to aid in pushing the Drive over the "stretch" or lag common to most all long campaigns, but also to focus into action the Bond-buying attitude of the American public which has been stimulated greatly by the news of the invasion activities and which "surprisingly thus far has not materialized to a very great extent". Nightly re-

ports on the Drive are now being presented by Mr. Gamble over CBS during the 11:15 p.m. News and Anal-

ysis program featuring Quincy Howe and william L. Shirey.

Disc Hiatus

Robert J. Smith, chief of the WPD radio section, announced last week that recording activities for the Fifth Loan have been completed and that for the present time no further recorded Treasury material will be prepared, except for special songs such as the newly released Richard Rodgers and Oscar Ham-

merstein number, "Dear Friend", featuring Barry Wood on one side and Vivian Dellacissa on the other and which can be used by stations on their regular musical programs. Fifth Loan Treasury recordings have included the sponsorable fifteen-minute Treasury Song for Today series of 48 discs, and the quarter-

hour Treasumy salute of 24 programs; and also the special half-hour Four for the Fifth series featuring name Hollywood-radio talent and produced by Bill Rob-

son and Arch Oboler. This latter series has replaced the former Treasury Star Parade during the present Campaign.

Wide Promotion

Home recording of the George Hicks transcription [Broadcast-

ing, June 26, 27] of D-Day activ-

ities off the coast of Normandy, presented by Washington, D. C., stations to the Treasury Dept.,

brought $100,000 in Bonds when it was auctioned on the evening of June 28 at the "Shot From the Sky" Army Air Force Exhibit on the Washington Monument Grounds. The home recording was prepared and donated by the U. S. Recording Co., Washington.

KYY Phoenix and the Arizona Farmer, both owned by Burridge D. Butler, are combining Fifth Loan promotion efforts in sponsoring an Independence Day fireworks display and celebration, admission to which will be through the purchase of Bonds. Westinghouse Ra-

dio Stations Inc. and the individual stations comprising the group—WBZ Boston, KDKA Pittsburgh, WCCO, Ft. Wayne, KYW Philadelphia, have purchased a total of $800,000 worth of Treasury certifi-

cares as contribution toward "Back ing the Attack".

On June 22 Mack Edwards, assistant program director of WSBA York, Pa., interviewed Authors Edna Ferber, Vincent McHugh, John Roy Carlson and Ogden Nash, currently on a Bond selling tour. Same day was also special Bond day in the WHYN Holyoke, Mass. area, with all-day activities climaxing in a special half-hour broadcast over that station and originating from the lobby of the Holyoke Savings Bank. Participants included returned war her-

oes.

The $12,000,000 Bond sales mark was passed for Ralph Edwards' Truth or Consequences.

WRCH Sells Bonds

WRCH, the non-broadcasting "intra-mural" radio station of Walter Reed General Hosp-

tal, Washington, D. C., is including Fifth War Loan promotion in its daily pro-

gramming for the wounded war veterans recovering at the hospital. Treasury re-

corded programs and numerous live spot announcements are used frequently during the 8:15 a.m. to 4:30 p.m. schedule of music and enter-

tainment originating from the hospital radio room, to pave the way for extensive direct contact Bond sales. Evening programming in-

cludes selected network shows requested by the veterans.

WBT Plan

Launching of the Fifth Loan in the Portland area was heralded by a special program carried over a state network of ten stations—WFOY WMBR WRUF WSBP WQL, WM WMFJ WDDB WJNO WDAE. All those participating on the program were the Most Reverend Joseph P. Hurley, Bishop of the Diocese of St. August-

e, and Father Thomas J. McDou-

ough, pastor of the historic Cathedral of St. Augustine.

WBT Charlotte, N. C., again is allotting facilities to the local banks in Charlotte to put the Fifth Loan over in that area. A special Bond day is assigned to each bank, in which it attempts to out-

sell and top Bond records set by its competitors. The "Hitler Gang" appeared in Oklahoma City as a feature of the KTOK Oklahoma City O-program Sing, Sold-

out. The Sing, now dedicated to the Fifth Loan. Broadcast originated from the Tinker Field Service Club before a sold-out audience of 12,000.

The KDKA Pittsburgh "Bond-

wagon", during its third tour around western Pennsylvania, set a new cash sales record June 17 at Connellsville when $18,000 in Bonds were sold. A four-hour program featured KDKA talent and personalities, who will continue their Bond trips throughout the summer, with a $5,000,000 goal in view, according to Joseph E. Bau-

dino, KDKA manager.

During its regular programs on June 28 WNEW New York pre-

sented from an up-state conven-

ence center frontoso full and enthusiastic pleases from 15 Army Air Forces veterans as part of a special "Air Forces Bond Day." Listeners were able to tele-

WELL BALANCED FOR "GOOD LISTENING"

WXOK 630 ON YOUR DIAL—BLUE NETWORK

Owned and operated by the Star-Times

Currently appearing in high traffic areas throughout Metropolitan St. Louis (Mo.), this 24-sheet, another in WXOK's "animal series" of outdoor boards, effectively strikes a lighter note in advertising the station's call letter, spot-on-the-dial, Blue Network affiliation and WXOK programs.

These posters have set a style, a pace, a greater impact value . . . reflected in the 15 other types of local and national promotions that consistently sell WXOK to its advertisers and listeners.

These other types of promotions were gasoline, jewelry, furniture, clothing, department stores, insurance, drugs, toys, delicatessen, shoes, druggists, confectioners, druggists, and radio periodicals.
Two significant awards have come to KLZ within recent months, both in recognition of KLZ's creative efforts in programming.

The "Ad of the Year in the Field of Broadcasting" selected by the Denver Advertising Club was one of a series of commercial dramatic shows originated and produced, from idea to the air, by members of KLZ's staff. Selected as the "Ad of the Year" after a year of monthly competitions, the award to KLZ was a signal home town honor.

National recognition came to KLZ with the awarding by Ohio State University's 15th Institute for Education by Radio of top honors for a KLZ Farm Service program entitled "'A' is for Beans". This was the second successive year that KLZ has won nationwide honor for program excellence.

Scripts for both award-winning programs were written by KLZ's John Prince. Production was under the direction of Pete Smythe. Charles Roberts, KLZ Farm Service director, gathered the material for the farm program and assisted in production.

These, of course, are only isolated instances of KLZ's over-all program excellence, but they serve to illustrate the continuous initiative and enterprise employed by KLZ to serve and to satisfy Colorado listeners. Its success in this latter respect is one of the reasons why KLZ also does the best job of delivering the Denver Market to advertisers.
KRLD * 50,000 WATTS
Only High-Powered CBS
Outlet in North Texas

* KRLD * 50,000 WATTS
CBS

FT. WORTH

DALLAS, TEXAS
The Times Herald Station
50 KW * 1080 KC.

Represented by THE BRANHAM COMPANY

phone their pledges to the heroes after each broadcast.

WPAT Patterson is broadcasting from its studios a series of “Bond Parties”, given in honor of returned war heroes by war workers with the best Bond purchasing record. Bing Crosby’s autographed pipe, Paul Whiteman’s baton and other similar objects will be auctioned off to the highest bond bidders by Martin Block, record m.c. of WNEW New York, at an auction broadcast from a local theater on July 15. New York supplies the giant war bond cash register in Times Square, New York, with the latest news flashes, which are read to the crowds, with proper cred 4 from WHN mike set up on the entertainment platform.

More Net Features

As one of a series of 15 special broadcasts designed to stimulate Bond sales, the Blue Network on June 24 scheduled an hour long Bonds Away program featuring pick-ups from Pearl Harbor, London and various points in the United States. Included was an inter-racial theme play, a WAVES’ chorus, messages from two Guadalcanal veterans, from Valley Forge, and a talk by Ted Gamble. Entire broadcast of Hooster Hoop on the Blue, July 1, was to be devoted to songs of World War I and World War II, tying in with the Fifth Loan.

From the Philadelphia Navy Yard, where 50,000 workers will observe the proceedings, NBC on June 4 will present a special program serving as Fourth of July celebration, and a salute from the Treasury Department to the Navy for Bond-selling efforts. Secretary of the Treasury Morgenthau and Secretary of the Navy Forrestal are to participate. To employees and their friends who purchase bonds through NBC, the network is offering a free recorded personal message, which may be mailed to any service man or woman in the United States. Network matches each War Bond purchase with a record, running 1½ minutes on each side.

To salute the Fifth War Loan, nine Southern California independent stations linked facilities in a one-broadcast network for a 60-minute variety program on June 21. Originating from KFWB Hollywood, show was fed to the stations through Radio Central, Los Angeles, and served as kick-off for a radio campaign the following day during which the stations competed for highest Bond sales total. Network stars including Bob Hope, Jerry Colonna, Sam Hayes, Spike Jones and his City Slickers, as well as talent from independent stations were featured. Show was produced by Don Otis, program director of KMPC Hollywood, with Art Baker as m.c. Station list for the one-broadcast network included KFAC KFWB KMPC KPAS KFOX KGER. Committees comprising Calvin J. Smith, Robert O. Reynolds, Kenneth O. Tinkham and Bill Ray collaborated with Joe Alvin, Los Angeles Fifth

SKY VISITOR on the WLW Cincinnati Every Night’s Farm was Col. H. F. Gregory who made a vertical landing and ascent in this helicopter. The event was broadcast by Gordon Graham (in plane) of the WLW special events department. Col. Gregory is from the material command at Wright Field.

Loan radio director, Treasury Dept., on arrangements.

WMAQ Chicago scored its largest Bond purchase June 15 when William Loftus, Chicago district manager of Bond Stores Inc., Chicago, bought $400,000 in bonds. Accepted in behalf of the station by Jules Herbuveaux, program manager for NBC central division, purchase was made on the Elizabeth Hart Presents program.

WOR New York continues to help local communities raise their quotas by staging broadcast and non-broadcast War Bond rallies in conjunction with local war finance committees. Performance in Manhattan and hasset brought $1,368,800 in sales, more than two thirds over the town’s top quota. Broadcast of Pick & Pot Time, MBS network program was the feature of a similar two-hour show put on by WOR in another community June 27, promoted by the distribution of 35,000 promotion folders.

WAVE Discs on 450

Series of 14 quarter-hour transcriptions promoting a WAVE recruiting campaign are expected to be broadcast on about 450 stations, starting July 15. Plan is for 3 broadcasts weekly, completing the series in approximately a month. Columbia Recording Corp. and NBC Radio Recording Division made the discs, which are to be distributed to stations by the Navy recruiting officers in each district. Titled Something for the Girls, series features radio, stage and screen stars in variety programs, including a recruiting talk. Series was approved by the AFM, AFRA and the OWI, all cooperating with the Navy.

THREATENING to paralyze radio communications in Brazil, the current shortage of radio tubes in that South American country also accounts for price increases ranging from 500 to 100% since 1940. It was reported last week by the Dept. of Commerce. Demand was adequately met until the first of this year with stocks built up in 1941 and 1942. Only 144,445 tubes were used in assembly and replacement in 1943 as compared with 908,000 the previous year.
What's EMBROIDERY got to do with making RADIOS?

Both fine needlework and the delicate tasks of assembling quality electronic fighting equipment are natural for the supple hands of women, who compose 75 per cent of Detrola Radio workers. After Victory their skill and trained fingers will build highest quality radio and television for the American home. Speed Victory—Buy War Bonds.

DETROLA RADIO
DIVISION OF INTERNATIONAL DETROLA CORPORATION • BEARD AT CHATFIELD, DETROIT 9, MICH.
C. RUSSELL FELDMANN PRESIDENT
ADVERTISING and promotion department of NBC has released the story of The Army Hour program in the form of a 64-page booklet, bearing on the cover the seal of the United States embossed in gold, flanked by the letters "G. I." Foreword features statement by Maj. Gen. Alexander D. Surles, director of public relations of the War Dept. Tracing the history of the Sunday half-hour feature from April 1942 to October 1943, the booklet covers the intensive work involved in producing the show, brief descriptions of some of the outstanding programs, and a list of the foreign and domestic military centers from which the series has been heard. Text is supplemented with photographs, many of them made especially for the booklet in cooperation with the Army.

MBS Invasion Kit

TWO MONTHS prior to D-Day MBS had delivered to each of its 223 stations a kit containing 270 promotional items, ranging from air announcers and publication ads to map displays and movie trailers. When D-Day arrived, MBS stations throughout the country were ready to promote MBS as the "network for news". Accompanying the kit was an inter-office promotion piece in brochure form pointing out to member stations that MBS has the "greatest roster of news aces and more regularly scheduled newscasts that any other network."

WTOP Promotion

PROMOTION folder released by WTOP, CBS outlet in Washington, ties in a novel publicity angle for its well-known sports commentator Arch McDonald with a portion re-print of a story from the sports page of the Washington Post to the effect that Arch McDonald (a race horse named after the commentator), scored at the Charles Town, W. Va. track. Gag pictures of both man and horse are tagged respectively with "Arch of station WTOP" and "Arch of Charles Town". Copy for the bulletin-type folder runs accordingly.

Coffee Promotion

TO STEP UP summer coffee sales, the Owens-Illinois Glass Co. has extended from seven to twelve weeks its national daytime Broadway Matinee, promoting glass vacuum packed coffee, on 124 CBS stations. The Pan American Coffee Assn., as well as the merchandising and promotion departments of the CBS stations are cooperating in the drive. Owens-Illinois Glass Co. hopes to expand the postwar use of glass containers for vacuum packed coffee.

Quiz Kids Brochure

QUIZ KIDS, sponsored by Miles Labs., on the Blue Network for One-A-Day Brand Vitamins, are featured in a brochure released by the Blue Network. Booklet entitled "Six Kids and the War" shows a photograph with a brief history of each of the Quiz Kids with pictures taken on a recent barn tour. In the course of 19 months they visited 15 cities and sold nearly $36,000,000 in war bonds, the booklet states.

KMOX Brochure

BROCHURE in black, white and tan has been issued by KMOX to back up the claim that it is the only St. Louis station that has "most of the audience, most of the time," based on a five-month survey of local listening habits by C. E. Hooper Inc. (Fall-Winter, 1943-44). Included are comparative charts to show that listener preference for KMOX is not confined to any single segment of the day.

KMBC House Organ

HOUSE ORGAN whose purpose is to "give news and information about programs of an educational and cultural nature which will enable listeners to make the best possible use of their radio" is now being published monthly during the school year by KMBC Kansas City and titled Listening Post. Four-page paper now circulates among 5,000 Kansas City educators, teachers and parents.

KBUR Newsletter

NEWSLETTER mailing piece to inform farmers of news of special interest is regularly being sent out by KBUR Burlington, Ia.

Rail Radio Succeeds

FIRST tests are proving that the two way radio communication between yardmaster's office and switch engines of the Chicago, Rock Island & Pacific Railway Co. freight yards at Blue Island, Ill. since June 6 (Broadcasting, June 5), is a success according to railroad officials. "KSL is proving of great practical value in expediting the making up and dispatching of trains," George W. Haney, general manager of the road, said.

The new radio system saves a great deal of time in getting orders to the engineer and switching crew," Messages are sent and received on a static-free system through loudspeaker and microphones located in the yardmaster's office and in the cabs of the diesel-powered switch engines. The antenna, a 90-foot tower, has been built in the middle of the yards.

MERCHANDISING & PROMOTION

MBS Invasion Kit - WTOP Novel Publicity

KMBU House Organ - KBUR Newsletter

PTORIT OF A

Diversified MARKET

In this rich East Texas-North Louisiana-South Arkansas area, sources of income are widely diversified. The steady production of oil and natural gas, a flourishing lumber industry, agricultural growth and increased livestock production, are all factors that contribute to this prosperous market. Providing a steady, uninterrupted flow of wealth that spells added sales to alert advertisers—and KWKH is its No. 1 salesman. For further details, contact KWKH directly, or... ask a Branham Man!

KWKH

50,000 WATTS

CBS

A Shreveport Times Station

Represented by the Branham Co.

THE SELLING POWER IN THE BUYING MARKET

Page 24 • July 3, 1944

BROADCASTING • Broadcast Advertising
ATTENTION

all you advertisers who use daytime radio in New York...
THERE ARE APPROXIMATELY
1,000,000 WOMEN
WHO PROBABLY NEVER HEAR YOUR SHOWS!

QUITE RECENTLY WOR became more than normally nosey about women who work. Said we to ourselves, said we: What of the girls who punch the Underwoods, and pacify bosses, and weld plane parts, and — well, just plain w-o-r-k in Greater-New York daytime? Do they hear what's on the air from 8:00 am to 5:00 pm? Dear, dear . . .

No sooner was the thought encountered, than a question was posed, worded, placed in the hands of Crossley, Inc.

Up to the doors of 3,792 homes in Greater-New York, Westchester and New Jersey went Crossley's personal interviewers. And always the question asked was this:

"How many women above 18 years of age, now living at home, are regularly employed away from home during the day?"

Eventually WOR was told that . . .

38.5% OF NEW YORK'S HOMES WITH RADIOS HAVE ONE OR MORE WOMEN REGULARLY EMPLOYED AWAY FROM HOME DURING THE DAY.
This, Gentlemen, we think, makes a point. And we will not belabor the obvious by shouting too loudly. But ...

... 1,000,000 is rather a lot of women, and they buy cereals and cosmetics and clothes and lots of other things that people live by, for, and with.

WOR would like to discuss this point further with advertisers who are now using New York radio daytime. WOR, in fact, would like to show how easily and economically some of its early morning, evening, and Saturday and Sunday plus-program buys could profitably introduce you to this monied million.

Our address is 1440 Broadway, in New York. We answer promptly when called at PE 6-8600.

that power-full station
Radio Drive Moves the Eggscess

Listener Appeals Help Find Market for 1400 Carloads

THIS is the success story of all success stories.

It involves 14,000 carloads of eggs.

That's a lot of eggs—25 million dozen to be exact, or enough omlets for every man, woman and child in America, with another 40 million left over for the hens.

It happened like this: One Saturday, three weeks ago, the Office of Program Coordination of the OWI received a distress call from the War Food Administration.

They called up "in an awful sweat," an OPC official related, saying they had 1400 carloads of eggs that had to be moved fast or they'd spoil, with tremendous economic loss of an important food, let alone a terrible stench.

Hens Overdid It

A combination of factors had produced the huge stockpile. First, there has been an increase in egg production, stimulated by farmers building up their flocks for war needs and greater "lay per bird." It seems the Americans have gone "all out" for Victory. Second, favorable weather had further raised the output. Third, the storage situation was tight, with the price of eggs down more than ever before in history due in part to WFA buying up 6 million crates for price support. Fourth, the egg crate situation was critical, with war needs aggravating the shortage of fiber for egg cases. Nearly a million wood or fiber containers were tied up in those 1400 carloads.

Time was of the essence. There was only one place to store those eggs, until they could be used. That was in the refrigerators of the nation's homes. But outside of the pro-face, the OWI went to work.

It was a job made to order for radio and OWI knew it. The OPC prepared a fact sheet which was telegraphed by the Radio Bureau to 25 network programs selected to reach the largest possible number of homemakers. Sponsors of these shows were asked to carry the message in whatever way they deemed best—through announcer, commentator or actor.

Prepared announcements of 35 words and 100 words were also telegraphed to regional station relations offices for transmission to stations. Every station in the country was furnished with one of the spots.

In addition, the WFA and the Department of Agriculture sent out supplementary data for the campaign to women's programs, radio farm directors, and extension editors, and also carried messages on government-produced programs.

Kate on the Job

Radio's response to the emergency requests was immediate and wholehearted. A barrage of appeals went out over the airwaves. Such homemakers as Thelma Scott and Leon Henderson made earnest exhortations to their large audiences. Kate Smith gave new egg recipes.

In New England, where WFA had routed a good proportion of the egg cargo, the Yankee Network extended its facilities to urge listeners to gobble up the arriving shipments. From Dallas, where 90-second spots went to all stations in seven southwestern states, the WFA regional office advised that the campaign probably reached every housewife in the region.

The OWI Atlanta office arranged for announcements on more than 350 Armistice Day programs in the southeast. In Chicago, the drive was spearheaded by WENR-WGN and WBBM.

Alfred McCann's "Pure Food Hour" on WOR and Mystery Chef on the Blue made special appeals to housewives to "store an extra dozen." Announcements were carried on the National Farm & Home Hour, Country Journal, Fashions in Rations.

Preceding the emergency appeals was a campaign which had been conducted for several months by WFA to Eat More Eggs, stressing the abundance, relative low cost and value of the food as a substitute for less plentiful foods. In this campaign, radio did a "softening up" job which prepared housewives for the "extra dozen" emergency drive.

"Never Have So Many..."

Now for the results: within one week after OWI sent out its telegrams to stations and sponsors 19 of the 25 million dozen eggs were sold. In another three or four days the whole 1400 carloads were bought up!

Newspapers claims that radio did the whole job. The newspapers contributed, through news coverage and editorial appeals. The trade contributed, by purchasing millions of dozens of eggs and pushing sales by newspaper and store display advertising.

But even the most conservative government officials believe that radio did the big part of the job. And some, who were especially enthusiastic over the success of the campaign, think that radio accounted for 80 to 90% of the results.

There's no way of telling but everyone agrees that never in history has radio sold so many eggs in so short a time.

Williams Labs. Cited

A COMPLAINT charging false advertising and misrepresentation through broadcast commercials of two medicinal preparations has been issued by the Federal Trade Commission against William S. Lk. Laboratories, Milwaukee.

The Commission accuses the company of making misleading claims regarding the remedial values of Rux Compound and Williams Formula and also charges that advertisements of the latter preparation failed to reveal content of the drug cascara sagrada.

GOP Proceedings Telecast in East

NBC Programs Are Picked Up By Philco, GE Stations

USE OF FILM in gathering news for television dissemination was given a test by NBC's New York video station, last week when it covered the Republican Convention in Chicago through films taken at the Chicago Stadium and telecast to New York for editing and telecasting. Pictures were taken by WK Television Corp., newly-formed subsidiary of NBC, under the supervision of C. L. Menser, NBC vice-president in charge of programs.

First convention telecast, aired at 11 p.m., Monday, included a special film "The Republican Party on Parade" that traced the history of the party since 1860 to the present, utilizing cartoons and newsreel clips of GOP candidates and party leaders to tell the story.

Then came shots of Chicago, with delegates arriving by train, bus and plane, the Liberty Bell, Hotel Stevens, where most of the delegates were quartered, and finally scenes of the opening session, taken less than a half day before they were shown to eastern teleset owners.

High spots of the Monday, Tuesday and Wednesday sessions were telecast from 7 to 9:45 p.m. on the following evenings. All of these programs were also seen by the audiences of WRGB Schenectady and WPIT Philadelphia, who watched the Western transmissions and rebroadcast them locally. Same system of television coverage is to be given the Democratic Convention next month.

Mics Plentiful

AS A result of two meetings of the Raw Mica Fabricating Industry Advisory Committee, it was announced last week by the WBP that large stocks of No. 6 or better qualities of good stained, fair stained and slightly stained micas are now available for all purposes. In urging the increased use of the No. 6 mica, L. V. Sparrow, WBP Mica Section, said that same radio tube manufacturers experienced difficulty in using poorer grades of stained and lower quality micas, but that now more of No. 6 mica are plentiful and radio tube manufacturers using this type, though better quality block mica still brings higher prices, resulting in higher priced finished tube parts.

HEALTHY RESPONSE to the morning exercise charts, offered in the same manner for four years by Fatty Jean's Health Club on KUTA Salt Lake City still astonishes these interested persons. The Health Club, transcribed, is aired at 9:45 a.m. Monday through Friday, sponsored by Fisher Baking Co., Salt Lake City. Checking mail are (1 to r, standing): W. E. Featherstone of Salt Lake City agency bearing his name; George Wood, president, Utah Retail Grocers Assn.; and Jack Burnett, KUTA commercial manager; Seated: Donald Fisher, president, Fisher Baking Co.; now in the Navy; Elizabeth Carter, KUTA secretary.

Gene's WEAN

IN DARKEST Africa, station WEAN JR. sends out emergency calls and "courtesy announcements" playing up different special service shows for the boys overseas. Sender is Cpl. Gene Bourgoine, former Rhode Island athlete who helped Warren Walden cover sports for WEAN Providence a year ago. Gene's African local is part of the U. S. North Africa radio network, according to a V-mail letter from Sgt. Larry Reynolds to Warren Walden last week. On the door outside the studio Gene has the call letters WEAN JR. and to the right he notes WEAN JR.'s parents, the Rev. and Mrs. A. C. Bourgoine in bold capital letters on another large placard.
Making War Words SHOUT!

Richard McDonagh, head of NBC Script Division, and writer Gerald Holland of his staff, confer with director Anton M. Leader, NBC producer and distinguished author and editor Carl Van Doren, who will introduce and present each program of "Words at War."

NBC created... "WORDS AT WAR" to dramatize today's important war books—to give significant, timely writing the tremendous audience it deserves. For more than a year the program has been broadcast by NBC in co-operation with the Council on Books in Wartime.


NBC sold... "WORDS AT WAR" as a summer replacement for radio's top-ranking "Fibber McGee and Molly." Not only critics and listeners recognize the program's value; S. C. Johnson & Son, Inc. has invested its radio time and its sponsorship in the series.

LISTEN TO "WORDS AT WAR" Tuesdays at 9:30 p.m. EWT starting June 27, 1944... a 13-week series for S. C. Johnson & Son, Inc.

NBC creates, produces and sells fine radio. "WORDS AT WAR" is a good example of NBC's imaginative origination... NBC's pace-setting program standards—two among many reasons why NBC is "The Network Most People Listen to Most."

National Broadcasting Company
America's No. 1 Network
RIDE FOR VICTORY were promoted in two widely separated areas of the country and the nation in the Fifth War Loan Drive. In Chicago, WLS and the Herald-American sponsored a "Buy a Bond—Ride a Jeep" campaign. In the South, WSM Nashville and Mr. and Mrs.

SOUND RECEPTION AS VIDEO BOOST

HOME television probably will start with "picture boxes", video receivers which can be attached to sound receivers whose tuning range includes the television sound channel, Leonard Cramer, vice-president of Allen B. Du Mont Labs, told the Television Press Club of New York last Tuesday at its final meeting until fall.

"Right after the war there will undoubtedly be a widespread demand for FM, most of it in conjunction with AM, in combination sets," Mr. Cramer added, saying that through the Mallory-Ware Inducteur is it practical to extend the range of an FM receiver "so that all these new FM owners can tune in to the sound track of television programs and hear what's going on.

"With people thus able to turn into television sound, their curiosity will be continually aroused," he continued. I think the picture boxes will be on the market. It is practical. It is a natural, evolutionary way for television to start growing."

WRBL Scholarships

WRBL Columbus, Ga., has announced the winners in the High School Senior-Radio Drama Competition. Four boys and four girls of the senior classes of Columbus and Phenix City high schools were declared winners of scholarships totaling $1,000. Provision was made for winners who entered the armed forces to pick up their scholarships and continue their education as soon as released.

WLIB Brooklyn, on July 4, plans to devote virtually its entire 14-hour broadcasting day to music composed and performed by Americans.

Love Dove Tale

A HOT KISS—11,000 volts—in the romance of a cooing dove and her Casanova was too much for KOY Phoenix, Ariz. It sparked the start of the air for 20 minutes on a recent calm Saturday morn. The lady bird was being pursued by two ardent suitors, when she decided to get coy and perch upon a "pot head" atop a transformer—power, 11,000 volts. Both males continued the chase and from an adjacent wire one leaned over for a peck. A flash of flame tore across the wires—KOY went off. The dove and her loves were consumed in the funeral pyre.

Newspaper Ownership of Radio Called Threat to U. S. Democracy by Ernst

NEWSPAPER ownership of radio threatens democracy in the U. S., Morris L. Ernst, New York attorney, author and Administration adviser, told Congress in a speech over the British Broadcasting Corp., according to the June 1 London Calling, BBC overseas journal.

Speaking on freedom of the press and speech, Mr. Ernst told the British people: "In England there is no interlocking between radio and press. To this extent England is better off than we are because in the United States one-third of all our radio stations are now controlled to a great degree by the newspapers. If this trend develops further, we will find that democracy has vanished in the smaller cities of the United States. There can be no democracy where in a single community one individual owns the only radio station and the only newspaper monopolizes all provisions for local news."

Movie Question Arises

His statement was considered significant in Washington, particularly in light of FCC Chairman James Lawrence Fly's admission to the House Select Committee to Investigate Broadcasting that the newspaper divorcement question still is unsettled (BROADCASTING, June 28).

He declared that in the U. S. "five giant movie-producing companies also own 2,500 theatres which account for 70% of the total box-office receipts of American movie-goers". That statement, too, 20 that the newspaper divorcement question is unsettled (BROADCASTING, June 28).

Mr. Ernst, while asserting that "for my part I prefer, at least for the time being, the present ownership of the radio to Government ownership", compared the British publicly-owned system to the American commercial media operations. "In the United States," he said, "where we have about 800 separate radio stations almost all privately owned and operating for profit, four giant networks dominate the ideas of the air."

Hits Concealed Prices

He told the British that "40 advertisers alone contribute 70% of the income of one of the networks", asserting that "under our American system... the consumer in reality is paying for his radio entertainment in the form of a concealed additional price every time he buys oil or soap or bread. Through the two million radio stations in the United States, the public is willing to pay far more than the people of England are willing to pay by their tax per set."

"In the United States we care very much for the man. William Paley's translation of thought charges small radio stations to survive," Mr. Ernst went on. He suggested "rearranging our radio subsidies so that giant publications shall no longer receive as subsidies from the United States Government hundreds of thousands of dollars of the taxpayers' money."

RADIO AID SOUGHT IN NUTRITION DRIVE

ADVERTISING support for the National Wartime Nutrition Program is one way people to adjust their eating habits to meet war demands has been requested by the War Advertising Council in a broadcast prepared in cooperation with OWI for the War Food Administration.

Citing surveys showing that breakfast and lunch are neglected by so many persons that the burden of furnishing the day's nutritional requirements is placed on dinner, the Council urged that advertising programs support the need for better breakfast and noon meals.

"The cause of good nutrition can be helped considerably if advertisers will help make clear that during the month of September on the need for giving war workers and school children better breakfasts and lunches and not only dinner," OWI officials said.

"This will synchronize with the activities of nearly 3,000 nutrition commissions of the American Medical Association and information facilities which will be telling the same story.

Pointing out that radio programs incorporating medical war messages are among the highest ranking on the air, the Council suggests that advertisers wishing to contribute time and talent over and above their OWI allocation assignments may do so through the Special Assignment Plan. Arrangements can be made with George F. Ludlam, chief of the OWI Department, Social Security Bidg., Washington.

The Bureau has planned nutrition appeals for the week beginning Aug. 24 and the week in August through Special Assignment and Station Announcement allocations. Work on this program also is to be asked to support the campaign.

The Right Man

WHEN Capt. B. N. Robinson Jr., formerly of Knox-News Adv., was making combat recordings for the 15th AAF in the Mediterranean theatre for Public Relations Office, he needed an experienced radio man. Two hours he pulled Pfc. Mac Williams, former radio actor of such shows as Gang Busters and Great Moments in History, from the Medical Corps, where he had been the property manager of the stage show's "round hole," thus bearing out the GI saying that the Army eventually places the right man in the right job—although it may take a long time. Williams was inducted into the Medical Corps over 16 months ago.

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The immense back-log of deferred demand will probably insure boom conditions in the transition from war to peace.

In the scramble for the reconquest of the consumer's favor, he who hesitates will be left at the post. It is not necessary to strike a lucky average between the victory-next-week optimists, and the peace-maybe-ten-years-hence Jeremiahs. The time to consolidate post-war markets is obviously now.

The urban, industrial area served by KYW's 50,000 watts should be given a top-priority in your sales-plans. Its teeming millions have undergone rigorous depletion of consumer goods. They have the means, and the intent, to remedy this deficiency, as merchandise becomes available. If the "how," "when," and "what" of your product are deftly integrated with their favorite KYW programs now, you will have the jump on competition which fiddled while Rome burned. NBC Spot Sales will get you off to a running start.
Program Planning is Easy

MILT HERTH TRIO

ANDREWS SISTERS

CHARLIE BARNET and His Orchestra

JOSEPH MARAIS and His Boys

GORDON STRING QUARTET

FRANKIE MASTERS and His Orchestra

LAWRENCE WELK and His Champagne Orchestra

THE MERRY MACS

Brilliantly Reproduced by WORLD’S VERTICAL CUT WIDE RANGE TRANSCRIPTIONS
Look to WBS for
Diversity of Entertainment

Easy-to-program—Easy-to-sell—the Top Talent of Radio, Screen and Stage, headliners in every field of entertainment, are constantly at the finger-tips of WBS subscribers. For the Quality Library of the World delivers the music you want, when you want it—over 4488 different selections are now in World subscribers files—with at least 50 new numbers every month. Talent—plus timeliness—plus the rare quality of WBS Vertical Cut Wide Range recordings—cuts program planning problems, and turns sustaining time into programs that sell—and stay sold.

WORLD PROGRAM SERVICE
Transcription Headquarters
WORLD BROADCASTING SYSTEM, INC.
A SUBSIDIARY OF DECCA RECORDS, INC.
711 FIFTH AVENUE, NEW YORK

CHICAGO • NEW YORK • HOLLYWOOD • SAN FRANCISCO • WASHINGTON

Canadian Distributor: NORTHERN ELECTRIC COMPANY, LTD., MONTREAL
Radio Makes a Hit ‘Down Under’

By OWEN PAT FLAHERTY
Radio Representative of American Red Cross Publicity in Australia

“This program has been prepared for rebroadcast to our armed forces overseas.” Innumerable times we have heard that tag line or something similar, back in the states before joining the American Red Cross for overseas service. I wondered and tried to picture what it would be like to be listening to those programs, say, somewhere in New Guinea.

Now I know. That signature on a radio program in the states, heard as a radio listener and what I know is being done by the Army’s Information & Education Section and Morale Services Division.

New Guinea is a large island. It takes quite an assortment of 50 and 100 w stations to serve the thousands of military personnel located here. A: a radio audience, these men and women of the service are just as critical as they were when they were civilians. They know what good radio entertainment is and they won’t settle for less.

At this writing, we know of three stations operated by Morale Services; four by the I. & E. Section, and two very active units of the Australian Broadcasting Commission. These are spaced to cover the greatest area and audience.

Thanks to such headliners and their sponsors as Bob Hope, Bing Crosby, Red Skelton, Bob Hope, Red Skelton, Fibber McGee & Molly, Kay Kyser, Fred Waring, Harry James, The Firestone Hour, The Hit Parade, Album of Familiar Music, Hour of Charm, Gildersleeve, Downbeat, Spotlight Bands, Melody Roundup, and a host of others, including several top notch sustaining features, radio has been able to make “American” very much a part of life in New Guinea.

While newscasts are very popular, it is not unusual to hear some one say, “Come on, you guys! Let’s get goin’ and get this job done! We wanna listen to Duffy’s Tavern at 7:15 tonight!” Or, “This is Saturday night! Date or no date! Chow or no chow! I gotta hear the Hit Parade and Frank Sinatra. I know he’ll sing ‘Shoe-Shoo Baby’!”

War is a reality out here and so is good radio entertainment.

As a former radio announcer-producer, it is interesting to me as I sit and listen to a show and hear the spot where the commercial has been. It seems that a spot is inserted. Yes, the commercial copy is eliminated but even so, unless a change has been made, the men and women over there will strike as high an average as the listeners back home in naming the various sponsors, I’m sure.

Radio seems to have practically eliminated the jargon ideas directed to the men overseas. Those shows that haven’t, are probably having their overseas editions cut to eliminate such jargon. They don’t go for that “stuff” over here. They don’t need it.

The one Australian Broadcasting Commission station with which we have had most pleasant contact, 9-F-A, is doing a noble job of presenting a program schedule that will please its combined audience of Australian and American military personnel. Capt. Robin Wood, station supervisor, has conferred with American officials and receives an excellent assortment of transcribed American radio shows. They are spotted to maintain a well-balanced schedule on 9-F-A.

As an American, it is interesting to hear some of the special record programs put on by the station, featuring some American star and interspersing each selection with

GRAND RAPIDS
Is Michigan’s Largest Market Outside Detroit

YOU Can’t Sell GRAND RAPIDS
On Any Station Outside GRAND RAPIDS

has more than twice as many Grand Rapids listeners as any other radio station anywhere
Let's practice what we preach

Let's prove that we can not only persuade others to buy, but that we ourselves are ready and willing to buy our share of extra war bonds.

The impetus which the radio industry has given to the promotion and sale of War Savings Bonds is widely recognized. Now, once again, Radio is devoting its complete and powerful facilities to the task of answering the Nation's call for $16,000,000,000. While we are engaged in this essential cause... while we are encouraging others to back our fighting forces with their money... let us not forget that we, too, should and must participate to the fullest possible extent.

Let's practice what we preach by buying extra War Bonds NOW

DIRECT ROUTE TO AMERICA'S NO. 1 MARKET
The Travelers Broadcasting Service Corporation
Member of NBC and New England Regional Network
Represented by WEED & COMPANY, New York, Boston, Chicago, Detroit, San Francisco and Hollywood
a running narrative telling the story of his or her career. We heard a 30-minute Bing Crosby feature the other night and besides having our memory interestingly refreshed, we indulged in a bit of nostalgia as Bing warbled out with "May I". "Did You Ever See a Dream Walking", "After Sundown", "Silent Night" and "Moonlight Becomes You".

The records over here are not the newest—maybe there's a reason—but nevertheless, there is satisfaction in radio listening when you hear a good tune recorded by a well-known artist or band. The newer tunes of course, come to us via the feature programs with such stars as Dinah Shore, Bing Crosby, Frances Langford and especially the Hit Parade with Frank Sinatra, giving out with the lyrics. As to how old these big shows are, there is a bit of speculation on our part as a listener. Judging from the gags and patter here and there with reference to special occasions like St. Patrick's Day, Easter, etc., it would seem to us that they reach New Guinea around six weeks after the original date of the broadcast. Not bad—darn good, we would say.

BACK HOME again after two years in the Pacific theatre, Lt. Comdr. E. C. Callahan, former engineer with KPO San Francisco, NBC outlet, was greeted by John W. Elwood, KPO manager, when he visited the station recently with his wife. Lt. Comdr. Callahan will be assigned to a Navy technical school.

Just before being transferred to the Central Pacific Theatre, Maj. H. Gould, former of WBAL and WFBR Baltimore, wrote a letter to Alex Sherwood, director of the New York office of Standard Radio, telling of his work as a South Pacific radio officer with Morale Services Division, somewhere in New Caledonia. Here are excerpts from the letter to Mr. Sherwood:

"HERE I am in my combination sleeping tent and office on the shore of the Blue Pacific somewhere in New Caledonia. I have constructed and operate five full time regular American broadcasting stations. A sixth is now a building. They are American Expeditionary Stations and are members of the Mosquito Network. The southern leg of the network is in Auckland where I have station 1ZM, a 1,000 w job belonging to the New Zealand government but which they gave us for an American station. Have a Naval officer in charge and four enlisted men of the Army who actually do the programming and announcing. The N.Z. government runs the transmitter. . . .

"The listener mail from civilians who like all American shows is terrific. . . . They like the smoothness with which announcements and schedules are handled against the former habit of stopping a show a couple of minutes before the hour and just leaving blank air time . . .

Noumea Oldest

"The station at Noumea is the oldest member of the Mosquito Network. It began operation in a small way last September . . . under the direction of the Red Cross and was on the air only three or four hours a day . . . In the middle of January, I took over the station and increased the time to ten hours per day . . . There is a large studio, a control room and a couple of offices.

"Other stations we build from the ground up. Crews for each station include one officer in charge, who was a program man, and an engineering officer. The actual operating crew number eight and is made up of a program supervisor, announcer, m.c., news editor, clerk writer-announcer on the program side, and a chief engineer, usually a transmitter man, a control room expert and two operator-announcers. . . .

"I travel around the theatre . . . to observe the operations. . . .

This theatre is not particularly active as a fighting front now but that's all the more reason it seems to help in . . . helping to keep the morale. There is no morale problem when you are in front of the enemy. But when supply is your job you wonder why in hell you can't come home and you wonder what in hell you are doing here anyway. This is a war of supply however and [although] . . . we are not running a propaganda network. . . .

"It is possible to get the story over to the enlisted men that the job each is doing is necessary. . . .

". . . we very seldom announce that a program is transcribed. Of course all the shows that are received from Armed Forces Radio are transcribed but no one thinks anything of it. There is no prejudice against shows on vinylite or wax or what have you. They should do away with that regulation at home and probably will after the war. . . .

AES BRIGHTENS PACIFIC OUTPOSTS

Radio Officer Writes of Mosquito Network And Its Job Behind Our Lines

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"HERE I am in my combination sleeping tent and office on the shore of the Blue Pacific somewhere in New Caledonia. I have constructed and operate five full time regular American broadcasting stations. A sixth is now a building. They are American Expeditionary Stations and are members of the Mosquito Network. The southern leg of the network is in Auckland where I have station 1ZM, a 1,000 w job belonging to the New Zealand government but which they gave us for an American station. Have a Naval officer in charge and four enlisted men of the Army who actually do the programming and announcing. The N.Z. government runs the transmitter. . . .

"The listener mail from civilians who like all American shows is terrific. . . . They like the smoothness with which announcements and schedules are handled against the former habit of stopping a show a couple of minutes before the hour and just leaving blank air time . . .

Noumea Oldest

"The station at Noumea is the oldest member of the Mosquito Network. It began operation in a small way last September . . . under the direction of the Red Cross and was on the air only three or four hours a day . . . In the middle of January, I took over the station and increased the time to ten hours per day . . . There is a large studio, a control room and a couple of offices.

"Other stations we build from the ground up. Crews for each station include one officer in charge, who was a program man, and an engineering officer. The actual operating crew number eight and is made up of a program supervisor, announcer, m.c., news editor, clerk writer-announcer on the program side, and a chief engineer, usually a transmitter man, a control room expert and two operator-announcers. . . .

"I travel around the theatre . . . to observe the operations. . . . This theatre is not particularly active as a fighting front now but that's all the more reason it seems to help in . . . helping to keep the morale. There is no morale problem when you are in front of the enemy. But when supply is your job you wonder why in hell you can't come home and you wonder what in hell you are doing here anyway. This is a war of supply however and [although] . . . we are not running a propaganda network. . . . It is possible to get the story over to the enlisted men that the job each is doing is necessary. . . .

". . . we very seldom announce that a program is transcribed. Of course all the shows that are received from Armed Forces Radio are transcribed but no one thinks anything of it. There is no prejudice against shows on vinylite or wax or what have you. They should do away with that regulation at home and probably will after the war. . . .

AES BRIGHTENS PACIFIC OUTPOSTS

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THE BRANHAM COMPANY

Chicago
New York
Detroit
Atlanta
Dallas
Charlotte
St. Louis
Memphis
Kansas City
San Francisco
Los Angeles

representing

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

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BROADCASTING • Broadcast Advertising
"We're still meeting our listeners in person"... Our WJZ "Victory Troop" has just made its 250th personal appearance...

250 separate face-to-face meetings between WJZ and more than three million soldiers, sailors and other service people, war plant workers and bond buyers... The WJZ "Victory Troop" traveled 67,000 miles through New York, New Jersey, Connecticut, Rhode Island and Maryland... the normal coverage area of WJZ... Three million more people now know WJZ personally. They now have a new affection for the station which goes out of its way to bring them enjoyment... In addition to these, are the eight million in Greater New York, Westchester, and Connecticut for whom WJZ has taken on a new personality since its recent transmitter move now brings new strength and clarity to its signal in their homes... It's time you made a new estimate of the new WJZ... These new friends of WJZ can be your friends!

YOUR STRONGEST VOICE IN THE WORLD'S RICHEST MARKET
KEY STATION OF THE BLUE NETWORK * 770 ON YOUR DIAL
**SOUTH AMERICA'S FIRST VIDEO**

**Self-Taught Uruguayan Ham Operating 440-Line Sends Clear Signals Over A Mile**

URUGUAYAN television pioneer, Mario Giampietro, has staked a claim to being the first person in South America to send out successful sight and sound broadcasts over distances of more than a mile. This report comes from the International Dept. of the RCA Victor Division in Camden.

The self-taught technician has received official recognition for his work from the Uruguayan government, which granted him an experimental wave length and authorization to use CXHAQ as his call letters. Recently he transferred his equipment to Uruguay's Congressional Building, for the first successful exhibition of television broadcasts in South America.

Radio Carve, area's largest broadcasting station, is reported to be planning a commercial company to finance further experiments, including one whose details are being kept secret. Present Mr. Giampietro's backers are Juan Carlos Lasa, banker, and Domingo Pereya, electrical technician.

Because of scarcity or lack of materials, he has had to improvise much of his equipment, specially-built bakelite insulators, instead of lucite, as an example. The scanning system which he now uses permits him to broadcast outdoor scenes of 440 lines, although interior images have usually been confined to 220 lines. In one experiment he used a 60-foot antenna and was able to illuminate night scenes. Despite their limited intensity, Mr. Giampietro reports they were satisfactory. He works with high-order phosphor, filamentless tubes, as well as condensers and resistors, secured before the war.

His experimental station is scheduled to change to a commercial wavelength of 52 mc, though it is now operating on 115 mc. Images broadcast from an antenna 60 feet above street level, have been received clearly a mile away.

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**TIN DEATH CUTS STOKELY CAMPAIGN**

DUE TO RECENT Government restrictions on the use of tin, Stokely Bros., Indianapolis, producer of canned food products as well as the cardboard-packed Van Camp's Tenderoni macaroni, is reducing its advertising, and effective July 28 will sponsor Luncheon With Lopes on Friday only on 123 MBS stations, 1:30-4:15 p.m., dropping the Monday and Wednesday broadcasts.

New contract covers 13 weeks, with the possibility of resuming on a thrice or five weekly basis after that. No decision has been reached on continuation of a limited New England spot schedule. Space advertising is confined at present to a few magazines, with no definite future plans on either newspaper or magazine promotion.


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**GREEK PROFESSOR**

**Gene O'Neill Jr. Doubles**

As WTIC Announcer

LISTENERS to WTIC Hartford have often heard: "Your announcer is Gene O'Neill!" Mr. O'Neill is heard doing the 11 p.m. newscast or urging the Connecticut citi- senity to buy a particular product. Eugene Gladstone O'Neill Jr., son of Eugene O'Neill, playwright. Eugene Jr. is assistant professor of Greek at Yale and his radio work, together with his teaching, give him a very daily experience of shuttling between New Haven and Hartford. It gives him little leisure, but he enjoys it immensely, he states.

Gene explains the strange phenomenon of a Greek professor doing radio announcement this way: "Television is going to have enormous educational potentialities when it has come to be a widespread feature of our American life. So I decided I very much wanted to get myself into a position where I might help to realize these potentialities. The first step toward this seemed to be the acquisition of experience in radio first hand."

KENT COOPER, general manager of the Associated Press and amateur composer, has written a composition for Stradivari Orchestra, sponsored on NBC by Prince Matchabelli Perfumery, New York. Entitled "The Magic of the Violin", the musical work was to be played for the first time July 2 by the orchestra under the direction of Paul Lavalle.

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**Taxi Control**

CLEVELAND will be part of America's first two-way taxi radio system after the war, pending FCC approval, when the Yellow and Zone Cab Companies install radios. It has been revealed by D. L. Chesnut, GE commercial engineer, who has been conducting a study there. In his report to Jesse Smith, president of Yellow Cab and Arthur H. McBride, president of Zone Cab, Mr. Chesnut said the radio system would make it possible to establish contact with any cab instantly at any place in Cleveland, eliminate present unattended call boxes, reduce "dead" mileage and thus save gas, rubber and extend the life of the cabs themselves. Plans call for a main transmitter for the downtown Cleveland area Institute of Technology others to be greater Cleveland. Each transmitter would have four channels, with 160 cabs assigned to each channel.

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**Mississippi Meeting**

ELEVEN of the 14 Mississippi stations were represented at the quarterly meeting of the Mississippi Broadcasters Assn. in Natchez June 24. Now N. C. and R. F. Trivett, WMIS Natchez was host. Newly-elected officers are president, Hugh O. Jones, owner and manager of WGCQ, Poynter; vice president, Hugh M. Smith, manager of WAML Laurel; secretary-treasurer, Emmett Collier, manager of WJJP, Greenville.

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**WLP Now Blue**

WLP Lexington, Ky., on July 1 joined the Blue Network. Owned and operated by Capt. Gilmore N. and J. Lindsay Nunn the two may be 1450 kc with 250 w fulltime. J. E. Willis is the manager. Other Nunn stations are WCMJ Ashland, WIR Knox- ville, Tenn.; and KFDA Amarillo, Texas. Capt. Nunn is on duty overseas with the Army Air Forces.

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**Will Aid Films**

TELEVISION will prove a bonanza for the smaller film studios according to Steve Brodly, vice-president and sales manager of Monogram Pictures Corp. That company was the first, other than Walt Disney Productions, to lend film for televising.

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**Lighting Development**

A SPECIAL installation of fluorescent lighting, made in a recording studio of World Broadcasting System, is said to eliminate both the slight heat generated by the lights and the hum that sometimes accompanies fluorescent lighting, giving improved lighting with silence re- quired. J. F. Cadenas, executive engi- neer of the lighting division of Sylvan- ia Electric Products, devised the installation with the assistance of Charles Lauda, chief engineer of WGS.

KBWD Brownwood, Tex., has ap- pointed Walker Co., as station repre- sentative.
Contributing to the "Food Arsenal of the World." 168,220,000 bushels of the nation's 1943 wheat crop, twenty per cent, came from the Pacific Northwest, swelling the Inland Empire's farm income to over $300,000,000. One reason why Spokane Bank Deposits reached an all-time high in October, 1943, of $202,529,102—an increase of 20.3 per cent over June, 1943. At the cost of only one medium, KHQ's complete coverage "delivers" this rich market.
HOW MANY "FRIENDS" DO YOU RECOGNIZE?

It's a never-to-be-forgotten sight to see the unending parade of tomato-laden trucks rolling into the Baltimore canneries. Or to see the heavily-loaded oyster boats nosing their way into the packing house wharves. But these are only two of the many types of Baltimore-packed foods, sold all over the U. S. When you pick quality products off your grocer's shelves, chances are you're buying something packed in Baltimore.
Baltimore's food packing industry keeps growing year after year. But big as it is, it is still only one of the more than 100 different industrial classifications that contribute to Baltimore's greatness. This amazing diversification of industry insures steady, uninterrupted progress. The present “Boom” is simply the continuation and acceleration of the trend which has been going on for more than 25 years—a steady growth in industrial output, in wage earners employed and in payrolls at a faster rate than any other Eastern seaboard city!

Baltimore is one of America’s great markets—and Baltimore’s Number One advertising medium is WBAL.

BASIC NBC NETWORK!

WBAL means business in Baltimore

NATIONALLY REPRESENTED BY EDWARD PETRY & CO., Inc.
Jimmy Rides Again

ONE DAY the records will show James Caesar Petrillo to be the greatest guy in labor annals, or the most abysmal flop. At the moment he's on top, even to the extent of having the astute War Labor Board essay the nearest straddle of the year by attempting appeasement in the recording ban case. And Jimmy promptly told the illustrious Board to take a jump in the meandering Potomac.

The Board ordered Jimmy to call off his two-year-old strike. Then, on grounds of no jurisdiction, it ducked entirely the "private WPA" deals Jimmy had euchered out of some 80 recording companies. But, in the same breath, the Board directed the three recalcitrant recording companies and AFM to work out a royalty arrangement which, glory be, was the same sort of deal over which it had just said it had no jurisdiction. The latter two actions are as contradictory as yes and no.

But still Jimmy doesn't unbend. The Board didn't say the royalties should be paid to his private fund, with no accounting anywhere. So he's mad and defies the Board's instruction that the strikers return to work. Thus Jimmy kept unbroken his record of cutting out not only the Labor Board, but also President Bill Green of the parent AFL and all others who question his dictatorship. They just don't come too big for Little Caesar.

Jimmy's recording strike was aimed at one thing initially, and then mushroomed into the private relief fund, with platter-turner garnishings and other embellishments. The royalty deal would give him absolute control of a slush fund perhaps unequalled in union history. His first purpose was to get from the recording companies an agreement whereby he could declare unfair any independent station that wouldn't hire a fixed quota of his members (or pay a fixed sum whether or not they worked).

Thus he could prevent the transcription company from furnishing any network or other service to the non-conforming station. He holds that secondary boycott power over network affiliated stations now, because he has but to "pull the plug" on remote bands, then studio bands and then sponsored ones if a network persists in its service to an "unfair" station.

But Jimmy's ambitions have grown. The platter-turner windfall (into which he cajoled or coerced the major networks) provided a means of accomplishing his ends in an easier way. By controlling the men who flip the records, he controls commercial phonograph records as well as transmissions. Then came the ingenious private WPA idea—one that would permeate all unions and make Jimmy the real Caesar of records and money.

The nation's press has descended upon Jimmy with unequalled and unanimous fury. He has been all but maligned by members of Congress. Legislation has been introduced to stop him. His own labor leaders denounce him. But Lone Ranger Jimmy rides on, unmolested by the Administration and in the face of statements by high Government officials that his actions interfere with the war effort through

their effect on military and public morale.

Jimmy has said repeatedly he won't budge unless the President personally asks him. As we understand WLB processes, that would be the final stop. Jimmy may get his wish. If that doesn't work, we recommend legislation.

Say It Isn't So

ORGANIZED labor, which is showing its heels to management in the fine art of legislative lobbying, is putting on an intensive campaign for nationwide broadcasts of Congressional proceedings [Broadcasting, June 19]. More than two dozen unions already have memorialized Congress to press through such legislation. The major political parties also are besought to adopt planks in their platforms to that end.

We hope the unions aren't serious. If they are, then we think sheer logic should convince them that no greater disservice could be done the public than to inflict upon it the running debates of Senate and House. We know of nothing as dry or drab as the reading of an appropriation bill, or one for the relief of John Jones, or any other prosaic legislative process.

We don't know labor's motive, unless it is to curry political favor, or to show up those legislators who don't line up eye-to-eye with labor's ideals. Or perhaps it's a move to get the public so fed up on Congress that it will take it out on the incumbents at the next election.

We think that stations and networks, by tailoring Congressional talks to fit balanced program schedules, and by apportioning time equitably, are meeting the maximum public interest requirements. If a poll were taken, the public probably would vote for less, rather than more Congressional speech-making. Invariably, listener surveys show that the audience takes a giddy drop whenever a run-of-the-mine political speech is made. And if the speech happens to displace a popular commercial, the public resents it.

Prudent Planning

FOR MONTHS Washington has been agog over postwar problems of reconversion, contract termination, surplus property and jobs for returning service men. It's all been confusing to those in radio per se, although the equipment manufacturers and processors have a vital stake in it.

Not long ago James F. Byrnes, Director of War Mobilization who performs as assistant President on the home front, sounded a note that hit home for all in radio. In testimony before a Senate Committee on legislation to provide for national program for demobilization and postwar adjustment, he urged immediate work on a postwar revenue bill. He said it is important that as soon as possible after V-Day, there be a revision of the laws to encourage investment in industry.

Broadcasters today are faced with heavy investments in new services, such as FM and television. Existing standards need renovation and improvement. But broadcasters, along with other businessmen, don't know where they will stand. To protect their investments, they must plan to broaden operations. But with what?

An expression from Congress, such as Justice Byrnes proposes, would clarify a lot of thinking among broadcasters and others with capital contemplating substantial investments.

Our Respects To —

FRED RAMIG RILEY

UP THE Ladder of Success or From Vocalist to General Manager might well caption the biography of Fred Ramig Riley, general manager of WPRO Providence. It was in 1920 that Fred Riley began his radio career as a singer with KDKA Pittsburgh—a career that has taken him through the entire run of radio operations and fitted him for his executive post.

A score and four years ago a radio singer had to be versatile, Mr. Riley recalled, for those were the days of request numbers and plenty of time in which to do them. After a turn on KDKA Mr. Riley shifted his scene of operations to Cleveland and subsequently was heard over WHK WEAR and WTM, remaining as a vocalist until 1926, when he decided to see the other side of the microphone.

He became studio director of WJAY (now WCLE), but in 1927 he returned to microphone duties as chief announcer of WTM.

A short time later WGAR was organized and Mr. Riley left WTM to help build the new station. For three years, as assistant general manager of WGAR, he was responsible for many "firsts" in the station's history.

In May 1931 he was appointed at the invitation of Col. Harry S. Wilder to become vice-president of WSYR and to supervise operations of the other two Wilder stations, WTRY, Troy, N. Y., and WKNE Keene, N. H. The Wilder interests since have acquired WJTN Jamestown, N. Y.

Fred Riley remained with the Wilder stations for 11 years, leaving in early April this year to accept the post of WPRO general manager [Broadcasting, April 3]. During his tenure at WSYR Mr. Riley lectured for nine years at the Syracuse U. Radio Workshop. For three years he was president of the Syracuse Symphony Orchestra.

Before entering radio, Mr. Riley was in the newspaper field, first as reporter in Cleveland. Later he wrote a financial column for King Features Syndicate. For some years prior to 1926, while he was singing on the air, he was financial editor for the now defunct Cleveland Times, which he also served as music critic, writing under the by-line, "Fred Ramig." He still is tremendously interested in music, and has had a part in helping many young singers get started. Two of whose radio careers he boosted are now Metropolitan artists, Donald Dixon and Thelma Votipka.

A few years ago, he collaborated with Con-
Prestige Building, Sales Stimulating WMFM Programs

AT YOUR FINGERTIPS

Programs of proven listener appeal are waiting for you at WMFM, The Milwaukee Journal FM station. These shows have established their popularity, molded their listenership. One of these programs can and will do an outstanding job of building prestige and stimulating sales for your company and your products.

The same skillful showmanship that has made WMFM a favorite in thousands of Wisconsin homes can adapt one of the WMFM sustaining programs to your very needs. Or The Milwaukee Journal Radio City production department will work with you in developing a new program.

The time to act is now. Choice time is available. You'll know your program is reaching a Milwaukee and Wisconsin family of listeners that have eagerly accepted the WMFM combination of distinctive quality programs, plus static-free, crystal clear FM.

Get full information on available WMFM programs by calling, writing or wiring . . .
new survey shows 48% of "heartland" radios tuned to kglo

Our Respects to

ROBERT W. DOWLING, president of City Investing Co., New York, has been elected to the board of directors of the Bamberger Broadcasting Serv-
ic Inc., operator of WOR New York. Mr. Dowling is associated with a
umber building, real estate and con-
firms, and is a director of R. H. Macy & Co., department stores and
owner of Bamberger Broadcasting Service.

LEO J. FITZPATRICK, vice-presi-
dent and general manager of WWJ
Detroit, has been reelected president of the Detroit Civic Light Opera
Association, Henry E. Burdick and
Campbell-Ewald Co., was named se-
cretary.

SIDNEY N. STROTZ, NBC western
division vice-president, Hollywood
in New York for conferences on West
Coast operations.

CAMPFIELD LEONARD and
Thomas Riley are new additions to the
sales staff of WFEL Syracuse.

G. KEITH FUNKSTON has returned to
Sylvania Electric Products Inc., as
director of purchases after a 2 1/2 year
leave of absence.

TOU DURAN, salesman of WCAE
Pittsburgh, is the father of a boy.

RAY C. JENKINS, general sales
manager of KSTP St. Paul-Minneapolis,
his been reelected for a fifth term
on the board of directors of the Min-
neapolis Better Business Bureau.

WILLIAM C. STEINBECK, former-
gy with the National Cash Register
Co., Dayton, O., has joined the mer-
chandising department of WLW Cin-
cinnati, as field representative.

P. A. WILSON, account executive of
KBYE Glendale, Calif., has joined
KGJ Los Angeles.

JOHN SALY, newly appointed North
American director of the British Broad-
casting Corp., in New York, is
in the hospital with a stomach ail-
ment.

ROBERT BINGHAM, a former pro-
gram director of WITM Baltimore
was one that station manager of
WWNC Asheville, N. C. has resigned
as appointed station manager of WLSL
Ungburg, Ill., has been named by
Joseph R. Brandy, president. Mr
Bingham was also announce with
NBC and CBS in New York. Simul-
taneously with Mr. Bingham's ap-
pointment, The Walker has been
t designated as exclusive national rep-
resentatives for the station.

JOHN SHAW BILLINGS, manag-
ing editor of Life Magazine, on July
10 becomes editorial director of Time
Inc., a new post. He will be respon-
sible for the execution of editorial
policies of Time Inc.'s various en-
terprises, including Life, Time, For-
mane, The March of Time on the Blue
Network, and its screen version.

BOND GEDDES, executive vice-presi-
dent of Radio Manufacturers Assn.,
has been named a vice-president of
the Washington Trade Assn. Executives at its 16th annual meeting.

HARRY EDGAR has been appointed
conglomerate manager of KDKA Ken-
ton, Ont.

HARRY MCCLAY has joined the sales
staff of CHEX, Peterborough, Ont.,
coming from CKWS Kingston, Ont.

ALEX CAMPBELL, for 54 years
sales manager of WKAQ Miami, has
joined the WBKB Chicago sales de-
partment as an account executive.

INTERNATIONAL RELATIONS are
harmonious between Jose Roche Vaz, general manager of the Byington
stations in Brazil, and Blue Network President Mark Woods as they discuss plans for the exchange of programs between the
two countries as revealed last week. [Broadcasting, June 26].

Educators Session

NABC has set aside the 7:30-7:45 p.m.
period July 5-7 to carry edu-
cators' reports from the national
convention of the National Edu-
ca Assn. in Pittsburgh. With
attendance limited by transportation
restrictions, the broadcasts are
designed to keep thousands of teachers throughout the country
posted on convention proceedings.

JOHN J. CAROL, assistant sales
manager and market research council
of CBS New York, will be guest speaker
at a luncheon meeting of the network for Southern California agency ex-
ducers. at Los Angeles Hyatt Hotel June 27. He discussed surveys of
programming, audience analysis, telethon, 26 and post-war radio.
Donald W. Thornburg, CBS Pacific
Coast vice-president, presided.

JOSEPH E. HUDSON, for the past
seven years operating manager of a New
York City real estate firm, has joined
CBS as manager of building service operations, replacing John
Carey, who has resigned to become
assistant to the executive vice-presi-
dent of Carrier Engineering Corp.,
Syenace, N. Y., and post-war radio.

JOSEPH MEYERS, news super-
visor of NBC, has been named acting
manager of special events, replacing
Lathrop Mack, now manager of guest
relations. Mr. Meyers was news editor
of CBS and managing editor of KSTP St. Paul from 1934-1942, when he joined
NBC as news writer. He has been
NBC news supervisor since 1942.

S. I. COLE, president of Aerovox
Corp., manufacturers of condensers,
New Bedford, Mass., and Frederick
R. Lick, vice-president and manager
of Western Electrics' radio division,
have been elected directors of the Ra-
dio Manufacturers Assn. for two-year
terms.

A ROBERT S. CONLAN SUR-
vey, just completed, shows 48.6% of
all listeners in this area regular-
ly tuned to KGLO. This is 13.2% more
steady listeners than for the next
station. The kind of programs the
listeners want, at times when they
Can hear them, has given KGLO the edge here in the "heartland.

Put KGLO on your list... reach these prosperous folks who have
told an independent research
group that for week-in and week-
out listening, KGLO gets the "top
spot" on their dials.

FREE-A copy of this complete "Study of Listen-
ing Habits - Mason City, Iowa Area", will be
sent on request. Write KGLO or ask any Weed
& Company man.

Carpenter Heads Reorganized UBC

IN LINE WITH its recent expan-
sion, United Broadcasting Co. has
announced a number of key per-
nosal appointments to coordinate
the activities of its new Akron
operations. H. K. Carpenter, for-
mer assistant-president and general
manager of UBC and general man-
ger of WHK Cleveland has been re-
named executive vice-president of
United Broadcasting, with overall
supervision of company operated
stations.

Among five other appointments, K. K. Hackathorn, former sales
manager of WHK was named vice-
posing officer of WCIE and general
manager of WHK; R. D. Borland, for-
mer WHK operations manager was
appointed comptroller of UBC; and
Carl Smith, WHK chief engineer, is
now in charge of the Army as ci-
vilian consultant, will take charge of
WHK and WHK. Russell Richardson,
former program director of WHK
and onetime manager of WRNN
Warren, will be general manager
of the new station, which is expec-
ted to be in operation by late Sept-
ember.

M. H. Everson, general manager
of WHKC Columbus, will continue as
corporate vice-president of United
Broadcasting Co.

Capt. John Brophy

CAPT. JOHN BROPHY, adjutant
of the Canadian Army public rela-
tions group in the Mediterranean
theatre, formerly of the traffic,
press and information staff of the
Canadian Broadcasting Corp., Win-
pes, was killed in action in Italy.
He fought with the Princess Patricia Light Infantry through the
Sicilian campaign, and in Italy
until after the battle of the Moro
River.

WILLIAM BAILEY of the Katz
Agency, Chicago office has been named
manager of the agency's Kansas City
office.

kglo
5000 Watts 1300 K.C.
MASON CITY, IOWA
CBS Affiliate
WEED & COMPANY, Rep.

5000 Watts 1300 K.C.
MASON CITY, IOWA
CBS Affiliate
WEED & COMPANY, Rep.

kglo
5000 Watts 1300 K.C.
MASON CITY, IOWA
CBS Affiliate
WEED & COMPANY, Rep.
YOU MAY BE ABLE TO BROADJUMP 26 FEET*

BUT—YOU CAN'T BROADCAST FROM DETROIT OR CHICAGO INTO WESTERN MICHIGAN!

WKZO has the AUDIENCE in Western Michigan—an audience greater than that of all other stations COMBINED! The latest Hooper Special Report (made in the Autumn of 1943) proved WKZO's outstanding dominance not only in its primary market, but also in outlying communities of Western Michigan. Cities and towns covered in this coincidental area study were, specifically, Kalamazoo, Allegan, Byron Center, Dorr, Martin, Moline, Otsego, Plainwell and Wayland.

Here are the Sunday evening figures, 7 to 10 P.M.:

<table>
<thead>
<tr>
<th>Station</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>WKZO</td>
<td>51.2%</td>
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<tr>
<td>STATION B</td>
<td>23.0%</td>
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<tr>
<td>SIX OTHERS</td>
<td>23.3%</td>
</tr>
<tr>
<td>MISC.</td>
<td>2.5%</td>
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</tbody>
</table>

We don't claim that covering Western Michigan is absolutely essential to every advertiser's life, liberty and pursuit of happiness. Maybe you don't even want the area. But if you do, don't kid yourself that you can get Western Michigan as a sort of "bonus", from any outside station.

The fact is that Western Michigan simply cannot be covered from Chicago or Detroit. The distances alone are formidable. But the chief reason is that we have a Chinese Wall of fading around here, and good reception simply demands a closer outlet.

Western Michigan listens to WKZO. Read the little box at the left—then ask us or Free & Peters for the full details.

* Jesse Owens, U. S., broadjumped 26 feet, 5-5/16 inches, at the Olympic Games of 1936.

WKZO 5000 Watts 590 KC CBS

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

Owned and Operated by Fetzer Broadcasting Company

FREE & PETERS, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

BROADCASTING • Broadcast Advertising

July 3, 1944 • Page 45
STAN LOMAN, for his weekly interviews on WOR New York with wounded servicemen from Halifax Hospital, St. John's, has received a citation of merit from the American Mothers' Committee of the Golden Rule Foundation.

WALTER ROYSEN, assistant news editor of WCAU Philadelphia, has left that post to handle similar duties for NBC Washington.

FRED DARWIN has resigned from the announcing staff of WPNJ Philadelphia.

PAUL MILES, formerly of WHW Baltimore, has joined the announcing staff at WHBQ Philadelphia.

GRANT (Tex) PICKENS has been appointed program director of KTHS Houston, Ark.

FRITZ BLOCKI, New York radio publicity producer and freelance writer-director, has moved to 420 Madison Ave.

ED COOPER, former chief announcer for WMBD Pontiac, Ill., joined WGN Chicago.

EDWARD B. HARRIS, known on the West Coast as Brad Harris, has joined the announcing staff of KVEU San Luis Obispo. He formerly was special events announcer at KSB San Diego.

PHILLIP C. SMITH, formerly with WKPA New Kensington, Pa., and Martin (Mac) Buncy, formerly of WHN New York, and WAIR Winston-Salem, N. C., are now announcers with WRTF Raleigh, N. C.

BOB HOMES has joined WHA Greenfield, Mass., replacing Charles Schon, resigned.

FARNSWORTH FOWLER, CBS foreign correspondent, returned to this country last Tuesday after 61/2 years overseas. After a brief holiday in Vermont, he will return to Europe for CBS.

WARD WILSON, m. of WINN, has joined the WINN staff.

RICHARD HEEL, former chief announcer of WHYH Brooklyn, has joined WLIB Brooklyn.

SALLY WARREN, formerly of the National press department, has been assigned to the public relations staff of Fawcett Publications Inc., New York.

BILLY E. LANE, announcer, formerly with WPTT Charlotte, N. C., and WIS Columbus, S. C., has joined WBYN Brooklyn.

WARREN BROWN, formerly with KIQ Weehawken, Wash., has joined the announcing staff of KIRO Seattle.

MARILOU McCURDY, former reporter for the Deseret News (Salt Lake City), Times, has joined the news department of WBMA Chicago, as writer.

NORMAN TUSCALOOSA, formerly with KCPA Seattle, has joined the BBC central division staff as director of dramatic programs, replacing Martin Magner, transferred to WNB New York.

JOHN COOPER, NBC foreign correspondent, has arrived at his post in Basrah.

LUCILLE HUBBARD, former assistant supervisor of all-night programs on WABC New York and previously with WGN Chicago, has been appointed assistant producer-director of WABC New York television station.

J. M. REYNOLDS has joined the publicity staff of CBS Chicago. Formerly with E. W. Reynolds & Co., Toronto, he has been with the merchant marine and spent a year in Europe.

JESSE FRENCI, new to radio, has joined the announcing staff of CHES Interborough.

ROBERT TERRY, former freelance actor and announcer in Hollywood, has joined the announcing staff of KXOK St. Louis.

JACK HANKINS, KXOK announcer, has been transferred to KKOC Kansas City.

DORIAN ANN LUEDEKE, former promotor of WIZE Springfield, Mass., has joined the promotion department of WKY Oklahoma City.

RAY OWENS KRISE, head of the INS news section of WBN Syracuse and public events producer, has been inducted into the Army.

JACK BAKER, for seven years with ABC and the Breakfast Club on the Blue Network, has joined KXLO Springfield, Mo.

BILLY E. LANE, former with the news department of WCAE Cleveland, for the past two years musical director of CBS San Francisco, has joined Blue Valley in a similar capacity, replacing Al Sack. Latter resigned to devote full time to his assignments on sponsors.

PHIL WOODWORTH, former sales analyst for the Interstate division of General Foods, has been named program director of WAGA Atlanta.

BILL THIBEAU, formerly on the continuity staff of WCAE Pittsburgh, now in the Army, has been promoted to sergeant, stationed at Camp Polk, La.

E. W. REYNOLDS has transferred to WJZ Baltimore.

BILLY CHURCH, formerly with KNX Hollywood, as script writer for the Blue Network. Mr. Clark has transferred to CBS.

ALAN WOODS, Hollywood radio writer, and Helen Franklin of Columbia Pictures Corp., publicity staff were married June 25.

GLAN HENSH, program director of KNX Hollywood, is the father of a baby girl.

LEWIS C. PFEIFFER, formerly of KTBN Ketchikan, Alaska, has joined the KFOR San Francisco as announcer.

ELIZABETH IRISH, office manager of the CBS research department in New York, and the Rev. Arthur Stevens, Chaplain of the United States, are to be married in New York July 8.

OSCAR KATZ, CBS assistant director of research, is the father of a girl.

IMMEDIATELY following the news of the B-29 raid on Japan on June 15, CBS put James Stewart, network East Coast correspondent, on the air with a description of the U. S. air bases in China from which the bombers took off. Mr. Stewart recently returned from Chungking where he had made numerous trips to observe preparations for the raid. With him at the WTOP Washington studios, where the broadcast originated, was Bob Wood, CBS director of news and special events in Washington.

MARK E. SWINGLEY has joined the staff of WFRF Washington, N. C., as program director.

FRANCES E. KAYS, freelance publicist, formerly associated with Sobol Hartman & Pugliese, has been engaged as press counsel by Consolidated Radio Artists Inc., New York. Recently, Koontz radio department is headed by Mr. Cooper, producer, and Howard Caraway, director, both formerly with the Blue Network.

BOB DAVIS, former trade editor of WOR New York, last week joined the NBC press department as a senior writer.

LYLE REED, announcer, formerly of WINN Louisville, and of WINF FM, New York, has joined WAAT Newark, N. J.

WARREN ANDERSON, announcer formerly with WKZO Kalamazoo, Grand Rapids, Mich., has joined WING Dayton, Ohio.

ED SHAUGHENBY, KDKA Pittsburgh announcer, is the father of a boy.

TREVOR KELFORD, formerly with the news department of WKEY Covington, Va., has joined the news staff of KXEL Waterloo, la.

Guild Joins TBA

THEATRE GUILD, New York, and RKO Television Corp., New York, has been elected to affiliate membership in Television Broadcasters Assn. Arna lMarshall, Guild's administrative assistant, and Ralph B. Austin, executive vice-president of RKO Television Corp., have been made members of the TBA program committee, which is headed by Worthington C. Miner, television program manager of CBS. Other members of the committee are: Frank C. Norris, director of radio programs for Time Inc.; Julius F. Seebach, WOR vice-president in charge of programs; William Morris, head of the William Morris Theatrical Agency; Paul Rainbourn, president, Television Productions; Leon Levine, assistant director of education of CBS; Will Baltin, secretary-treasurer, TBA.

How To Celebrate the 4th of July

Put your "John Hancock" on a Blood donor's Card and give a pint of blood, by way of saying "Thanks, America," for being free to do this!

Your Blood Can Keep Freedom Alive!
A Community *with 97 DOWNTOWNS

A COMMUNITY isn't necessarily all in one place. At least the community that WGY serves isn't. It's a whole metropolitan area of 18 busy industrial cities of over 25,000 population, and 79 thriving smaller cities and towns spreading their way chain-fashion all over eastern and central New York and western New England.

Brought together as they are by WGY, they provide one of our nation's choicest single markets. It is a wealthy market worth 3 1/3 billion dollars, in annual earnings, and 1 1/2 billion in retail sales. It is a vast market, serving 1,045,717 radio families, with more sets tuned to WGY than to all other stations put together.

And WGY is the ONLY way you can combine this valuable region, the WGY Community, into ONE coverage area.

*WGY's primary and secondary areas contain 18 cities of over 25,000 population, 39 over 10,000, and 40 incorporated cities and villages over 5000.

GENERAL ELECTRIC WGY SCHENECTADY, N. Y.

REPRESENTED NATIONALLY BY NBC SPOT SALES

50,000 watts - NBC - 22 years of service
Daly Shoe Plans

Daly Bros. Shoe Co., Boston, has appointed Norman D. Waters & Associates, New York, to handle the first national advertising campaign for Air-O-Magic shoes for men. Spot radio campaign, to start Oct. 1 will include 17 stations and WABD-DuMont television station [Broadcasting, June 26].

Heads Video Group

R. B. Gamble, Farnsworth Television & Radio Corp., has been elected president of the Television Producers' Assn., professional group of those actively engaged in the production of video programs in New York. Edwin Woodroof, of WABD-DuMont video station, was elected first vice-president; Bob Emery, WOR, second vice-president; Doug Allen, freelance, secretary; Jay Strong, freelance, treasurer.

Free Radio Threat Is Seen by Carey

Warning that America may lose the "domestic" battle while winning the war, Eugene L. Carey, New York attorney and former general counsel of the House Select Committee to Investigate the FCC, told the Jersey City Rotary Club on June 22 that because of the Commission's "reprehensible and bureaucratic activities," radio, "for all its powerful voice in America... has a weak heart."

Radio "has no independence, no freedom, and lives in constant fear of its life," said Mr. Carey. "It studies a thousand deaths every Presidential campaign in expectation of the revenge of some politician on some station, or some political group. Because of radio's fear for its life, the politicians kick it around in a fashion beyond belief."

He charged that FCC Chairman James Lawrence Fly was "one of the most effective players" in the Administration's "game of ruthless power politics" and declared that "domination of radio is at first essential step in the destruction of the democratic process and in the establishment of a dictatorship." He asserted that the Communications Act of 1934 is "ambiguous enough" to permit Chairman Fly "to make and alter major policies at will." The law, he added, "gives Fly a life and death stranglehold over radio."

Mr. Carey quoted from testimony in the House Committee's hearings, charged that the FCC had set up a "Gestapo" to harass broadcasters, and called upon the Rotarians to "meet the "domestic fees on the home front by teaching our youth about America and her Divinely-inspired institutions... that the American Government was designed as a Government of free men."

New Blue Lineup

BLUE network has set up a program service desk and has separated the operations of its production, announcing, and script divisions. Ray Knight, production manager, who formerly supervised the various divisions, now heads production only, with Stuart Buchanan continuing as script manager, Ray Daus as supervisor of announcers, and Frank Vagnoni as manager of the orchestra personnel. As head of the program service desk, Florence Morris, formerly in charge of program bookings, will coordinate all the mechanical operations involved in the production of programs, serving as a central point of coordination and information. Unit includes studio administration divisions, headed by Bertha Kurtzman; casting and auditions, Helen Hedeman in charge; executive orders headed by Geraldine G. Bohne.

Video License Sought

B R E M E R BROADCASTING Corp., owner and operator of WAAT Newark, has applied for a commercial television license, said to be the first application of its kind in the state. Studios will be located in the Hotel Sheraton, Newark, Corporation already holds a construction permit for an FM station, WAAW.

Anti-strike Aid

Forthcoming Aid Will Be Available

WHEN 60 men in the three crews of the "C" soaking pits at the Jones & Laughlin Corporation's Pittsburgh works walked out on strike June 14, the 5,000-ton-a-day production was threatened.

After a meeting next day with government conciliators, Naval officers and Union officials, it was believed that the 60 strikers from the soaking pit crews might be induced to resume work on the 4 a.m. shift that day and thus avert the disaster of closing the entire steel works.

Though some of the men could be reached by phone, none were morning turning to radio as the quickest method of getting word to the men on strike occurred to Commissioner Charles R. Ward of the U. S. Conciliation Service. Accordingly, the following spot announcement was prepared: A "meeting is called by the government officials for the Jones & Laughlin Steel Corp. "C" pits crews at A. O. H. Hall, 2715 Sarah St., at 2 o'clock this afternoon."

Spots were aired by the Pittsburg station (KDKA) WJAS WCAE KQV WWWS) with less than an hour time margin before the noon broadcasts. Of the 60 men the message was intended for, out of a possible 1,000,000 audience, exactly 10, each man stating he either heard or was told of the radio call. The strikers listened to Commissioner Ward, voted to return to work.

Resort Promoted

SULLIVAN COUNTY HOTELS, a group of resorts in upstate New York, whose summer business is said to have been saved from disaster largely through radio advertising last year [Broadcasting, Aug. 16], last week returned to the air with a specially transcribed five-minute music program aired three to five time weekly on WLIB WOM WJZ in New York, and on WAPAT Paterson, N. J., and with spot announcements from WHN New York. Campaign will run four weeks, and will resume for a similar period of hiatus after promoting Sullivan County as a vacation land and offering gratis a "vacation diary" containing hotel lists. Newspaper advertising is also being used. Agency is Blackstone Co., New York.
More Sponsors
HAVE RE-ELECTED WHN THAN
ANY OTHER INDEPENDENT
STATION IN NEW YORK!

The reason for re-election... is WHN's platform of
Sports, Music and News
Out of 67 active accounts... 51 are
renewals

Don't wait till fall to nominate
WHN's 50,000 watts to work
for you in America's biggest
and richest market. GET YOUR
RESERVATIONS IN TODAY!

- Hearns .................. 12 year term
- I. J. Fox .................. 10 year term
- Adams Hats ............ 10 year term
- Metro-Goldwyn-Mayer .. 9 year term
- B.C. Remedy .............. 6 year term
- Pepsi-Cola ............. 6 year term
- General Foods ........ 4 year term
- Old Gold ............... 3 year term

WHN
50,000
1050

AMERICA'S MOST POWERFUL INDEPENDENT STATION

Represented by RAMBEAU
1540 BROADWAY, NEW YORK
Bougainville Changes
NEW TRAFFIC manager of the Armed Forces Expeditionary Service station on Bougainville is Pfc. Eugene E. Perkins, who as a civilian was an announcer with KIDO Boise. Ida. The station operates on 670 kc and is a function of the Special Service Section. Sgt. Jack J. Kruschen, freelance radio and television actor before joining the Army, is now special events announcer with the Bougainville station.

In Kansas City

the Swing is to WHB

... AND IT PAYS advertisers who are wedded to WHB schedules. 'Phone us for availabilities if you're considering spot programs or announcements in this booming market. "Your Mutual Friend" is Kansas City's Dominant Daytime Station... delivering the "most listeners per dollar" throughout the western half of Missouri and the eastern third of Kansas. For availabilities, call

DON DAVIS
KANSAS CITY - Scarritt Building - Harrison 1161
NEW YORK CITY - 507 Fifth Avenue - Vanderhill 6-2550
CHICAGO - 333 North Michigan Blvd. - Central 7900
HOLLYWOOD - 5935 Hollywood Blvd. - Hollywood 6211
KEY STATION for the KANSAS STATE NETWORK
Kansas City • Wichita • Salina • Great Bend • Emporia
Mo. Kansas Kansas Kansas Kansas

MONTHS: MARCH-APRIL 1944 - KANSAS CITY
HOOPER STATION LISTENING INDEX
TOTAL COINCIDENTAL CALLS - THIS PERIOD 14,288

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<th>Station</th>
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<th>C</th>
<th>D</th>
<th>WHB</th>
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<td>27.6</td>
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<td>THRU FRI</td>
<td>6-12 A. M.</td>
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CUFF VIEWS VIDEO AS A RETAIL MEDIUM

"TELEVISION is more than the addition of sight to sound," Samuel H. Cuff, general manager of WABD New York, Du Mont television station, declared last Thursday at a visual selling forum conducted by the Display Directors of New York City in cooperation with the National Assn. of Display Industries for the benefit of retail store executives in New York for Market Week June 25-30 [BROADCASTING, June 29].

"Television is not static dead sight; it is animation, it is life itself," Mr. Cuff stated. "Through television a store does not show its merchandise in flat print. It does not show its merchandise on a plaster cast dummy. It shows it on a vivacious living model. It illustrates it; it demonstrates its use, and all in a matter of seconds and all to the accompaniment of persuasive oral selling."

Mr. Cuff said that an intra-store television system can be installed for from $50,000 and up, with additional units and viewing screens added as they are needed. If the cost of a full intra-store installation should exceed $100,000, Mr. Cuff urged the store to add a transmitter to carry the advertising into the homes of the store's customers.

"Actually, adding a transmitter to an intra-store system is a proportionately small expenditure," he said, "and this addition can be used to carry the messages of others into these same homes in the evenings and on Sundays. The revenue which a department store would secure from the sale of this service should within a relatively short time return to the store its entire investment in television."

Scout Executive Lauds Aid Given to Movement

EDITOR BROADCASTING:

We had a most successful one-day Spring annual meeting of the National Council of the Boy Scouts of America at the Waldorf-Astoria Hotel in New York on May 17 with 583 Scouters representing many of our local Councils throughout the United States.

The delegates passed a resolution expressing the appreciation of the Boy Scouts of America to you and your associates for the effective assistance you gave to enable Scouting to reach increasing numbers of boys during the past year. It is with great personal pleasure, therefore, that I convey these greetings to you and your coworkers. We feel that we could not accomplish our primary objective of character building and citizenship training without the generous and intelligent support so cheerfully given by BROADCASTING.

ELBERT K. FRETWELL
Chief Scout Executive
Boy Scouts of America

LONG AND SHORT of it got together to exchange viewpoints during conference of Don Lee Broadcasting System affiliates in San Francisco last month. Low and high man respectively are (1 to r) Oliver A. Runey (foot 3), manager of KOL Seattle, and Ralph Hanson (foot 6), manager of KUIN Grants Pass, Ore.

Electronic News

ELECTRONICS Corp. of America, New York, on July 3 starts a five-week quarter-hour evening news commentary by William S. Gallimore on WHN New York, under a 12-week contract placed through Shapp-Wilkes, New York. Firm will continue to expand its institutional series of news programs, which started with Johannes Steel on WMCA New York, and recently expanded to WMEX Boston [BROADCASTING, April 17, June 19].

WQXR New York on July 4, Independence Day, will devote its entire music schedule to American compositions. Station devotes about 14 hours of its broadcast day of 15 hours and 35 minutes to music.

A SECOND STAR has been added to the Army-Navy "Teen Age" series won in 1943 by RCA Labs., Princeton, N. J., in recognition of six months of continued achievement in production.

CHATTANOOGA
IN THE HEART OF TVA

WDOD
CBS
5,000 WATTS
DAY AND NIGHT
PAUL H. RAYMER CO.

Page 50 • July 3, 1944
RIGHT IN THE MIDDLE OF THE GREATEST MARKET IN THE WEST

Los Angeles PLUS Long Beach!

When the site for KGER's new 5,000 watt RCA transmitter was selected, exhaustive tests were conducted first to find the location which would enable KGER to get the best possible coverage of both Los Angeles and Long Beach. We found the perfect spot near Compton (see above) ... literally surrounded by prosperous, busy communities and humming war plants. More than 4,000,000 people live in this area, including more than a million war-workers. Incomes are at an all-time high. KGER completely covers this great market!

Through the years, KGER's unusual type of programs has built a large and extraordinarily receptive audience. KGER's rates for reaching the Los Angeles-Long Beach market are among the lowest of all Southern California stations. Every national advertiser and advertising agency should know the complete facts. We'll gladly give them to you.

READERS GLASS PAPERWEIGHT

Let us send you one of these combination reading glass-paperweights absolutely free. Keep it on your desk -- you'll find many uses for it. Write for yours today -- address KGER, 643-B South Olive St., Los Angeles 14, California.

"THE PEOPLE'S STATION" 5,000 WATTS, DIRECTIONAL

KGER

OWNED AND OPERATED BY MERWIN DOBYS
REPRESENTED NATIONALLY BY SPOT SALES, INC., NEW YORK • CHICAGO • SAN FRANCISCO
LOS ANGELES
Gottlieb to Y&R
LESTER GOTTLIEB, since 1936 publicity director of MBS, has resigned, effective next month to become director of radio publicity of Young & Rubicam, at New York headquarters. He will succeed Bill Thomas, who has resigned, and will report to Hubbel Robinson, vice-president in charge of radio, and to William Jenkins, director of public relations. His successor at MBS has not been announced. Mr. Gottlieb, 31, joined WOR in 1935 after having served as radio editor of Newsweek and shifted to MBS in 1936 as publicity director.

MAXINE KEITH has been named publicity director of Caples Co., New York. Writer and producer of programs for New York stations for the past ten years, Miss Keith is now heard on Mutual, and will continue her moving From Me to You broadcasts on the network.

WALTER WICKER, who operated his own production agency, Walter Wicker Productions, Chicago, together with Irna Phillips, radio writer, several years ago, has re-entered radio as head of the radio department of Compton Adv., Chicago, supervising Chicago's radio-newspaper program.

HOWARD E. WILLIAMS, account executive of Erwin, Wasey & Co., San Francisco since 1938, formerly head of his own advertising agency, has been named manager of the San Francisco office of Young & Rubicam, New York. He was also announced that Robbins Milbank, agency's San Francisco manager, had been named to supervise creative, research and merchandising work for Y&R on the West Coast.

BOTSFORD, Constantine & Gardner, San Francisco, has announced appointment of a client council designed to give increased service to clients.

ACE PRODUCTIONS, new San Francisco advertising agency with headquarters at 420 Market St., has been organized by Graham Gladwin, announcer-producer. Telephone is Sut- ler 8854. Firm will specialize in radio production and promotion, covering the entire Pacific Coast area. Staff personnel includes Verner Crockett, sales promotion; Robert Bell, technical director; Bernice Marsters, art director. Accounts being serviced include Pacific Text & Awning Co., San Francisco; Kerr Rug Co., Fresno, Cal.; A. W. Bahnart Co., New York.

JOE RINES, director of Abie's Irish Rose, Procter & Gamble Co. program on NBC, has taken on additional duties as vice-president in charge of the newly organized radio department of Gale & Co., New York talent agency. He will supervise development of talent and package shows for radio.

ROBERT A. REINHART Jr., former sales and advertising manager of Jules Chain Stores Corp., New York, clothing and jewelry concern, has set up an advertising agency under his own name at 277 Broadway, New York. He will service retail stores and manufacturers of apparel. Radio is already contemplated for some accounts.


WILLIAM K. SALFSTROM, formerly with the National Opinion Research Center of Denver, U., last week joined the research department of Compton Adv., New York.

FRANK H. KAUPMAN, former director of advertising and public relations of S. H. Camp & Co., Jackson, Mich., makers of surgical garments, has opened a national account under his own name at 350 5th Ave., Empire State Bldg., New York. Telephone is Clarionger 5-7500.

MARY MADDOCK, copywriter, formerly with Joseph Katz Co., New York, and World Broadcasting System, New York, is now copy director of Redfield-Johnstone, New York. She joined the agency several months ago, replacing Beatrice Mahry, who has just joined the copy department of Moser & Collins Jr., New York, as head of creative work on women's accounts.

VINCENT F. AIELLO, formerly of Grey Adv., New York, and Dorothy Kennedy, formerly with Gimbel's Dept. Store, New York, have joined the copy staff of Arthur Kudner Inc., N. Y.

J. ARCHER KISS, formerly of Montgomery Ward & Co., has joined the copy staff of the Phil Gordon Agency, Chicago.

MacFARLAND, AVEYARD & Co., has moved its New York office to 10 Rockefeller Plaza.
It's a WIZE Advertiser who uses the Springfield, O. Market

_Letters like this tell a powerful story of WIZE's effectiveness as Springfield's number one advertising medium. To cover and sell this market you need WIZE. No other medium or outside station can do this._

_Write today for availabilities._

Reggie Martin
General Manager

Ronald B. Woodyard
Vice President

WIZE
Springfield, Ohio
 Don Couper, former advertising director of Loft Candy Co., is now operating an advertising agency under his own name at 441 Lexington Ave., New York. Radio advertising will be handled along with other media.

Geraldine Schultz, supervisor of Walgreen department continuity, Schwimmer & Scott, Chicago, on June 29 was married to Air Corps Capt. Robert Shaw.

Harry J. Deines has resigned as advertising manager of the Electronics Division of General Electric Co., Schenectady, to join Arthur Kohler Inc., N. Y.

Thomas B. Moody, formerly of McCarty Co., Los Angeles agency, has joined Thompson & Ryan, Hollywood, as account executive. He replaced Charles Brown, on leave to attend the U. of Colorado Japanese Language School at Boulder.

Al Scalpone, for the past year civilian member of Armed Forces Radio Service, Los Angeles production staff, has rejoined Young & Rubicam, Hollywood, as program supervisor.

Joseph Maxfield Co., Providence, R. I., has moved to 57 Weybossett St.

Jane Allison, formerly on the copy staff of Wire Indianapolis, has joined the copy writing staff of Ivey & Ellington, New York.

William P. Maloney, director of publicity for RBCO New York, has been elected president of the Publicity Club of New York.

Chap Stick Appoints

Chap Stick Co., Lynchburg, Va., has named Lawrence C. Guminner Adv., New York, as agency. Firm has used spot radio in the past, but none is contemplated at the moment.

WESTINGHOUSE PUTS
CARR IN RADIO POST

Richard C. Carr has been named manager of institutional advertising for Westinghouse Electric & Mfg. Co., it was announced last week by G. Edward Pendray, assistant to the president of Westinghouse. Mr. Carr, who joined the company in 1943 after managing the war housing division of Libby-Owens-Ford Glass Co., will be responsible for Westinghouse institutional copy, the commercials for the company's radio programs and the public relations production department. After graduating from Yale in 1924 with a B.S. degree he became contact man for Sun Advertising Co. and later sales and advertising manager for Hixon-Peterson Lumber Company.

Compton Changes

Compton Adv., New York, in a realignment of its media and radio executive personnel, has appointed Murray Carpenter, formerly head radio timebuyer, as media supervisor on all Procter & Gamble business. Frank B. Kemp who has handled all net buying, becomes head radio buyer in charge of network and spot buying. Edward Federer continues as media supervisor. He is responsible for all Compton accounts except P&G. Lewis Titterton continues as head of the radio department and Guy Richards as vice-president and media director.

Institute Plans

Newspaper Institute of America, New York, will promote its newspaper-writing correspondence course through Sunday news packages of four-quarter-hour and ten-minute programs on WMAI, Washington, for 52 weeks beginning July 9, and on KGO San Francisco. Commercials invite listeners to send for a free writing aptitude test, specifying that they must pass the test to subscribe to the course itself. Newspapers and magazines are also used in the campaign, placed through Kaplan Siegel & Bruck, New York.

"But we have six better ways to get Atlanta folks to tune to WAGA!"

* Car cards, newspaper advertising and publicity, billboards, the WAGA-Gasette and courtesy announcements

Koverage Results

Out-Distance Competition Dividends from Isolation

The popular CBS Station

EL PASO, TEXAS

CLEVEREST carpenter of the woods, the woodpecker is EXCLUSIVE because of his chisel-shaped beak... his “house-building” genius, his tail. Four toes, arranged in two pairs, suspend his body in front, supports it behind, while at work. His stiff-pointed tail acts like a tripod’s third leg.

WHAT MAKES K-O-Z-Y EXCLUSIVE? The only independent FM voice today in a potentially great FM market. KOZY is busy now previewing postwar product projects like yours. Get Rate Card 3... add this EXCLUSIVE AUDIENCE to YOUR NEW SALES EFFORT... plan BIGGER RESULTS with KOZY!

EVERETT L. DILLARD
General Manager

ELIZABETH WHITEHEAD
Station Director

FM Radio Station
KOZY

PORTER BUILDING • KANSAS CITY, MISSOURI

The Pioneer of FM in the Kansas City Area
Radio Advertisers

WALGREEN Co., Chicago (drug stores), renewed sponsorship June 27 of its series of 6 weekly, 5-minute spot announcements over WQRC Louisi-

ville, and June 30 of 7-weekly, 5-minute spot announcements on WAVE

KXOK WMJ WMJS. All contracts are for 52 weeks. Agency is Schimwimmer & Scott, Chicago.

RICFIS INC, Atlanta (dept. store), expanding its schedule on WRFG At-

lanta, has added a new summer three-

weekly program. Tonight, broadcast remote from North Fulton

Park.

RED DOT FOODS, Madison, Wis., has placed its advertising account with Arthur Towell Inc., Madison. Plans are said to include radio.

NORMAN S. WRIGHT Co., Toronto (Pertals plant food), is using spot announcements in a seasonal campaign on CKCL Toronto. Account was placed by A. J. Divine & Co., Toronto.

JOHN PULI PRODUCTS Co., Chicago (Fleishy White bleach), will renew sponsorship July 3 of participation on Sunrise Salute, 6:45 a.m. (CWT), and Housewives Protective League, 4:45 p.m. (CWT), Monday through Saturday, on WBBM Chicago. Contract is for 13 weeks. Agency is Roche, Williams & Cincy, Chicago.

DOMINION of Canada, Department of Munitions & Supply, Ottawa (coal conservation) has started live spots daily on a large number of Canadian stations. Account was placed by R. C. Smith & Son, Toronto.

PILLSBURY Flour Mills, Minneap-

olis, has renewed for 52 weeks of Sat-

day morning program on KSTP St. Paul.

Minneapolis. Agency is McGann-Eck-

son, Minneapolis. Northwestern Na-

tional Life Insurance Co., Minneapolis, is sponsoring a 52-week, schedule of three-weekly station breaks on KSTP. Account placed through BBDO Min-

neapolis. KSTP has renewed for another 13 weeks of threc-

weekly program, The New Xe for Listerine tooth powder.

OSCAR MAYER & Co., Chicago (meat packers), has contracted 10 quar-

ter-hour programs and one half-

hour program weekly over WBBM Chicago. Starting July 5, continues seven-quar-

ter-hour program. Monday through Saturday, on WBBM Chicago. Contract is for 26 weeks, placed by Schimwimmer & Scott, Chicago.

KELLING NUT Co., Chicago (Double Kay nuts), has named Schimw-

immer & Scott, Chicago, to handle its advertising. No radio is planned at present.

PETER FOX BREWING Co., Chi-

cago (beer), has been sponsor-


ATLAS BREWING Co. (Edwards beer), has been sponsor-


RELIANCE TEXTILE Co., New York (shirts), has been sponsor-

ship on WQRF Chicago. Starting July 3 of a quarter-hour program featuring Dr. A. L. Sachar, historian at the U. of Illinois, on WQRF Chi-

cago. Monday through Friday, 12:45-

1 p.m. (CWT). The 26-week contract was placed through Wadd. Agency Co., Chicago.

ED ROBINSON'S, Noroton, Conn., has appointed Fred D. Yates Adv., New York, as agency for "Have-More Plan", a farm manual and other books. Radio may be used in the fall.

CRACKER JACK Co., Chicago (pop-

corn products), has begun sponsorship of commercial preceding and following "News of the World", quarter-hour pro-

gram, Sundays, on WBBM Chicago. Contract is for 52 weeks, placed by Rogers & Smith, Chicago.

SEAL-COTE Co., Los Angeles (fin-

ishing materials), has signed with KBPK Sacramento for Dick Tracy five-

times weekly quarter-hour series broadcast on the Blue as a local cooperative program. Broadcast is under the sponsorship of WADD, a new agency, supplying the commercials.

Battery Problem

SHORTAGE of workers and field materials or machines is the only thing that is holding up production of dry batteries for farm radio sets, according to Stanley B. Adams, director of WPB's Con-

sumers Durable Goods Division who addressed a letter to hardware merchants and other dealers in farm radio batteries explaining the lack of batteries. Mr. Adams pointed out that manufacturers who are capable of producing farm radio batteries are engaged in sup-

plying military items to our forces overseas. It was indicated by Mr. Adams that production can be expected to improve by fall.

New Recruiting Song

A MUSICAL composition by Norman Cloutier, "The Voice of the Army," with words by Maj. H. North Cal-

ahan, has been designated the official song of the U. S. Army Recruiting Service. Mr. Cloutier is manager of the Tunes and Programs of NBC's Radio Recording Division. Tune is used as the theme song of the unit's time slot, one of the recruiting program for WACS, nurses and Air Corps Enlisted Re-

serves, recorded by NBC and broadcast on 800 stations. Under a royalty-free license, the War Department will be permitted to use the song in connection with any recruiting activities.
Right on the field of battle is the CBC truck with its Presto recorder taking down the sounds of battle, the words of Canadian men doing the fighting...

Yes! It actually happens. Canadian families are now hearing the voices of their own loved ones on the battlefronts, thanks to a program service originated by the Overseas News Service of CBC. This enterprising and much appreciated service consists of recordings made right on the scene of battle, the actual sounds of battle forming a terrible background. The recordings are rushed to Algiers, short-waved either via London or direct to Ottawa, where they are re-recorded, and sent out over the CBC leased lines. All this is made possible by the use of PRESTO Recording Equipment, which is used throughout the Canadian Broadcasting Corporation.

Presto Recording Corporation, New York 19, N. Y., U. S. A.
World's Largest Manufacturers of Instantaneous Sound Recording Equipment and Discs
BUFFALO'S GREATEST REGIONAL COVERAGE

WEZ-WBIZA Boston will open their regular summer radio workshop on July 6 and will continue to Aug. 10. Sessions will be held in the Hotel Bradford studies. The free public service is designed primarily for teachers and educators and will give attendants a brief insight into scripts production, business of radio, history of broadcasting, public service programs and the future possibilities of radio.

SERIES of 420 quarter-hour transcriptions featuring Em Macfie as "The Gospel Singer" has been released by Harry S. Goodman Radio Productions, New York. Firm also has issued another series of quarter-hour discs, "Dinner Problems," in which Allie Lowe Miles, formerly heard on the Blue, gives solutions to personal problems submitted by listeners.

WILLIAM RAMBEAU Co., Chicago, station representative, has moved to larger quarters at room 1022 on the 16th floor of 360 N. Michigan, Chicago. Mr. Rambeau has also announced the acquisition of a new station, WOCB Cape Cod, a Blue affiliate.

RADIO Writers Guild, midwestern division, has appointed Ben Meyers, Chicago labor attorney, to start a series of negotiations of various writers categories, according to Pauline Hopkins, Chicago vice-president.

SATURDAY evening concerts, Chicago Theater of the Air, WGN Chicago and Mutual Network sustainer, has moved to Chicago's Grant Park, for a series of 9 open-air summer broadcasts started July 1.

FULL COVERAGE of the Wisconsin. Indiana and Michigan State fairs will be given listeners by WLS Chicago, according to Glenn Snyder, general manager. The Wisconsin Fair, August 18-21, is the only fair to be conducted on a pro-rate scale. The Indiana "State 4-H Club Fair" will meet September 4-5 and the Michigan Fair Sept. 7-8.

FIRST Canadian privately-owned station to have its own war correspondents overseas is CHML Hamilton. Out, it is reported, which has contracted with Mollie McGee, only Canadian woman war correspondent accredited to both British and American Armies, to cable daily news about service men and women from the Hamilton district.

CFPG Grande Prairie, Alta., has been authorized by the Radio Branch, Department of Transport, Ottawa, to increase power from 250 watts to 50,000 watts, to shift from 1310 kc to 1300 kc.

WORKERS at the Kaiser Cargo Richmond Yard No. 2, through arrangements with KFPO San Francisco, are given flash news bulletins at noon and 6 p.m. Four months ago the Marinship Building Corp. at Sausalito started picking up the mid-day edition of the KFPO news.

WHIG Greensboro, N. C., all-soldier program, "On the Road," presented by the men of the AAF from the Overseas Replacement Depot, Greensboro, will go on CBS coast-to-coast July 8 for its regular Saturday series.

WGHT Roanoke Rapids, N. C., has installed complete emergency equipment at its transmitter to handle transcriptions, announcements and network lines in event of studio failure.

WIOD Miami, Fla., has disbanded its entertainment unit for the summer, after presenting its Microphone Parade to more than 1,400 members of civic clubs and servicemen recuperating after battle action.

WINN Louisville celebrated its fourth birthday with a special quarter-hour transcribed program of a dramatized "take-over" by the various departments of the station.

WWL New Orleans has installed a separate control room in the University Room of the Roosevelt Hotel, which is used as an audience studio.

PLAQUB award "For Meritorious Service to Music" was presented to L. W. Herzig, manager of WTMJ-WFPM Milwaukee, in behalf of the stations, by the Wisconsin Federation of Music Clubs on the last Sunday program of a 27-week series, "Starring Young Wisconsin Artists," designed to encourage youth music talent.

CFBG Toronto is installing its new 5 kw CBC transmitter and expects to go on the air Sept. 1 with its increased power.

CKOV Kelowna, B. C, has subscribed to Press News Ltd., supplying Canadian Press, Associated Press and Reuters news service and special radio features.

KROW Oakland, Cal., has started a series of four transcribed broadcasts of interviews with members of the Oakland Regiment, Volunteer Port Security, from the U. S. Coast Guard. Interviews were recorded at the Coast Guard barracks and are designed to acquaint the public of the activities of the men and women volunteers who guard harbor and port installations.

WSAV Savannah, Ga., is presenting a new series of Army programs weekly from Chatham County Army Air Base. Army talent is used in production and presentation of the half-hour shows.

WING Dayton, Ohio, has installed a new control room in line with the station's remodeling program.

PERSONNEL and studios of WOR New York figure in a Look Magazine newsweek recapitulating radio's handling of the invasion flash news bulletin.

WJR Detroit has received a citation from the Army's Sixth Service Command at Chicago for the part the station played in the Army's air raid warning system.

5000 WATTS - DAY AND NIGHT

WOW

The Blue
horizon in
Northeast
Ohio for
advertisers
and
inclusion.

BROADCASTING • Broadcast Advertising

Represented Nationally by HEADLEY-REID CO.

CARRIED THE MAIL

TOTALLY unaware of radio's Ten Commandments, elderly Joseph Devas, latest addition to the elevator staff of CKAC Montreal, rushed into on-the-air Studio F the other day to interrupt a dramatic love scene in Kellogg's "Histoires D'Armour" with a loud, "I'm sorry a letter here for Mr. So & So!"
ASK DUNNINGER, suggests C. T. Hagman (1), vice-president and general manager of WTCN Minneapolis-St. Paul, to foresee the future of George Higgins (second from left), leaving the station to become manager of KSQ Des Moines, recently purchased by Kingsley Murphy, Twin City newspaperman, for Iowa Broadcasting Co. Conductor Higgins is Rol- lie Johnson, who will succeed Higgins as sportscaster and will also handle sales in the station’s St. Paul office. The famed Blue network mentalist (r) appeared at a dinner for Mr. Higgins at the Lowry Hotel, St. Paul, where 500 gathered to give “Iron Lung” a sendoff.

WAAC Now WINK

FORT MEYERS (Fla.) Broadcasting Co., licensee of WAAC, last Tuesday was granted permission by the FCC to change the call letters to WINK, with Chairman James Lawrence Fly dissenting. At the same time, J. P. Turner, station manager, announced acquisition of the special AP radio wire through Press Assn. Originally licensed as WFTM, station went on the air March 1, 1940, with W. E. Benns Jr., Mrs. W. E. Benns Sr., Fred H. Moller, Mrs. J. F. Richardson, T. J. Skinner Jr., and D. D. Whittaker as stockholders. On Sept. 9, 1942, the FCC granted permission to transfer control to Donald B. Wood- yard, executive vice-president of WING Dayton and WIZE Spring- field, O., and Reggie Martin, manager of WIZE. Call letters subsequently were changed to WAAC. Station operates on 1240 kc with 250 w as a CBS affiliate.

NBC has established a booking and business office in the program department of the network in New York with Winifred Murphy and Grace Stiff, respectively, directing operations. C. L. Menzer, NBC vice president, will supervise the business office and Tom McCoy, Eastern program manager, will supervise the booking office.

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

WSPA
5000 Watts Day
1000 Watts Night
650 kc.
Spartanburg, S.C.
Represented by Hollinger

Private Video, FM Planned in Canada
Parliamentary Group Studies Possible CBC Competitive Net

PRICE MENTION, political broadcasting, competitive network operations, television, and the formation of a judicial board to regulate broadcasting in Canada, were discussed June 21 by the Parliamentary Committee on Broadcasting, at Ottawa, when Joseph Sedgwick, counsel for the Canadian Assn. of Broadcasters, was questioned by the Committee. Privately-owned Canadian broadcasting stations were ready to do experimental work with television and FM if they would be licensed, Sedgwick told the committee. Under present Canadian Broadcasting Corp. regulations, such licenses may not be given to privately-owned stations. Asked why Canadian stations would want television, if it is as expensive as reported, Sedgwick stated: “They want to participate in it because they may have to do that or go out of business. If, when new sets become available, sets that combine television and FM are put on the market, it may well be that a few years from now standard band broadcasting will cease to be important, just as silent moving pictures are no longer important. Television and other allied developments may do the same thing to radio. The people who are in the radio business want to stay in it, and if existing it means erecting different kinds of broadcasting towers and different kinds of studios, they want to do that.”

May Change Act

Questioned about the formation of a network mutually operated by privately-owned stations in competition with the CBC network, Sedgwick stated that such stations could provide programs for such a private network without having to be fed sustaining programs by the CBC, and would not come to the government for financial assistance. Meetings of the Parliamentary Committee are expected to end soon. A meeting, probably the last, was held on June 28. Following this hearing it is expected that the Committee will bring its recommendations before the House of Commons, which may then act to change the Canada Radio Act or recommend changes to the CBC Board of Governors.

WHIT to MBS

WHIT New Bern, N. C., operated by Coastal Broadcasting Co. with 250 w on 1450 kc, will become affiliated with Mutual following installation of line facilities.

ON TOP
in Alabama

Vulcan's statue looks down from Birmingham's mountain on great furnaces, foundries and mills—all producing at top capacity, like the balance of industrial, agricultural Alabama. Here's a great market which WSGN covers better than any other station—acording to the NAB Mail Map, to contour comparisons and to NBC's All-County Survey. WSGN's morning Hooper tops all others combined; seven of ten top-rated programs are aired over it and it offers Alabama's best salable spots. Yes, WSGN is Alabama's Best BUY Far.

WSGN
The Birmingham News-Age Herald Station

Represented Nationally by Headley-Reed Company
STATION ACCOUNTS

WRC Washington
Krllogg Co., Battle Creek (Raisin Bran Flakes), 6 a week, 26 weeks, thru Kenyon & Eckhardt, N. Y.
Lambert Pharmacol Co., St. Louis (Listerine Toothpaste), 4 a weekly, 12 weeks, thru Lambert & Pease, N. Y.
Vick Chemical Co., New York 2 a weekly, 52 weeks, thru Morse International, N. Y.
General Baking Co., New York (Bonder Bread), 6 a weekly, 32 weeks, thru Dry & Elliott, N. Y.

Griffin Mfg. Co., Brooklyn (shoe polish), 4 a weekly, 26 weeks, thru Birmingham, California & Prince, N. Y.
Hudson Fulp & Paper Co., New York (paper spreads), 3 a weekly, 52 weeks, thru Duan Jones Co., N. Y.
Paramount Pictures, New York, as weekly, 49 weeks, thru Buchanan & Co., N. Y.

KNX Hollywood
Colgate-Palmolive-Perf Co., Jersey City (Colgate dental cream), 3 a weekly, 39 weeks, thru Engelking & Co., N. Y.
Castle Corp., Hastings, Mich., 3 a weekly, thru Riesling Co., N. Y.
Menchotum & Co., Wilmington, Del., 3 a weekly, thru J. More Co., N. Y.
B. Semler, New Canaan, Conn. (Kenrel hair tonic shampoo, Gibas cold cream, etc.), 3 a weekly, thru Erwis, Wexey & Co., N. Y.
Hanser Back & Co., Los Angeles (food products), daily, 2 weeks, thru Roger Smith Ad Los Angeles.
Guittard Chocolate Co., San Francisco (guittard chocolate), 8 a weekly, 52 weeks, thru Aggie Walker Adv., San Francisco.

KQW Los Angeles
William Wrigley Jr. Co., Chicago (chewing gum), 9 a weekly, 52 weeks, thru Ruthrauff & Ryan, Chicago.
Pure Food Co., Mamaroneck, N. Y. (Herb Qri.), 3 a weekly, 14 weeks, thru J. Mathew Inc., N. Y.
National Louis (The Pacific Boy paintings), 1 a weekly, 13 weeks, thru Wrigley Co., San Francisco.
Western Pipe & Steel Co., San Pedro, Cal. (employment), 6 a weekly, direct.

KQW San Francisco
Parrott & Co., San Francisco ('Em wine), 3 a weekly, 26 weeks, thru Blount & Pease, San Francisco.
Branch-Nut Paking Co., New York (gum), 3 a weekly, 18 weeks, thru Newell, Smith & Co., N. Y.
Lambert Pharmacol Co., St. Louis (Listerine toothpowder), 5 a weekly, thru Lambert & Pease, N. Y.
O'Carrol Co., Chicago (Perma Toilet), 3 a weekly, thru Aubrey & Wallace, Chicago.
Neel Corp., New York (Film-T-Fak), 5 a weekly, thru BDBD, N. Y.

WABC New York
American Express Co., New York (traveling cheque), 5 a weekly, 26 weeks, thru Cassin, Co., N. Y.
Colgate-Palmolive-Perf Co., Jersey City (Super Suds), 5 a weekly, thru William Ray & Co., N. Y.
Nedick's Stores, N. Y. (orange juice & food), 2 a weekly, thru Weis & Geller, N. Y.
Post Co., N. Y. (M-T-F-Pud- ding), 6 a weekly, thru BDBD, N. Y.
Crest & Oral B Royal Chemical Co., Chicago (Krow's Sheave Cream), 3 a weekly, thru Arthur Metzger & Co., Chicago.

KTS San Antonio
Plump Inc., Minneapolis, 3 a weekly, thru Lake-Siro-Pharmum, Minneapolis.

JWJ Cleveland
Marshall Drug Co., Cleveland, 52 a weekly.

WHN New York

WTBO Cumberland
A & P Stores, Altoona, Pa., 22 a weekly, thru Ruthrauff & Ryan, N. Y.
American Chicle Co., 425 a weekly, thru Grant Advertising Agency, New York.
Quaker Puffed Grains, Chicago, 130 a weekly, thru Byrom &-owner, Chicago.
Calagena Corp. of America, Cumberland, Md., 13 a weekly, thru Young & Rubicam, N. Y.
Kelly-Springfield Tire Co., Cumberland, Md., 12 a weekly.

KYW Philadelphia
Lambert Pharmacol Co., St. Louis (Listerine toothpowder), 3 a weekly, thru Lambert & Pease, N. Y.
Colgate Plax Inc., Memphis (St. Joseph As- pirin), 7 a weekly, thru Lake-Siro-Pharmum, Memphis.
Johnson & Johnstone, N. Y. (surgical dressings, baby powder), 2 a weekly, thru Young & Rubi- cam, N. Y.
Campbell Soup Co., Camden, N. J. (Beef Noodle Soups), 12 a weekly, thru Feoos, Crown & Gelding, N. Y. & Proctor & Gamble Co., Cincinnati (Teel), 13 a weekly, thru Blow Co., N. Y.

WENR Chicago
Bookhouse for Children, Chicago, 3 a weekly, thru Presta, Feoos, Chicago.
Goodwin & Company (Palm Beach Suite), 11 a weekly, thru Ruthrauff & Ryan, Chicago.

KPO San Francisco
Swift & Co., Chicago (All-Sweet margarine), 5 a weekly, thru J. Walter Thompson Co., Chicago.
Güden Co., Chicago, New York (travelers' cheques), 8 a weekly, thru Caps Co., N. Y.

KFC Los Angeles

NEW WGR POLICY
Laxative, Sponsered Religious
Material Banned

TIGHTENING control over its programs, WGR Cleveland has issued a statement of policy which bans acceptance of competitive advertising on commercial and commercially sponsored religious programs, as adheres to fair news reporting and promotes free discussion of public questions.

"It is our thought that it is to the best interest of radio to leave this type of advertising to other media," said John F. Patt, station vice-president and general manager with reference to laxative commercials, WGR's statement of policy, which has brought condemnation from other stations, follows in brief:

1) Refuses the acceptance of advertising matter, announcements or programs which may in the station's judgment, tend to prejudice to public interest, to WGR, to CBS or its affiliated stations, with the assurance that all advertisements and reputable business;
2) insists that the advertise- ment programs of WGR do not violate the right of others with the station reserves the right to assess broadcast- ing programs;
3) provides that WGR can maintain its standards of program which does not, in the station's opinion, maintain a quality creative a like to WGR and the advertiser.

Wins Snapp Award
ANNUAL Josephine Snapp Award, donated by the Chicago Women's Advertising Club to the woman, who in the opinion of the judges, has made the most outstanding contribution to advertising during the previous year, was presented to Ester Letzke, director of consumer service, Armour & Co., Chicago, at the 10th anniversary of the Chi- cago Federated Advertising Club in joint meeting with Women's Ad- vertising Club of Chicago, Sher- man Hotel, June 22. Guest of honor and speaker, Honorable Dwight Griswold, Governor of Nebraska, made the address at the meeting with the subject of "What Will America Do in This Crisis?"
**HYSTER Hauls the Heavy Stuff**

*Salute to*
**WILLAMETTE HYSTER COMPANY**

This great company, a newcomer to Peoria, makes an amazing line of cranes, lift trucks and other heavy material handling equipment.

Hundreds of Karry Kranes were sent to England to help move material in the bombed areas. Fleets of HYSTER Lift Trucks pile, move, and load war cargos throughout the world. Many pieces of standard HYSTER equipment are used on Allied aircraft carriers to move planes, lift and haul huge bombs and torpedoes.

The Willamette Hyster Company's contribution to the war effort has won for it the Army-Navy "E" to which two stars have been added.

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**NO RE-CONVERSION**

As is typical of most Peoria industries, The Willamette Hyster Company should not have a large reconversion problem when the war ends. Then, the same types of equipment that they now supply to the armed forces will again meet the heavy lifting and hauling requirements of a wide variety of industries. At that time the large percentage of HYSTER production which is now sub-contracted can be absorbed by this company to maintain its present level of employment.

The highly paid industrial workers and the prosperous rural population of PeoriArea constitutes a rich market now and a stable and profitable market after the war. Reach this important PeoriArea market composed of 600,000 persons in 16 heart-of-Illinois-cornbelt counties over radio station WMBD.

**WMBD**

**PEORIA BROADCASTING COMPANY • PEORIA, ILLINOIS**
3 Things to Remember about AIR EXPRESS

1. PACK COMPACTLY to reduce weight and shipping costs
2. SHIP WHEN READY for earlier delivery
3. DIVIDE BULKY PACKAGES into smaller units for faster handling

WRITE TODAY or ask and now demands, rates have been reduced. Shippers nationwide are

S. a
will

AIR

Phone RAILWAY EXPRESS AGENCY, AIR EXPRESS DIVISION
Representing the AIRLINES of the United States

Page 62 • July 3, 1944

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

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

WRITE TODAY for "Vision Unlimited"—an informative booklet that will stimulate the thinking of every executive. Dept. PR-7, Railway Express Agency, 230 Park Avenue, New York 17, N.Y., or ask for it at any local office.

LISTENER SURVEY REPORTED BY WTMJ

SURVEY booklet reporting the results of a coincidental check on Milwaukee listener habits has been issued by WTMJ Milwaukee and sent to advertisers and agencies. "The Same Sweet Story in the Same Sweet Way" is the title of the 16-page booklet.

Based on 18,400 completed telephone calls out of 24,000 calls attempted, the survey reported the answers to two basic questions: Is your radio set tuned on? To what station were you listening? There was no reference made to WTMJ or the Milwaukee Journal. All calls were made in the name of the Radio Research Bureau.

First three pages of the booklet tell the methods of the survey, followed by several pages of charts, with times broken into quarter-hour periods and percentage of "at home" and "sets on", and listening to WTMJ and six other key stations in the Milwaukee area. Chart No. 1 shows a five-day average of daytime listening habits in the Greater Milwaukee area; chart No. 2 lists Saturday listening; chart No. 3 gives Sunday preferences; chart No. 4 reflects nighttime listening habits. A recall survey was held for programs broadcast after 10:30 p.m. (CWT).

WMC Book Tells Where Ex-GIs Fit Into Radio

DISCHARGED Army veterans who have had certain technical experience in military life may be utilized in several fields of radio, according to an occupational guide soon to be issued by the War Manpower Commission for placing military personnel in civilian jobs. Among typical jobs to which discharged veterans can be referred, the WMC suggests that Army communications chiefs might become, with brief training, radio-news copy-men; electricians, power-turret and gunsight specialists might be fitted into radio repairmen jobs; light and medium tank crews may become radio dispatchers and operators; and radar and radio mechanics would serve as radio repairmen and radio installers.

The guide, a 500-page volume entitled "Special Aids for Placing Military Personnel in Civilian Jobs", is expected to be ready for distribution through the Government Printing Office, Washington, in July.

KGO-Blue News Room

THE BLUE NETWORK has set up its own newsroom at KGO San Francisco, Blue owned and operated station, and has placed Henry Orbach, former WPX Denver, WYK Oklahoma City and KARK Little Rock, in charge. News facilities have heretofore been shared with NBC. The Blue operates its own newsrooms in New York under the direction of John T. Madigan, in Chicago, under Gene Rouse, and in Hollywood with John C. Robb as manager. New York uses the news room of WMAL, Blue Washington affiliate, with William Neel as editor in charge.

Kasper-Gordon, Boston, producers of transcribed radio programs, has announced release of a new radio series for for retailers, Furs on Parade, to consist of 20 programs.

DIRECT FROM PATIENTS' Recreation Hall at the Battey General Hospital in Rome, Ga., a quiz program, What's the Answer, Soldier, is broadcast weekly over WRA Rome with an audience of wounded veterans participating. In upper picture, Sgt. Vaughn A. Kimball, of the Army public relations staff and former commercial manager of KGNO Dodge City, Kan., quizzes Pvt. Harry A. Grady Jr., a Clinton, N.C., lawyer who is a patient. In lower photo, Pvt. Don Clark, a wheel chair patient and former newspaperer at KGNO Amarillo, Tex., announces the show which he designed and has handled since its inception a month ago. Another weekly show from the hospital, Battey General Is on the Air, handled by S/Sgt. Kimball, is on WRA.

"Jury" Revised

LOCAL INTEREST is being added to The American Woman's Jury sponsored on MBS by Lewis-Howe Co., St. Louis, for Tums, by supplementing the regular women's jury originating in Boston with local women juries in certain cities where the program is heard. Starting July 6, local women will be guests of the sponsor at a lunch hour preceding the broadcast. After the radio verdict is given from Boston, where the program originates, a switch will be made to the guest jury location where the fare lady will give the verdict of the local representatives. Stations which will participate in this arrangement so far include WCAE, WHK, KFRC, WGN, WOR, WHK, KOY. Agency is Roche, Williams & Cunyngham, New York.

Filmedia Expands

FILMEDIA Corp., New York, producer of television and educational films, has reorganized with increased capital for immediate expansion in the production of package film television programs. Sherman Price, president, has an interest.
NEW LETTER CONTEST
for SERVICEMEN!

ELEVEN 1st PRIZE WINNERS IN 5 MONTHS IN CONTEST #1!

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

SO—HERE WE GO AGAIN!

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

RULES FOR THE CONTEST

Hallicrafters will give $100.00 for the best letter received during each of the five months of April, May, June, July and August. (Deadline: Received by midnight, the last day of each month.) . . . For every serious letter received Hallicrafters will send $1.00 so even if you do not win a big prize your time will not be in vain. . . .

Your letter will become the property of Hallicrafters and they will have the right to reproduce it in a Hallicrafters advertisement. Write as many letters as you wish. V-mail letters will do. . . . Military regulations prohibit the publication of winners' names and photos at present . . . monthly winners will be notified immediately upon judging.
20-Second Chain Breaks Now Included In OWI War Message Transcriptions

BEGINNING today (July 3) all OWI war message transmissions sent broadcast under the Station Announcement Allocation Plan will contain 20-second chain breaks as well as the regular 50-second sponsorable messages, John D. Hymes, deputy chief of the Domestic Radio Bureau, announced last week.

Decisions to include the short spots was made at a meeting about six weeks ago with representatives of OWI regional station relations offices as the result of a poll of station preferences [Broadcasting, May 22].

New Notation
In the past, Mr. Hymes explained, all OWI transmission platters have contained nine 50-second announcements on each side, covering three different campaigns. Under the new arrangement there will be six 50-second announcements and three of 20 seconds, with each campaign assigned two 50-second spots and one chain break.

In addition, the transcription credit will be included in the recorded 50-second announcements which will carry the notation: “This transcription announcement from ... (name of Government agency) . . . is brought to you as a public service.” In cases where the message is sponsored by an advertiser, the station announcer will add “... and come to you through the courtesy of ...” or similar sponsorship identification.

Inclusion of the transcription credit in the record, Mr. Hymes said, is to identify the message as a transcription and to show that the station is contributing time, except where the spot is sponsored. No transcription credit is included in the 20-second chain breaks. Stations will add identifications to the recorded messages. These spots are not suitable for sponsorship.

Assumes New Post
E. R. VADEBONCOEUR, program director, news analyst and commentator of WSYR Syracuse, N. Y., last week assumed his new duties as vice-president of Central New York Broadcasting Corp., licensee of the outlet. He succeeds Fred R. Ripley, who resigned in early April to become general manager of WPRO Providence, R. I. Mr. Vadeboncoeur has returned from a six weeks tour of several major battle areas.

STEWART-LOVICK, Vancouver advertising agency, has announced that the company’s radio director, Fred McDowell, has received a picture plaque award from the British Columbia and Yukon division of Canada’s National War Finance Committee for his Bond Band Wagon show, produced for each of the last three Canadian bond drives.

Norton Made Head of Press Wireless

RESIGNATION of Joseph Pierson, prime mover and first official of Press Wireless Inc., cooperative operated radio communications company, as president, and appointment of A. Warren Norton of Boston as his successor, was announced last Thursday in Chicago.

Reason for Mr. Pierson’s resignation was not given. He was instrumental in organizing Press Wireless in the late twenties, while serving as telegraph editor of the Chicago Tribune, and was the key witness at hearings before the Federal Radio Commission.

The company handles radio pick-ups from certain foreign points, furnishing news and picture facilities via radio for newspapers, press associations and stations.

Mr. Norton, who has been vice-president and director of Press Wireless and the shareholder representative of the Christian Science Monitor, is former manager of the Christian Science Publishing Society and of the Monitor. He took office as president and general manager of Press Wireless July 1. Press Wireless is currently transmitting about 60,000 words a day direct from France to the U. S.

Television Booklet

U.S. arguments for the immediate postwar application of wartime electronic progress to television are presented for advertisers and agencies and answer form in a booklet, "Pre-war vs. Postwar Television."
While electronics use the ether and other media, one of the most speedy methods of communications in the early days was through the air by carrier pigeon. With a finely printed note fastened to the leg, these birds faithfully reached home to bring in the latest news events and stock market reports.

Today news commentary reaches into your homes in a flash of a second via electronic voice communications making use of the various types of Universal broadcast microphones. This being a modern age, the battle front is brought into the homes of the informed peoples of the democracies via military microphones such as those now being manufactured by Universal for the Allied Armed Forces.

< Model 1700-UB, illustrated at left, is but one of several military type microphones now available to priority users through local radio jobbers.

UNIVERSAL MICROPHONE COMPANY
INGLEWOOD, CALIFORNIA

FOREIGN DIVISION: 301 CLAY STREET, SAN FRANCISCO II, CALIFORNIA -- CANADIAN DIVISION: 660 KING STREET WEST, TORONTO I, ONTARIO, CANADA
Pepsodent Retains Present Operation

Acquisition by Lever Not to Affect Policies, Personnel

PEPSODENT Co., Chicago (dentifrices), has been acquired by Lever Bros. Co., Cambridge, Mass., it was announced jointly by Frances A. Countway, president of Lever, and Charles Luckman, president of Pepsodent Co. Price was said to be about $10,000,000.

The acquisition creates no change in respective personnel of two companies. Operating as a separate division of Lever, and continuing under the direction of Mr. Luckman as president, Pepsodent headquarters and plant will remain in Chicago. The Pepsodent management will retain direction of the plant of the plant. All plans and policies will be continued.

The entire drug sales department of Lever will be merged with the Pepsodent organization by the end of this year with Drug Sales handling the distribution of Pepsodent products and Lever Bros. New products include Lifebuoy shaving cream. In addition, Drug Sales organization will handle distribution in the drug field of Lux toilet soaps, Lifebuoy and Swan.

Radio Lineups

As far as we could learn last week there are no plans for any immediate changes in advertising plans or in the line-up of agencies in charge of the advertising of the various Lever Bros. products: Ruthrauff & Ryan, New York, for Rinso, Spry, Lifebuoy soap and shaving cream; J. Walter Thompson Co., New York, for Lux and Vimms; Young & Rubicam, New York, for Lipton's tea, Swan; BBDO, New York, for Gold Dust and Silver Dust; Foote, Cone & Belding, Chicago, for Pepsodent.

One of the heaviest users of radio time, Lever Bros.' network schedule currently includes: Rinso — syndicated morning replacement for Amos 'n Andy), NBC, Fri., 10-1:30 p.m.; Big Sister, CBS, Mon. through Fri., 12:15-12:30 p.m. Lifebuoy — Charlie Chan (summer replacement for Bob Burns), NBC, Thurs. 7:30-8 p.m. Spry, Audrey Jency's Real Life Stories, CBS, Mon. through Fri., 11:45-12 noon. Swan — Bright Horizon, CBS, Mon. through Fri., 11:30-11:45 a.m.; Burns & Allen (currently off for 8 weeks, returning Aug. 15), CBS, Tues., 9-9:30 p.m. Lux — Lux Radio Theatre (going off for summer July 3, returning Sept. 4), CBS, 9-10 p.m. Vimms — Frank Sinatra (off for summer, resuming Aug. 16), CBS, Wed., 9-9:30 p.m.

Many of the network shows carry tie-in announcements for other Lever products and company also uses spot broadcasting for special campaigns. Since last fall Lever Bros. has presented a weekly television program on WABD, Du Mont video station in New York, experimenting with the presentation of sight-and-sound commercials for Rinso, Spry, and Lifebuoy.

Radio Journalism Council Is Planned

Project Discussed at Meeting Of NAB and Educators

COUNCIL on Radio Journalism is being considered by the industry and education associations, according to the NAB. Contemplation of a permanent unit to formulate standards and establish radio journalism courses in school colleges.

The idea for such a group was the outgrowth of a meeting of the NAB radio news sub-committee and the radio committee of the American Assn. of School and Departments of Journalism and the National Assn. of State Universities in Chicago last week.

Members of the Council, to be named in August, are planned to include NAB representatives, radio divisions of the press associations, school and college associations, the president of AASBD, the Federal Radio Committee and the Assn. for Education by Radio.

Attending the Chicago meeting were: Fred Seiber, president of AASBD and director of the school of journalism, U. of Illinois; Karl Koerper, general manager, KMBC Kansas City, chairman of the NAB radio news committee; Walt Dennis, special events and public relations director, WHN New York, acting secretary, NAB news committee; Paul H. Wagner, dept. of journalism, Indiana U.; Wilbur Schramm, director, school of journalism, U. of Iowa; Richard W. Beckman, dept. of technical journalism, Iowa State College; Mitchell V. Charney, professor of journalism, U. of Minnesota; Frank E. Schooley, executive secretary, National Assn. of Educational Broadcasters, and program director of WILL, U. of Illinois.

WABD Appoints Collins

TED COLLINS, manager of Kate Smith, heard on CBS for General Foods, and producer of her program for the past 13 years, has been appointed program consultant of WABD New York, the Allen B. DuMont Labs. television station.

Radio Journal Organization

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LIBERATION

It is our obligation to back the liberation forces by investing in War Bonds to the extent of our ability.

INTERNATIONAL BUSINESS MACHINES CORPORATION
GOP Pledges 'Free Radio' (Continued from page 11)

the new nominee during his two gubernatorial campaigns in New York and was on his pre-convention staff in the 1940 campaign. Mr. Turnbull was in Chicago last week —before the Dewey nomination was formalized—and made the radio arrangements for his acceptance speech Wednesday night.

Dewey's Voice Improves

It is expected Wells, (Ted) Church, radio director of the Republican National Committee during the pre-Convention period, will be asked to remain on the committee under its new chairmanship. Mr. Church would direct the national campaigning via radio, including the Congressional and gubernatorial elections, while Mr. Turnbull would direct the radio activities for the presidential candidate. Mr. Dewey's radio voice, in the judgment of speech experts, has improved immeasurably in the last four years. He has been coached by Lowell Thomas, veteran news commentator.

Four years ago, free radio planks were adopted by the major parties for the first time in political convention history. At the Republican Convention in Philadelphia on June 19, 1940, the plank adopted stated: "The principles of a free press and free speech as established by the Constitution, should apply to radio. Federal regulation of radio is necessary in view of the natural limitations of wavelengths, but this gives no excuse for censorship. We oppose the use of licenses to establish arbitrary control. Licenses should be revocable only when, after public hearings, due cause for cancellation is shown."

At the Democratic Convention in Chicago the week of July 15, 1940, a behind-the-scenes battle for adoption of a "free radio" plank was waged. Sen. Wheeler then was responsible for the outcome. Sen. Wagner of New York, Administration wheelhorse, vigorously opposed the plank. Sen. Wheeler had proposed five-year licenses for stations, a declaration against program censorship and other assurances against undue governmental interference. The convention, however, stripped the resolution to one placing radio on a parity with the press.

It provided, "Radio has become an integral part of the democratically accepted doctrine of freedom of speech, press, assembly and religion. We urge such legislative steps as may be required to afford the same protection from censorship and other assurances against undue governmental interference. The convention, however, stripped the resolution to one placing radio on a parity with the press.

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Rutgers College

Seek New FM CPs

RESPECTIVE licensees of WBIG Greensboro, N. C., KTRH Houston, Tex., and WFCI Pawtucket, R. I., last week filed with the FCC applications for new FM stations. Facilities asked, and estimated costs, are in Actions of the FCC on page 76. WBNS Columbus, Ohio, is applicant for five new portable relay units for use with its new FM station, WELD. The relay stations are to be used in covering special remote programs and features, it was reported.

WHO SCOOPED WHOM was the question. Ann Gillis, assistant to William P. Brooks, director of news and special events of NBC, thought she had cornered Gov. Warren after his keynote address Monday night until Bill Sloeum Jr., CBS special events chief, hove on the scene at Chicago stadium. Miss Gillis is Mrs. Bill Sloeum Jr.
SHIFTING FROM WAR FRONT to the political front, this staff of CBS news and special events men and women, under the direction of Paul W. White, director of broadcasts, covered the Chicago GOP convention. In delegation were (l to r): Bill Slocum Jr., assistant director of broadcasts; Bill Henry, Washington; Bob Wood, WTOP; Margaret Miller; John Daly, reporter; Mr. White; Bob Trout, chief announcer; Jack Burnett, special events; Qunicy Howe, analyst; Hildegarde Gauss, assistant to Mr. White; Ruth Ashton, rewrite. Others on the CBS staff at the convention included Arthur Perles, press information; Richard Fernald, press information; Jack Burnett, special events; Shep Charoco, special events; Al Bryant, office manager; Henry Grossman, chief engineer; James Beloungy, engineer; Earl James, engineer; John W. Whitman, engineer; Roseo Padulo, photographer; Ethel Kirner, secretary to Mr. Perles; Helen Sluissat, director of convention talks; John Harrington, reporter; Arthur Case, program director; KMOX; Francis Douglas, news editor, KMOX; W. R. Wills, analyst, KMOX; Katherine Darst, reporter, KMOX; Wallace Sterling, analyst, WCCO; A. E. Joscelyn, manager, WCCO; James Cruisenberry, news editor, WBBM; Alvin Steinkopf, WBEM; Robert Hurleigh, WBBM; Earl Gammons, WTOP.

WBS Names Three

GEORGE DEPUE Sr. has been named sales manager of the commercial department of World Broadcasting system, with headquarters in New York. For two years Mr. Depue has been an account executive with Headley-Reed Co., station representatives and prior to that was commercial manager of WSAN Allentown, Pa. Edward Rogers, honorably discharged from the armed services and former contact man for Les Brown's orchestra and Dwane Stewart, formerly with the International Division of NBC, are two other additions to the WBS staff.

Mr. Depue said:

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Petrillo Signs Ozarko

OZARKO ENTERPRISES, Springfield, Mo., has signed a contract with James C. Petrillo to become a transcription company.

Wrigley Adds Seven

WM. WRIGLEY JR. Co., Chicago, (gum) has added seven stations to its original spot announcement campaign. Beginning June 30, WOSH WEMP WIBA WHBL WHAM WSAA and WSBH will be included. Contract is for five weeks and agency is Ruthrauff & Ryan, Chicago.

THROUGH NBC the American people last Thursday first heard the voice of the Republican nominee for President, speaking from the home State of Gov. John W. Bricker, vice-presidential nominee. When the plane bearing Gov. Thomas E. Dewey of New York to the Chicago GOP Convention stopped in Cleveland, NBC reporter Elmer Peterson, also on the airliner, briefly interviewed the nominee going on the air at 6:16 p.m. EWT through the mobile unit of WTAM Cleveland.

William F. Brooks, NBC director of news and special events, supervising the network's operations from Chicago, learned that Gov. Dewey would fly to the Convention. He rushed Mr. Peterson from New York to Albany to accompany the Republican nominee. On the Convention scene Mr. Brooks restructured his staff, sending William R. McAndrew, Washington news chief, to the airport with the WMAT mobile transmitter, in case the Cleveland pickup failed. In his Cleveland broadcast Gov. Dewey paid tribute to Gov. Bricker for his service to the Republican Party and expressed pleasure at speaking from his running mate's home State.

LARRY PAYNE, free-lance, has joined Stanley Boynton Co., Detroit, as program director and assistant to Stanley Boynton.

They choose to lead the parade of Denver-Market-advertisers by carrying the KOA Flag.

In marching up the road to Successful Sales Results, with Smart Time Buyers, here's the tune we've been beating out on our fife and drums:

Dealer Preference (68.8%)* 
Listener Loyalty (67.5%)**
Top NBC Programs
Power (50,000 Watts)
Coverage (Parts of 7 states)

*Ross Federal Survey
**NBC Tale of 412 Cities

Few Stations in the Nation Can Equal KOA's Dominance!
Crosley Promotes
(Continued from Page 14)
the specialty sales car card division.
At the sales conference (June 30-July 2) from the New
York office were: Warren Jen-
ingen, Mr. Park, Bernard Musnik,
George Comtois and Evelyn Porter.
Chicago office was represented by
George Clark, Charles Kennedy,
William P. Robinson and Virginia
Jackson.
Petition for transfer of WSAL to
Marshall Field, Chicago mer-
chant and publisher, is expected to
be filed this week with the FCC.
In the meantime the Commission
last week extended the WLW li-
cense to Aug. 31 to permit comple-
tion of negotiations under its du-
poly regulation.

Sold to Philip Morris
PHILIP MORRIS & Co., New
York, has acquired the properties
of Axtan-Fisher Tobacco Co.,
Louisiana, which recently liquid-
ated its assets. As of last week
there were no new plans for agency
or radio advertising for the A-F
cigarette brands: Fleetwood and
Twenty Grand, which have been
handled by McCann-Erickson, New
York, All-American and Spud, by
Bill Blackett & Co., Chicago. Ad-
vertising for Philip Morris cig-
arettes, which includes Crime Doctor
and It Pays to Be Ignorant on CBS
and Johnny Presents Ginny Simms
on NBC, is handled by Biow Co.,
New York.

BOOTS AIRCRAFT NUT Corp.,
New Canaan, Conn., will bring Wide
Horizons which it sponsored up until
this spring on Mutual, back to the
air this fall. Agency is Cecil & Pres-
byer, New York.

Avery-Larmon Meeting
GENERALLY favorable reaction
was received from NAB mem-
bership last week following publi-
cation of the open letter sent to Young
& Rubicum by Lew Avery, NAB
Director of Broadcast Advertising
(BROADCASTING, June 20). In his
letter Mr. Avery suggested that Y&R use its entire Army adver-
tising budget for WAC recruiting
in the broadcast medium. It was
learned at the NAB that Mr. Avery
is to meet next week with Sigurd
S. Laronon, Y&R president, to
whom the letter was addressed.

DANNY KAYE EYED
FOR PABST SERIES
ALTHOUGH denied by Paul War-
wick, president of Warwick & Leg-
ner, New York agency servicing the
account, Pabst Sales Co., Chicago
(beer) reportedly has signed Dan-
ny Kaye, film and stage comedian,
to replace Groucho Marx as star of
the weekly half-hour Blue Ribbon
Town on 113 CBS stations, Satur-
day 8-8:30 p.m. (EWT), starting in
January.

Fetzer Gets Local CP
CONSTRUCTION permit for a
new standard local station in Grand
Rapids, Mich., was granted by the
Commission last week to John E.
Fetzer, owner of WKZO Kalama-
zzo, and Assistant Director of Cen-
茉ship for Radio, and his wife,
Rhea Y. Fetzer, doing business as
the Fetzer Broadcasting Co. The
new outlet will operate unlimited
time on 1230 kc with power of
250 w.

KDAL Duluth, Minn., has been
titled by the musicians' union local
of an increase in rate and demand
for an employment contract for men
new on a temporary job basis, it
was announced last week by Dalton
Lammaurier, general manager.
National Radio Audit Bureau Proposed to Handle All Surveys

Fred Palmer Tells Chicago Radio Club of Two Plans to End Duplication; Would Aid Veterans

ESTABLISHMENT of an independent radio audit bureau to handle radio coverage surveys on a national basis, was proposed before the Chicago Radio Management Club last Wednesday by Fred A. Palmer, manager of WCKY Cincinnati. Mr. Palmer has been critical of radio surveys under present methods and has been a staunch advocate of a uniform method to be controlled by stations, advertisers and agencies.

Speaker at the closing session this season of the Chicago club, Mr. Palmer contended that while lack of a uniform system had not hurt radio thus far, he was convinced that after the war, when the competition for the advertisers' dollar becomes brisk, radio must put its best foot forward. Radio should act now, he urged to provide the advertiser with an audit bureau of radio which commands confidence, respect and acceptance.

Committee Named

Harlow Roberts, of Goodkind, John J. Morgan, president of the club, announced he would appoint a committee to consider the Palmer proposals with a view to recommendations to the NAB war conference to be held in Chicago late in August, war conditions permitting. He also announced appointment of a committee on over-all cooperation with the NAB convention, comprising David Dale, Henri, Hurst & McDonald; and Genevieve Lemper, Foote, Cone & Belding, and Mildred Saunders, Mitchell Paul Co.

In the first of two plans, Mr. Palmer proposed that there be established an independent bureau representative of five groups—one each from the NAB, station representatives, networks, advertising agencies and Assn. of National Advertisers. This bureau would establish a standard method of measurement and the minimum number of contacts in each market. It would determine whether the coincidental telephone, door-to-door, direct mail, or a combination of them would be employed. It would establish the minimum number of contacts by which a rating is established.

Such a bureau would be authorized to employ a checking service, so that while a survey is in operation, inspections could be made. By establishing uniform methods, each market would be furnishing a survey made in the same way, based upon the minimum requirements laid down by the proposed audit bureau, and meeting all inspection requirements.

Mr. Palmer's second plan was for a bureau representative of the same five units, with the same prerequisites. But the entire setup would then be handled by Western Union, with offices in every city, town and hamlet. They have trained supervisors, he pointed out. Under this procedure anyone could obtain a standard, approved audit bureau survey on any market merely by calling Western Union, he said.

Such a project, Mr. Palmer declared, would provide opportunity for employment in radio of disabled veterans, with the "one armed man" making door-to-door calls and the "veteran who has lost a leg" handling telephone surveys.

Estimating that from $3,000,000 to $5,000,000 now is spent annually in approximately 33 markets for radio surveys, he said that perhaps more than 100 markets could be surveyed without additional expense.

Mr. Palmer prefaced his talk with the_extemporaneous observation that the proposal of Linnea Nelson, J. Walter Thompson Co. timebuyer that something be done about uniform surveys, has gone unheeded. Miss Nelson had argued that "timebuying is hell" under existing conditions, and outlined her views as to what the agency wants.

On the Beam

RADIO'S counterpart of the "show must go on" tradition was exemplified during the first day of the GOP Convention by Fulton Lewis Jr., MBS commentator. Attempting to leave his cantage point on the speakers' platform, Mr. Lewis struck his head against a projecting beam. Doctors in the emergency room recommended two stitches, but Mr. Lewis, after first aid, insisted upon carrying on however.

THE BONDS THAT BIND!

Aside from being located in the No. 1 Farm Market, how did KMA get to be the No. 1 Farm Station? The photo below shows part of the reason.

Five years ago, KMA started a rural school graduation program. With the Governor, the State Superintendent, and talented students, all Iowa country schools now had impressive graduation exercises. The idea grew until, this year, KMA produced a series of monthly programs for ten Iowa stations! That's why the State stepped in and conducted special exams to find the three strongest graduates (shown above with Earl May).

Is it any wonder then why this whole thing produced good-will for KMA in the No. 1 Farm Market? Is it any wonder why KMA pulls twice as much mail as any other station in this area? That's why you'd better write us—or ask Free & Peters—about your KMA schedule, now!

Earl May presents War bonds to Iowa's smartest rural graduates.

KMA

Blue Network

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

152 COUNTIES AROUND SHENANDOAH, I A

Free & Peters, Inc.

July 3, 1944 • Page 71
Radio's GOP Coverage
(Continued from page 12)

Brooks, Washington Scripps-Howard correspondent, was guest observer on the WLW World Front on June 25.

In New York WHN provided its listeners with a daily summary of Convention highlights (6:45-7 p.m.) from the New York Journal-American city room, where one of the newspaper's editors broadcast. Station also cut in from time to time with bulletins, as received from New York.

Every newscast over WJR Detroit included a direct pickup from Chicago, where the station's news editor, George Cushing, provided special coverage. Interviews with delegates and the heads of the major news organizations were broadcast by WJR direct from Chicago. The Detroit station opened its Convention coverage at 12:30 p.m. June 25 with a half-hour show, In Our Opinion, featuring Mr. Cushing as moderator; Upton Close, NBC and Mutual commentator; Bill Henry, CBS Washington newscaster; Patricia Lockridge, Washington editor of Woman's Home Companion; Radford Mobley, Detroit Free Press Washington correspondent, and Julian Bentley, WLS Chicago news chief.

Program also was fed to WGAR Cleveland, WJR's sister station. The Richards-Fitzpatrick stations staff included, besides Mr. Cushing, Larry Payne, producer, and Clarence Jones, engineer.

WCHS later.

NBC's MICROPHONE reporters in Chicago for the GOP convention. Front (1 to r.), Kenneth Banghart, Ben Grauer, Charles Lyon. Back row, Ben Gross, New York Daily News; H. V. Kalenborn; Morgan Beatty; Richard Harkness, and Clift Uible. Absent when this picture was made: William F. Brooks, director of news and special events, and Mary Margaret McBride. Other NBC representatives at GOP convention: Niles Trammell, president; Frank Mullin, vice-president and general manager; Sidney N. Stertz, Pacific Coast vice-president; Frank M. Russell, Washington vice-president; Harry Kopf, Chicago vice-president; C. L. Merser, vice-president for programs; Albert E. Dale, director of information; Irene Kuhn, assistant director of information; Carlton Smith, manager WRC; William Ray, Chicago news editor; William McAndrew, WRC news editor; Ann Gillis, assistant to Mr. Brooks; Sydney Eigen, assistant manager press department; Tom Knodel, WRC press; E. L. Bradon, trade news editor; Harry A. Woodman, traffic manager; John Hilton, assistant traffic manager; Sidney Desfor, chief photographer; George McElrath, operating engineer, and this battery of network staff engineers: Gerald Hastings, Arthur Popple, Al Scarlett, Frank Schnepper, and Al Weis.

UNBEKOWNST to the thousands of delegates, spectators and even many radio and newspapermen covering the GOP convention in Chicago were the precautions taken to avoid sabotage of public address system and radio lines. Each morning before the sessions and each evening following adjournment expert radio technicians examined microphones, lines and all wiring to make sure there would be no recurrence of the "ghost" incident at the Republican convention in Philadelphia four years before.

On that occasion, Wisconsin's delegation was called upon to vote on one of the ballots and apparently wasn't ready. The microphone, however, clearly picked up the explanation of a delegate: "No, to hell with it." That happened three times. It went out over all networks.

The only untoward incident during the session last week developed when former President Herbert Hoover addressed the Convention Tuesday night. The public system went out for about half an hour, but the radio pickups were not disturbed.

up the story, crediting WITH with its source.

Mr. MacFarlane scored another best at 6 p.m. Monday, when he announced to WITH listeners in a special newscast, that plans were under way for Gov. Dewey to fly to the convention on Wednesday, after his nomination. Mr. MacFarlane did four scheduled broadcasts daily (11:30 a.m., 3:30, 8:30, 10:45 p.m.) in addition to several other that happened. Although without network service, WITH piped in the general sessions carried by the major networks. Thomas Tinsley, WITH president, said the GOP Convention coverage is but a portion of on-the-spot reporting to be done by his station.

Special features were broadcast by direct wire over KSD St. Louis, by a staff of 12, including correspondents and staff members of the St. Louis Post-Dispatch. Included
IN BETWEEN SESSIONS, G. W. (Johnny) Johnstone Blue director of news and special features, outlines Republican convention coverage plans to his stable of analysts, commentators and reporters. Front row (1 to r) H. R. Bauxhage; Gene Rouse, director of news, central division; Mr. Johnstone; Bryson Bash, director of special events, Washington; Earl Godwin. Back row, Kenneth Berkeley, Washington Blue director and general manager, WMAL; Leon Henderson, former OPA director; Ray Henle; Harry Wimmer; Don Dowd; Pauline Frederick; William Hillman, Patricia Dougherty, Martin Agronsky. Missing from picture but covering Harry Dowd; Leon Henderson, former OPA director; Ray Henle; Harry Wimmer; Don Dowd; Pauline Frederick; William Hillman, Patricia Dougherty, Martin Agronsky. Missing from picture but covering for Blue also were Mark Sullivan, Henry J. Taylor and Drew Pearson.

on the KSD staff were Ralph Coghlan, editor of the Post-Dispatch editorial page; Charles G. Ross, contributing editor; Mrs. Jean Lightfoot Coghlan, editorial department; Raymond P. Brandt, chief Washington correspondent for the newspaper; Boyd F. Carroll of the Post-Dispatch Jefferson, Mo., bureau, and Dr. Roland G. Usher, chairman of the History Dept., Washington UU, St. Louis, KSD commentator.

Expenses Reach Million

KMOX St. Louis was represented by Arthur J. Casey, public relations director; Francis P. Douglas, news editor; W. R. Wills and Katherine Darst, commentators, and Gordon Sherman, engineer. KMOX also carried several special programs from the Convention, in addition to CBS coverage.

While there were no accurate figures on costs of Convention coverage by radio, it was estimated that approximately $1,000,000 was involved in expense, covered by cancellation of network and station commercials, payments to contracted artists and additional staff costs. In 1940 the estimate was approximately $500,000 for the Republican Convention—half born by independent stations and the balance by the networks.

In 1940 there were 170 radio representatives at each of the conventions—as against some 325 at the 1944 GOP conclave. Virtually the same staffs will cover the Democratic sessions.

At the closing session Wednesday, a formal resolution was adopted by the Convention thanking stations and networks and the television stations for their efficient coverage of the convention.

DA Dewey

JUST one of those coincidences—Gov. Thomas E. Dewey of New York gave his acceptance speech for the Republican nomination on the four networks right after the broadcast of Mr. District Attorney on NBC, The Phillips R. Lord show, sponsored on NBC by Bristol Myers Co. Since 1940, it was inspired by Mr. Dewey’s “rangelasting” activities as District Attorney for the State of New York.

Recorded by Wire

DELEGATES to the 1944 Republican National Convention in Chicago last week weren’t aware of it, but they participated in research work on magnetic wire recorders.

Five recorders, similar to the type now being used by the Army in theatres of operation, were made available to WGN Chicago and MBS New York by General Electric Co., Schenec- tady, N. Y., to record every official proceeding. Findings will help to determine the recorder’s adaptability for standard broadcasting. The device was perfected by Marvin Camras, physicist on the staff of the Armour Research Foundation.

Hearing Date Set For Rail Radio

September 13 Chosen; Walker Case, Jett to Preside

SEPTEMBER 13 is the date set by the FCC last week for opening of hearings and investigation of radio communications for railroad operations in the U. S., and with a committee appointed to preside composed of Commissioners Walker (chairman), Case and Jett. These preliminary hearings will serve to develop information which will serve to aid and guide all parties in carrying out their further programs on the use of radio on railroads, the FCC explained, adding that no immediate determination of policy is contemplated. The Commission expects to keep the hearing open long enough to facilitate completion of all necessary experimentation and the relevant data, with further hearings and time to be granted should the need arise.

A total of 30 applications for railroad radio facilities have been filed since May 1, with certain of these already authorized. It is reported that interest also is being shown in carrier-current systems as well as the broadcasting phase.

Witnesses from such organizations as the Assn. of American Railroads, Aeronautics Radio Inc., Civil Aeronautics Administration, Radio Technical Planning Board, War Dept., and others, will offer testimony at the proceedings.

Federal’s V-Ps

H. C. ROEMER, controller of the Federal Telephone & Radio Corp., Newark, last week was elected vice-president in charge of operations. R. H. Workman, formerly assistant controller, succeeded Mr. Roemer as controller. Others elected to the vice-presidency include J. S. Jam- mer, commercial director; T. M. Douglass, radio division manager; R. E. Smith, wire transmission division manager, and E. N. Wendell, radio equipment division manager.
Hooper proves it’s a Bull’s-eye!

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

1000 WJHL 910 Watts Johnson City K.C. Tennessee Represented by Howard Wilson Co.

Network Accounts
All Time Eastern Wartime unless indicated

New Business
ALUMINUM Co. of America (institutional), in full starts undetermined program on full Blue network, 8:30 a.m. p.m. Agency: Fuller & Smith & Rose, N.Y.

STANDARD OIL Co., San Francisco, for three executive programs starting on July 15 will originate its Standard Symphony from Hollywood (Cal.) Bowl, on NBC Pacific stations, Sundays, 8:30-9:30 p.m. (PTW). Agency: BBDO, San Francisco.

VICK CHEMICAL Co., New York (produc- dventure) and on July 2 for 52 weeks started program tentatively named Dangerously Yours on 122 CBS stations, Sundays, 8:30-9:30 p.m. Agency: Morse National, N.Y.

COLGATE-PALMOLIVE-PEET Co., Jersey City (Brisaco), on July 21 starts Blondie on 150 Blue stations, Fri., 7-7:30 p.m. (PTW) with reboosted at 7:45 p.m. (PTW). Agency: William Esty & Co., N.Y.

MANHATTAN SOAP Co., New York (Sweetheart soap), on July 5 starts Starlight on over 175 Stations, Fridays, 8-9 p.m. (PTW) with reboosted until 9:30 p.m. (PTW). Agency: Bill Esty & Co., N.Y.

DENALAN Co., San Francisco (Denalan dental plate cleanser), on June 29 for 52 weeks started Clinton (Buddy) Teens on 15 Blue Pacific stations, Tues., Thurs. 1:45-2:50 p.m. (PTW). Agency: Rose & Davis Adv., San Francisco.

WM. WRIGLEY Jr. Co., Chicago (Spearmint gum), on June 23 started Service to the Front on a number of CBS stations, Fridays, 8:30-9:45 p.m. (ETW), (reboosted for Pacific Coast stations 8:30-9:30 p.m. (PTW)). Agency: Rhone & Davis Adv., San Francisco.

W. C. BELO WRIGHT, Jr. Co., Chicago (Spearmint gum), on June 29 started Service to the Front on a number of CBS stations, Fridays, 8:30-9:45 p.m. (ETW), (reboosted for Pacific Coast stations 8:30-9:30 p.m. (PTW)). Agency: Rhone & Davis Adv., San Francisco.


On Oct. 6 resumes serial on full NBC network Thurs., 8-9 p.m.

PROCTER & GAMBLE Co., Cincinnati (Drift, Crisco), on July 3 will renew its current Drift Grapefruit Soap Housewives Monday through Fridays on NBC. Daytime serial recently heard 9-14-10:00 a.m. (CTW), moves to the 10-10:15 a.m. spot on 15 NBC stations on July 5, 25 weeks, placed by Dancer-Fitzgerald-Burns, Chicago (Drift), and Compton Adv., N.Y. (Crisco).


DOMINION OF CANADA, Wartime Information Board, Toronto (economic stabilization), on June 25 to Sept., Variety Program on 13 CBC French-language stations, Thurs., 8:30-9:00 p.m. Agency: A. McKim Ltd., Montreal.

AMERICAN OIL Co., Newark (P & W paper and fabrics), on July 3 starts for 52 weeks Dr. Wallace Sterling—Gorham Analyst on 24 Blue Pacific stations, Fri., 8-8:30 p.m. Agency: Inter-American, London.

GILLETTE SAFETY RAZOR Co. of Canada Ltd., Toronto (safety razor blades), on July 5 starts for 52 weeks special in 125 Blue and 125 CBC Dominion network stations, 5 p.m. to end of game. Agency: MacKen New York.


DOMINION OF CANADA, Wartime Prices & Trade Board, Ottawa (wartime regulations), has started for one year La Mat- terie Résistance on 14 CBC French-language stations, Mon.. thru Fri. 11:15-11:30 a.m. Agency: Canadian Adv., Montreal.

Three Transfers Filed With FCC

THREE APPLICATIONS for transfer of control were filed with the FCC last week, two of which have been granted similar changes within the past six months. Application of WHBU Anderson, Ind., seeks transfer from its present owners, L. M. Kennett (50.1%) and his wife (49.9%), through the sale of 999 of the 1,000 shares issued and outstanding stock for the sum of $45,000 to C. Bruce McConnell (609 sh), president and part owner of WISH Indianapolis; Robert E. Baumann (150 sh), WISH licensee business manager; and Earl H. Schmidt (470 sh), WISH minor interest holder.

KTI Shift

Mr. Kennett relinquishes his WHBU responsibilities because of ill health, application stated. Mr. Kennett, who with his wife became majority interest holder in WHBU last January [broadcast, Jan 31], has been general manager of the station. Remaining shares is held by John R. Atkinson, commercial manager.

Harold S. Woodworth, treasurer of KTI Tacoma, Wash., who became major stockholder of that outlet several months ago [broadcast, May 11], requests FCC approval for sale of 150 of his 179 shares common stock for the sum of $18,000 to H. J. Quilliam, manager of KIRO Seattle, who is to assume additional duties as manager of KTI. Application stated that Mr. Quilliam would relinquish his minor stock holdings in KIRO.

Commission approval is also sought in an application filed last week for acquisition of control of Hildreth & Rogers, licensee of WLAG Lawrence, Mass., by the general manager of the company, Irving E. Rogers, through the purchase of 337 shares common stock for $26,687.03 from Harold E. Merrill, the National Broadcasting Bank of Boston, himself, as executor under the will of the late Alexander H. Rogers, former president of the company which at one time published the Lawrence Daily Eagle and Tribune. Mr. I. E. Rogers now holds 14 of the 700 shares issued.

Renewal Accounts
R. J. REYNOLDS Tobacco Co., Winston- Salem (Camel cigarettes, Prince Albert Smoking tobacco), on July 7 for 52 weeks renew more & Duree Show on 122 CBS stations, Fri., 10-10:30 p.m. Agency: William Esty & Co., N.Y.


DOMINION OF CANADA, Wartime Information Board, Toronto (economic stabilization), has started for one year La Mat- terie Résistance on 14 CBC French-language stations, Mon., thru Fri. 11:15-11:30 a.m. Agency: Canadian Adv., Montreal.

"Ever since the boss advertised for women workers over WDFD Flint, his wife has been at it."
Government Programs Seen As Part of Classroom Teaching

New FCC Form 315 To Aid Office of Education In Urging School Radio Across Nation

A FAR-REACHING program in which public and private schools throughout the country will use radio and transcriptions in classroom work was disclosed last week when the FCC announced adoption of a new application (Form 340) to be used in filing for construction permits for noncommercial educational stations.

Designed in cooperation with the Office of Education, the new form combines Form 309 and Form 318, which have been used. One of the major additions is Sec. 21 (b) which asks: "Is the proposed service intended to fit into a plan for state-wide or regional educational service?" According to William D. Boutwell, chief of radio publications and exhibits of the Office of Education, plans are underway to link publicly-owned FM stations by State or region.

Maryland Plan

In line with Government plans for nationwide use of radio for educational purposes, the Maryland State Board of Education has adopted a resolution calling upon the State Superintendent of Schools to establish radio broadcasting service throughout Maryland and to apply for six construction permits in the name of the State Board.

On file at the FCC are applications for eight noncommercial educational FM stations. Two other applications have been returned for further information. In addition, three universities also have filed for FM stations and one for a commercial television station. Pending applications for FM stations have been filed by: Atlanta Board of Education; Detroit Board of Education; San Bernardino, Calif., High School District; U. of Michigan, Ann Arbor; Bay City, Mich., School District; Indiana U., Bloomington; U. of Southern California, Los Angeles; Western Michigan College of Education, Kalamazoo.

The two applications which have been returned were filed by the Sewanhaka High School, Floral, N. Y., and the Newark, N. J., Board of Education. Cornell U., Loyola "J. and St. Louis U. have filed for commercial FM licenses, and Loyola has asked for a commercial television station. Loyola operates WWL New Orleans.

In addition to FM network broadcasts to schools, the Office of Education also plans a series of transcribed dramatizations of American historical events, to be used in high schools and junior high schools. These transcriptions would be made by the Dept. of Interior, which maintains elaborate studios in Washington, and released through the Office of Education.

Availability after the war of radio, transcription and public address equipment for schools was discussed last week in Cleveland and at a two-day conference of the Office of Education, radio manufacturers, educators, and other committees were named to plan for future educational activities by radio. A committee on Securing Acceptance for Recommended Standards by Manufacturers and Educators, adopted a resolution requesting the Radio Manufacturers Assn. to name a committee to study school needs and standards for the manufacture of commercial equipment.

The resolution also called on the U. S. Commissioner of Education to name a committee of three to meet with the RMA group.


Representing the NAB was Arthur Stringer, promotion director.

Grant to S. A.

WILL C. GRANT, president of Grant Adv., left Chicago June 22 for Latin America where he is visiting branch offices in Havana, Rio de Janeiro, Sao Paulo, Buenos Aires, Caracas and Mexico City. He visited the Grant office in Miami en route. David Echols, vice-president in charge of Grant's Latin American offices, was to join Mr. Grant in Rio and continue on the trip with him.

Mrs. Peacher to CBS

GWENDOLYN SHEPLEY PEACHER has been appointed CBS Pacific Coast director of education and assistant to Fox Case, West Coast public relations director of the network. In addition her duties include that of personnel manager of KNX Hollywood. She succeeds Frances Farmer Wilder who is now CBS coordinator of daytime programs and is being transferred to the network's New York headquarters in mid-July. Before joining CBS Mrs. Peacher was harbor personnel manager of the Los Angeles Housing Authority.

Stan Clifton

STAN CLIFTON, chief engineer of CFRQ Saskatoon, Sak., since the station opened in 1923, died suddenly June 29. Mr. Clifton was well known in Canadian radio, having served for many years as announcer as well as engineer.

THE Yoo Pop program, sponsored on CBS by Emerson Drug Co., Baltimore, on July 3 celebrates two anniversaries—the beginning of its tenth year as a network program and the start of a fifth year of broadcasts from war plants and service centers.
Actions of the
FEDERAL COMMUNICATIONS COMMISSION
JUNE 24 TO JUNE 30 INCLUSIVE

Decisions

JUNE 27

WBDB Biston—Granted mod. license operating with CP after sunset in Galena, Ill., or Cleveland, Ohio, whichever is earlier. WKJZ-AM, Valparaiso, Ind.—Granted voluntary assignment of license from J. E. Richmond, President of Whiting Broadcasting Co., to Whiting Publishing Co., Inc. (July 15).

James P. Hopkins Inc., Ann Arbor, Mich.—Granted petition in part for reinstatement of application for new station, WJFJ 1050 kc, 50 w, unlimited, to be consolidated with hearing application of James F. Forbis.

WELL, New Haven, Conn.—Granted transfer of control from Arde Bulova, Harold A. Lafont, Herman Strutz and F. V. Goldstein to Harry C. Wilder, Central New York Broadcasting Corp. and Troy Broadcasting Co., for sum of $10,000, from $25,000 for all issued capital stock of the Halco Beauty Co. or a total consideration of $225,000.

WBSK, Monroeville, Mich.—Deselected for hearing application for CP change 1490 kc to 1550 kc.

Washenaw Broadcasting Co., Ann Arbor, Mich.—Granted petition to reinstate application for CP change frequency from 1 kw D only, and designated same for further hearing with a full application (to be limited, to be consolidated with hearing application of James P. Hopkins Inc.)

James F. Hopkins Inc., Ann Arbor, Mich.—Granted petition in part for reinstatement of application for new station, WJFJ 1050 kc 50 w D only, and designated same for further hearing with a full application (to be consolidated with application of Washenaw Broadcasting Co.)

WCBC Charleston, S. C.—Granted voluntary assignment of license to Mr. John Arterton for period of lease.

Associated Broadcasting Corp., Grand Rapids, Mich.—Granted authority to transmit programs from Grand Rapids to KCLW Windsor, Ont.

WIRE Indianapolis—Denied petition for reconsideration of FCC action on April 25, 1944, desiring WIRE petition to reinstate application for CP change frequency and increase power. Also denied petition for reconsideration of FCC action of April 11, 1944, granting application of South Bend Broadcasting Corp., for CP new station, 1480 kc 250 w unlimited.

WJAX Jacksonville, Fla.—Granted application for CP change frequency 1000 kc to 1015 kc auxiliary transmitter.

WRDC Memphis, Tenn.—Denied for being the same as the petition then pending to determine whether or not multiple ownership is applicable.

WHDG Atlantic City, N. J.—Granted renewal for period ending July 26, 1945.

WKBX Detroit, Mich.—Denied license renewal renewal application for period ending 5-1-46.

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WDCN Alexandria, Va.—Denied for period ending 5-1-46.

WFIN Austin, Tex.—Present license extended on temporary basis only, for period ending Nov. 5, 1944, for determining determination of renewal application.

WJLJ Baltimore, Md.—Granted license renewal, pending.

WKKO Cleveland, Ohio—Granted license renewal, pending.

WMVY Danville, Ga.—Granted license renewal.

WLLJ Raleigh, N. C.—Granted license renewal.

WMPM-Alpine, N. J.—Granted license renewal, pending period ending 11-1-44.

WNCT New York—Denied as the station is not in operation.

WMTW Portland, Me.—Granted license renewal.

WOWO Gary, Ind.—Granted renewal, pending.

Tentative Calendar

WMAM Marietta, W. Va.—Mod. license 570 kc, 5 kw, unlimited, subject to Jan. 8, 1945.

WCHO Athens, Ga.—Denied license renewal, pending.


WBCA Shenehday, N. Y.—Present license extended for period ending Jan. 1, 1945, for purposes of renewal for period ending 4-15-46.

WXML New York—Denied as the station is not in operation.

WQXQ New York—Denied as the station is not in operation.

WJZ New York—Denied petition to intervene in hearing on application for abandonment of Abingdon Broadcasting Co. (KOB) for CP for 770 kc 50 kw, together with license to use carrier.

Brooklyn Broadcasting System, New York—Granted motion for extension of time to file an appearance in re application for voluntary relinquishment of control of station and voluntary assignment of license of WBT (July 15).

WDUL Superior, Wis.—Granted license to use carrier CP for new station, 5 kw, unlimited, to be consolidated with hearing application for license to transmitter.

WCAO Baltimore—Granted CP move formerly licensed main transmitter and to use as auxiliary with 1 kw, DA1, (Action taken June 21, 1944). Also granted motion to dismiss application for license to the formerly licensed main transmitter as unnecessary.

A. H. Bolo Corp., Dallas, Tex.—Placed in pending file application for new FM station.

Payette Broadcasting Corp., Unison, Pa.—Granted license renewal to use carrier in new FM station.

Applications

JUNE 24
WSAY Rochester, N. Y.—Mod. CP authorizing change in frequency for power 5 kw, install DA and new transmitter, for period ranging from date 5-8-44 to 11-4-44.

KFGQ St. Joseph, Mo.—CP move formerly licensed in carrier position to use as auxiliary with 250 w, DA1.

KSUB Cedar City, Utah—Transfer control from Leland E. Perry to Radio Service Corp. of Utah (reopened).

WMRN Marion, O.—Transfer control from Dr. Imogene G. Guthery to R. T. Mason, through sale of same (50%-50% common stock) (incomplete).

KJHI Glendale, Calif.—Granted license renewal.

WKNX Stockton, Calif.—Granted license renewal.

WTW Philadelphia, Pa.—Granted license renewal.

WTXN Fort Worth, Tex.—Granted license renewal.

WAVS Gulfport, Miss.—Granted license renewal (to be transferred).

WKDR Atlanta, Ga.—Granted license for CP new station, 5,000 kw, $75,000 to $150,000 estimated cost.

WBOY New York—Granted license renewal.

WOR New York—Denied as the station is not in operation.

WQXQ New York—Denied as the station is not in operation.

 Westminster College of Education, Kansas City, Mo.—Placed in pending file application for new non-commercial educational station.

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WASHINGTON Engineering Firm needs draftsman and a qualified radio engineer. Must be a graduate. State experience, if any, and draft classification. Box 250, BROAD-CASTING.

Transmitter engineer. Licensed, deferred. Permanent. Excellent working conditions. Minimum 5 kW network affiliation. Previous experience and salary expected first letter. All confidential. Box 383, BROADCASTING.

WASHINGTON Engineering Firm
Assistant Wanted

wanted:

EXPERIENCE. WRITE fees become two KW capable of ing 

IDA PAYABLE C.

At SHAEF They Can Split Syllables

Editing of Broadcasts Polished Up; New Hand Mike

By MARY ZURHORST

JUST BACK from London where he supervised technical processing of film recordings made by network correspondents accredited to the Navy for the invasion, Lt. Marvin F. Royston, USNR, told Broadcasting last Thursday the story behind the recordings that have made radio history.


Trained in Advance

The technical side of the radio coverage for D-Day and a few days following was worked out with the cooperation of the BBC and the four American networks, working a pooled arrangement [Broadcasting, March 20]. Before arriving in London, Lt. Royston had trained the network technicians in the use of the film recorders and had also given the announcers technical instructions in case of emergency.

Each announcer had his choice of boats and by accident each of the four networks took a different one: George Hicks of Blue, headquarters ship; Charles Collingwood of CBS, LST; Larry Meier of MBS, troop transport APA; George Wheeler of NBC, cruiser.

"A few days before the invasion," Lt. Royston said, "we called the correspondents and their engineers to come to SHAEF with full equipment. They went through the motions, but it was a dry run and just a rehearsal. When D-Day came they were summoned in the same way, and were seated in the ships with the troops. This time, of course, it was the real thing."

For three days and nights following the invasion the lieutenant listened to recordings. The total recording time was about 28 hours on 55 films. Of this, 3 hours and 45 minutes was fed to the American network from London.

Lt. Royston had the processing down to such a fine art that in transferring the sound from the original film to another machine he could remove even syllables that required deletion. "In one recording the censor objected to a word that was plural," he said. "The next word happened to be singular, but to make sense it had to be made plural, so we just took the 's' off the first word and stuck it on the second."

George Hicks' recording of the Junker attack on his ship [Broadcasting, June 12], one of the outstanding recordings of the invasion, was broadcast simultane-ously by the four American networks and was carried by the Canadian Broadcasting Corp., the BBC North American Service and, most unusual under the circumstances, by the BBC Home Service.

"That recording came in at 4 a.m. when we were getting ready to go home," Lt. Royston recalled. "The jeep motor was going, just about to drive us off, when we decided to listen, as it was marked 'A', meaning good quality. It was so good we processed it immediately, and called in the censors to listen just after we heard it."

The record had to pass U. S. Navy, U. S. Army and Royal Navy censors before being broadcast. The correspondents sent the film back by dispatch boat to the southern coast of England where it was either flown or speeded by motorcycle courier, along with official dispatches and newspaper correspondents' stories directly to SHAEF.

"George Hicks had a lucky break dispatching his film. As soon as he finished recording, his ship ran up a white flag and the dispatch boat pulled alongside, took the film and ran it back to England."

Rocket Base Raid

Each team had two machines, and Lt. Royston had eight headquarters to be used for dubbing, reviewing, censorship, etc. One machine was used for each of the three broadcast channels out of London, broadcasting direct from the film recorder.

Lt. Royston ended his three-month tour of duty with SHAEF by accompanying an Allied raid on rocket ship installations in the Pas de Calais area, which he recorded and sent back to this country to be broadcast on CBS and Blue within 24 hours of the attack.

On June 16, Lt. Royston and Edward R. Murrow, European director of CBS, climbed into a B-26 Marauder accompanied by the plane's crew, a full load of bombs and an additional 250 lbs. of sound equipment. Mr. Murrow was to do the description, with Lt. Royston at the controls.

"We used up the full length of the runway," he said, "with all that extra load we finally managed to get into the air. Everybody was on edge because we were to fly directly into a very heavy flak area, and the day before we had seen planes come in pretty well shot up from raids over the same spot.

Developing New Mike

“Our plane was second in formation so we could see the bombing of the lead plane as well as our own. As soon as we were over the target—a 70- or 80-foot platform like a ski jump—leading from an old farm house—the bombardier dropped his bombs and left the bomb bay doors open so Murrow could see what was happening and describe it.

The rush of air was terrific, he said, and to the other background noises. There was no flak, however. There were evidences of hits on the target, but as Lt. Royston and the recording both reached this country before the pictures of the raid were developed, he does not know the results.

A special hand microphone is being developed, according to the Navy, which will eliminate background noises encountered in combat. It will be used soon in battle recordings.

KTTK Change Granted

KTTK Visalia, Calif., last week was granted consent by the FCC for voluntary assignment of license from J. R. Richmond, Percy M. Whiteside, Homer W. Wood and the Visalia Publishing Co. doing business as Tulare-Kings Counties Radio Associates, to the same individuals and Morley M. Maddox and Charles A. Whitmore, who replace the Visalia Publishing interest. Operation continues under the same name. Maddox and Whitmore, owners of Visalia Publishing, have been identified with the KTTK licensee through the interest of their company, which is voluntarily dissolving and liquidating. Visalia Publishing Co. has been publishing the Visalia Times-Delta.

Blue Adds Two

BLUE NETWAK, effective July 1, added two full-time Georgia affiliates, as members of the South Central Group, and available only on a package with WDAK Columbus, Ga. The two new stations are WRDL West Point, owned by Val- ley Broadcasting, and one; with 250 w on 1490 ke, and WQGA Cedartown, owned by Northwest Georgia Broadcasting Co., operat- ing with 500 w on 1490 ke.

KTTK Ill. one of the new additions bring the network total to 194 affiliates.
MAINEVILLE, OHIO ... "Of Such Is The Kingdom"

Behold the portrait of a people's soul...
The lens has captured it,
Diffused and ill-defined,
In the soft sunshine of a Sunday morning.

Its substance is simplicity:
Just children and a church;
For children give the soul its life...
Church gives it residence.

Around these two, a town is built—
Some homes, a school, some stores and farms.
Into the soul are fused
Traditions of dim yesterdays
Remembered only in the graven granite
In the graveyard,
The bright hopes of unborn tomorrows,
And the living, freedom-loving spirit of today.

That's all there is to Maineville;
No gleaming crucibles of steel
Pouring their wealth into busy marts;
No mines burrowing into earth's riches;
No humming factories, no spinning turbines.
Just folks—just children and a church,
And the simple life of a quiet town,
Attuned to the proud beat of a nation's heart.

Quite unimportant... yes—that is,
To all except the few
To whom this place is home—
And to us, whom they have made to feel at home.
The Japanese regularly boast that the important transmitting station at Chungking has been destroyed, and China’s war capital has thus been isolated.

But the photograph above shows one of the Chungking short-wave stations which is located in a mountain dugout—safe from air raids.

According to United China Relief, “Much of the transmission equipment used by China’s XGOY and XGOX is made by Chinese technicians using American parts.”

Naturally RCA workers were thrilled to see this picture showing the RCA-833-A, and to know that RCA tubes have found such an important place in the Chinese war effort. In expressing thanks to United China Relief for the use of this photograph, RCA urges your support of United China Relief and the important work it is doing.

The tube shown in this photograph (which was supplied by United China Relief) is the famous RCA-833-A, a favorite in AM and FM stations throughout America.

The Magic Brain of all electronic equipment is a Tube... and the fountain-head of modern Tube development is RCA.