what every sponsor should know

<table>
<thead>
<tr>
<th>WHICH PROGRAM TYPES APPEAL MOST TO CERTAIN INCOME GROUPS?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Do you know how all income groups vary in their response to radio programs throughout the hours of the day? WOR, through its Crossley-prepared Continuing Study of Radio Listening, can show you how all kinds of people's listening fluctuates from period to period.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>WHY CAN EQUAL RATINGS BE MISLEADING?</th>
</tr>
</thead>
<tbody>
<tr>
<td>More and more smart sponsors realize today that equal ratings are rarely comparable. For instance, WOR recently showed a sponsor that while his rating was the same as that of a competitor's show, he was actually attracting 97,800 more listeners than the other sponsor.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>HOW DOES THE WEATHER AFFECT LISTENING?</th>
</tr>
</thead>
<tbody>
<tr>
<td>How do rainstorms, blizzards, hot spells affect the listening people do? Two weeks out of every month Crossley, Inc. clocks the weather day by day as regularly as its personal interviewers ask people questions. This is an interesting radio angle that you should know more about.</td>
</tr>
</tbody>
</table>

Smart sponsors and their agencies make it a habit to check WOR regularly on what the Crossley Continuing Study of Radio Listening reveals about their shows. They know that WOR can tell them things about listening that nobody else can. And its answers invariably bring them a greater per-penny profit on every penny they invest.

WOR

—that power-full station

at 1440 Broadway, in New York
VETERAN EDITOR

It's no wonder radio listeners in Midwest America feel friendly toward WLS personalities. Most of them have been heard on the station for so long that listeners regard them as old friends. For instance, Julian Bentley, WLS News Editor, has been with the station for 14 years, since 1930. Ervin Lewis, Associate Editor, is a comparative newcomer with 6 years of service at WLS.

These friends of long standing are found not only in the news department. Many entertainers have been heard on WLS for 15 and 20 years. Executives, program staff, even the engineers boast 20-year veterans. And in this long association with the station and its audience, these people have learned to know the listeners, know what they like to hear and what will move them to act and buy. That's why WLS Gets Results!
We gratefully acknowledge the compliment of Boston's Radio Editors in voting

WNAC

"Tops in Publicity in the Boston Area"

-- and thank you, Billboard, for conducting the survey.

WNAC

Key Station of THE YANKEE NETWORK
Member of the Mutual Broadcasting System
Represented Nationally by Edward Petry & Co., Inc.
for AM Broadcasting, FM Broadcasting and Television Sound

TWELVE years ago, RCA engineers startled the industry by announcing the development of a revolutionary new microphone, "the microphone without a diaphragm."

That microphone was the first velocity microphone—and, back in 1932, it was a daring innovation. There was some shaking of heads over the fact that it looked different, worked differently, and moved the pre-amplifier from the microphone case to the equipment rack.

But, the broadcasting industry—which was just then moving into high gear—quickly found out that the Velocity Microphone was more convenient, more dependable and of far better quality than the condenser microphones then in use.

With one accord, broadcasters adopted the RCA Velocity Microphone for all high-quality pickups, and they have been using them in constantly increasing numbers ever since.

Meantime, RCA engineers, not content with the first velocity microphone, have gone on improving it. They designed new mountings, used new materials to achieve higher output, added new finishes. In 1938 they brought out the Uni-directional Microphone, a velocity-type microphone which has a single-sided pickup (as contrasted to the two-sided pickup of the standard velocity microphone). And in 1939, the "Combination" Microphone—a model which provides uni-directional, bi-directional or non-directional pickup at the turn of a switch.

Today RCA broadcast microphones are the standard of the industry. Used by NBC, CBS, the BLUE and nearly all regional networks—as well as by most of the independent stations, large and small.

For the best in microphones—and the best in all radio equipment—look to RCA!
microphones the networks use"

The RCA 77-C1 Special-purpose Microphone. Provides a uni-directional, bidirectional or non-directional response as desired. Change from one to another by turn of a switch. Frequency, response constant through entire operating angle. A combination of flexibility and quality which is unequaled.

The RCA 88-A Pressure Microphone. A rugged, non-critical unit—especially suited for remote pickups. Weighs only a pound, provides a high output level, has a moisture-proof, molded styral diaphragm and a protecting wind screen. Response of 60 to 10,000 cycles makes it suitable for many studio uses as well as remotes.

THESE THREE USE ALL THREE
—and so do most of the regional networks—and the best-operated independent stations
Fifth Avenue has its Fashion Stores

Omaha has its Smart Shops

Omaha keeps step with Fifth Avenue

OMAHANS are definitely well dressed. On the average, Omahans spend more for clothing than residents of many larger cities.

The average Omaha family spends about $115 a year for ready-to-wear clothing or a total of over $8,000,000.

People who are clothes conscious are interested in articles that promote a high standard of living. Omaha’s profitable retail market can be reached directly, daily through KOIL (Basic Columbia) at low cost. Investigate now.

AN ACTIVE RETAIL MARKET
Omaha’s retail sales total over $175,000,000 per year.
PORTRAIT OF AN
Enduring MARKET

- Spendable income from the rich East Texas-South Arkansas-North Louisiana area is assured for years to come. Always looked upon as an enduring market this region's rich resources and major industries will provide increasing spendable wealth in the future. Now holding one-fifth of the nation's known oil and the second largest known supply of Natural Gas new fields are constantly being discovered to add to the life of the petroleum supply. Add to this such major industries as cotton, livestock, lumber and varied manufacturing, plus a mild climate which allows year-round operations.

It will pay you to investigate this enduring market...to find out how you can sell now and build sales for the future. Let us give you more information about this market and how you can cover it completely with 50,000 watt KWKH.

KWKH
50,000 WATTS
CBS

A Shreveport Times Station
Represented by the Bracham Co.

THE SELLING POWER IN THE BUYING MARKET

Broadcasting • Broadcast Advertising

July 10, 1944 • Page 7
It happened at 1220

CONGRATULATIONS came thick and fast when Radio Station WGAR shifted to 1220 kilocycles, and included reports of better reception from listeners, as well as flowers galore.

Radio announcements, newspaper ads and streetcar hanger cards started people talking when, with humorous touch, they asked... "what's happening at 1220?" Then, in rapid-fire order at the changeover date, came the answer through those same media, plus giant painted boards, 24-sheets, truck signs, window and counter displays in downtown and neighborhood stores... through book matches, correspondence stickers, playing card giveaways, tent cards in restaurants and cards direct-mailed to select lists.

As one Clevelander put it... "you can't expose your ears or open your eyes without learning that WGAR has moved to 1220 on your dial!"

TWENTY-SIX NEWSPAPERS with combined circulation of more than one and one-half million carried 163 ad insertions throughout Northern Ohio.

NEWSPAPER READERS couldn't miss the smash announcement ads, some in two colors, that appeared in Metropolitan and rural papers during the week following the changeover.

STORE POSTERS featuring network stars were displayed prominently in 2300 retail food and drug outlets throughout WGAR's service area.
SPECIAL PROGRAMS by network talent, as well as live announcements, reminded listeners to make the switch on the appointed day and hour.

COLORFUL OUTDOOR ADVERTISING makes nearly one and one-half million WGAR impressions every 24 hours through one hundred twenty-six 24-sheets.

BEHIND THE MOVE to a better wave for WGAR were well-known radio men (left to right) John F. Patt, G. A. Richards and Leo J. Fitzpatrick.

EAST AND WEST on the city's two heaviest traffic arteries, giant painted boards flash the WGAR message to radio-minded Clevelanders.

TEASERS OPENED a 26-week car hanger card campaign, followed by changeover announcements and program promotion cards to run into the fall months.

175 TRUCK SIGNS carried the news of the change throughout the city and nearby counties.

Norm Siegel of the Cleveland Press said: "There's definitely improvement in WGAR's signal."

LISTENERS whose house or phone numbers are 1220 won playing cards, and two million WGAR matchbooks were distributed over cigar counters.
Richard E. Goebel
President, Pacific Coast Advertising Co., San Francisco

Says—"We've found that spot broadcasting reaches most of the people, most of the time."

- Bravo, Mr. Goebel! After all is said and done, that's the final and ultimate discovery about spot broadcasting. After twelve years of closest association with the medium, even we are still being constantly surprised that spot broadcasting can sell men's clothes, for instance, at times when "only women are listening"—can sell foods and other feminine interests at any hour of the day or night, and even on sports programs!

- What's the answer? We're sure we don't know, unless it's that spot broadcasting simply does reach a lot of people, all the time! More people per dollar, certainly. Plus the fact that, whether you're buying a 20-second break or a full hour's program, you've got all the listener's attention while you're on the air—you're not competing with other advertisers on the same "page".

Free & Peters, Inc.
Pioneer Radio Station Representatives
Since May, 1932
Federal Ownership Urged in Some Quarters
By BILL BAILEY
CONTROL of international shortwave broadcasting following the war looms as a major political issue, with several Government agencies, including the FCC, Office of War Information and Coordinator of Inter-American Affairs reportedly advocating some form of continued Government supervision of the nation's shortwave stations.

Shrouded in official secrecy, the move to perpetuate Government control over international broadcasting is said to be headed by FCC Chairman James Lawrence Fly, who is chairman of the Board of War Communications and a member of the State Dept. Committee on Postwar Telecommunications.

Reliable sources, however, held that no action would be taken, despite purported pressure by the FCC, OWI and CIAA, until the field of international communications is probed to its innermost depths. To that end 200 or more radio and communications experts will be called to Washington in the near future for conference on the overall communications picture. Information gleaned from them will help to guide the State Dept. in formulating a country's policies to be presented at the first world conference on telecommunications after hostilities cease.

IRAC Report

Because of the worldwide problem of allocations which will arise in the postwar period, the Inter-department Radio Advisory Committee made up of Government experts, has been working for months on proposed allocations to be considered at the impending world conference. IRAC is understood to have submitted a report to the FCC, BWC and State Dept. Committee a fortnight ago.

Adding to the allocations problem is the fact that more than 1,600 international shortwave stations have operated since the war on something like 900 or more frequencies, ranging from 2312 to 42,500 kc, according to competent estimates. In addition several foreign FM stations, as well as those in the U. S., have been operating in the band above 42,500 kc.

Although it was pointed out that many of the 1,600 stations which have been on the air pouring out propaganda for a score or more of countries have been destroyed in war zones, the problem of allocating certain frequencies to each nation is one which will require not one but several world conferences.

Must Keep in Step

Advocates of Government-controlled shortwave stations in the future point out that the U. S., prior to the war, was the only nation in the world with privately operated stations. They contend that in the postwar period all international broadcasting of other countries will be controlled or operated by respective governments, and that the United States, to keep in step, must do likewise.

On the other hand there are, in Government, agencies which abhor any kind of Government control over private industry. They contend that America has been built on the foundation of free enterprise, as defined in the Constitution, and that Government operation of international broadcasting would be a definite step towards control of speech and the press, not only on an international basis but domestically as well.

At the outbreak of war seven corporations owned and operated America's international shortwave stations. Under wartime agreements reached in the fall of 1942, time of all U. S. shortwave stations (21 at that time) was leased to the OWI and CIAA, OWI programming two thirds and CIAA the other third. The agreement calls for return of all stations to the private owners after hostilities cease.

In the meantime OWI has planned a total of 36 international shortwave stations, 30 of which have been completed, the remaining six still under construction. Additional stations have been built by Defense Plant Corp. under supervision of the private licensees [BROADCASTING, March 13]. Under contract arrangements the private firms have options to acquire the stations, including land, after the war.

The seven firms in whose names the international shortwave stations are licensed are: Associated Broadcasters, also licensee of KSFO San Francisco; CBS; Crosley Corp., Cincinnati, licensee of WLW; General Electric Co., Schenectady; NBC; Westinghouse Radio Stations; World Wide Broadcasting Corp., Boston.

Under Government direction the shortwave stations operate on various frequencies, depending on the time of broadcast and the areas to be reached, at times using as many as 90 frequencies. James O. Weldon, chief of the OWI Bureau of Communications Facilities and a veteran radio engineer, is in charge of shortwave operations [BROADCASTING, May 29].

Protecting Investments

In the study of international communications, several schools of thought have arisen as to the most feasible method of shortwave broadcasting. Those firms which have pioneered in shortwave broadcasting have tentatively lined up proposed commercial networks of standard or medium frequency, for use in other countries to pick up shortwave programs from America and rebroadcast them over AM stations. Such arrangements have been predicated on the understanding that American broadcasting would continue in peacetime under private operation, thus providing through free competition the best of entertainment.

To protect their investments, made over a period of years, the pioneers in international broadcasting are understood to be planning vigorous opposition to any movement leading to Government domination of that branch of the industry.

One school of thought advocates point-to-point relay with standard band stations in foreign countries rebroadcasting shortwave programs from America and vice versa. Apropos that plan, however, Edwin K. Cohan, technical advisor of World Wide Broadcasting Corp. [Continued on page 64]
FCC Approves WJJD Sale to Field; Randau Heads Station; Harre Manager

MARSHALL FIELD, sole proprietor of the Chicago Sun and of PM, last week became the owner of WJJD Chicago, with the FCC's approval of his acquisition of control of the station's stock from the Atlass family for approximately $700,000.

With the purchase of the remaining outstanding preferred stock, the cost will be approximately $750,000. Purchase of control was from Ralph L. Atlass, who also operates Wind Gary-Chicago; H. Leslie Atlass, vice-president of CBS in charge of central division operations, and Ralph Louis Atlass, son of Ralph L. Atlass. Philip K. Wrigley, chewing gum manufacturer, was a minority stockholder, along with others.

WIND More Approved

Application for transfer of WJJD to Mr. Field was filed last March. The station operates on 1160 kc with 20,000 w limited time. KSL Salt Lake City is the dominant station on the clear channel.

The contract for sale also calls for an adjustment in price for any increase or decrease in net worth of the station between Jan. 31, 1944, and the accounting date established. It is understood there will be an adjustment upward. Ralph Atlass and his associates will continue operation of WIND, which at the same time was granted a modification of its license to change its main studio location to Chicago so the station hereafter will be identified as Chicago instead of Gary. Commissioner Walker voted "no" on the Chicago move.

Mr. Field also has pending before the FCC an application for purchase of WSAI Cincinnati from the Crosley Corp. for $650,000. This transaction, like the WJJD deal, stems from the FCC's regulation against dual ownership of stations in the same or overlapping areas, since Crosley also operates WLW in Cincinnati. He also is understood to be considering other station acquisitions.

Clem Randau, business manager of the Chicago Sun and former United Press executive, will be in supervisory charge of WJJD operations. The station will continue to maintain headquarters at 230 Michigan Ave. WIND, under arrangement with the Field organization, temporarily will use studios at that location until such time as a move can be made with the lifting of restrictions on materials.

"We are going to continue as is," Mr. Randau declared following the FCC action. He formally announced that Arthur Harre, commercial manager of WJJD, has been named manager. Officers are Mr. Field, president; Mr. Randau, vice-president; and Carl Weitzel, manager of the Field Chicago properties, as secretary-treasurer. These officials also will serve as the board of directors.

WMPS, Baptist Church Pact Contemplates Sale

PAYING the way for ultimate sale of WMPS Memphis, in compliance with the FCC's "duopoly" regulations, Memphis Broadcasting Co. and the First Baptist Church of the city have entered into a new contract under which the church will be accorded one hour and 45 minutes per week of time instead of previous provisions in perpetuity, guaranteeing it 5 1/2 hours per week. The new contract, involved in exchange for half of the time, payment of $15,000 to the church. Instead of 5 1/2 hours on Sundays, the new 90-minute contract specifies an hour and one-half, with 15 minutes on Wednesdays for a 30-minute spot announcements per week.

Because of the affiliation of WMC Memphis with the Scripps-Howard organization which, through Scripps-Howard Radio, owns WMPS, the latter station will be sold under the FCC's rule barring multiple ownerships in the same areas. A number of bids have been received, it is understood. WMPS operates on 1460 kc with 1000 w local sunset and 500 w night.

Daniel Joseph Danker, 41, Pacific Coast vice-president and a director of J. Walter Thompson Co., Hollywood, and one of the best known agency executives in the country, died suddenly July 5 following a midnight heart attack at his Beverly Hills Hotel apartment. With him was his wife, Mrs. Lorena Layson Danker, former Warner Bros. actress.

Mr. Danker had just returned from a 30-day vacation and reported to his office for the first time that day. He seemed in good health up to time of his death. Familiarly hailed as "Danny", he was known for years as the unofficial mayor of Hollywood because of wide acquaintance with those in films and radio, as well as advertising. Besides his wife, a daughter, Suzanne, 7, survives.

Henry Stanton, Chicago executive vice-president of J. Walter Thompson Co., arrived in Hollywood July 8 to take over operation of that office temporarily.

One of the best-known radio figures on the Coast, Danny Danker was born March 14, 1905 in Boston. He received his early education at Phillips Exeter Academy and his A.B. from Harvard in 1925. He was one of the 10 young college men chosen by J. Walter Thompson that year as apprentices.

When he came to Hollywood as the agency's representative two years later, he was only 24. There was little commercial broadcasting in those days. In early 1930 he established offices in downtown Los Angeles and worked on the Goodrich, Balto Dog Food and other accounts.

He married the Rudy Vallee show, then sponsored by Fleischmann's Yeast, in 1933, starting the guest artist vogue. Among other early programs for which he was in large measure responsible and which are still on the air are Lux Radio Theatre, Kraft Music Hall, and Chase & Sanborn Hour.

Danny Danker became a Thompson vice-president in 1937, one of its youngest executives. Talent buying was just one of his functions, however. For a long while he was regarded as Hollywood's No. 1 radio talent buyer.

Lockheed Sponsors

LOCKHEED Aircraft Corp., Burbank, Cal., will sponsor A Man Named 'X' on 72 CBS stations starting July 10. The half-hour dramatic serial, the activities of the FBI takes to the air in the latter half of the Lux Radio Theatre, 9:30 p.m., for an eight-week run. It has not yet been decided where the show will be placed after that period. Agency is Foote, Cone & Belding, New York.

'Freshie' Spots

SUNWAY FRUIT Products, Chicago, "Freshie" dehydrated beverage base, begins sponsorship of a spot campaign, introducing the product to the civilian market for the first time after extensive sale for army use overseas, July 17 on WJJD Chicago and July 10 on WGN Chicago, using one announcement daily until Sept. 1. Fall and winter schedules will be expanded. Agency is Sorensen & Co., Chicago.

Golf Match Sponsored

GEORGE S. MAY Co., industrial engineers, Chicago, is contracting for the full 190 station NBC net for broadcast of the annual Men's Open Amateur & Professional Golf Tournament, Tam-O-Shanter Golf Club, Chicago, Aug. 22-27, featuring Bill Stern. The whole package is estimated at $14,000. Agency is Jim Duffy Inc., Chicago.

Signal Oil Spots

SIGNAL OIL Co., Los Angeles, in a concentrated campaign, in early July started using an average total of 180 transcribed announcements on more than 35 Pacific Coast stations utilizing those in major market areas. Agency is Barton A. Stebbins Adv., Los Angeles.

Bond Bread Spots

GENERAL BAKING Co., New York, in addition to an expanded spot campaign for Bond Bread on 35 stations in New England and New York, [BROADCASTING, June 19], is also using spot announcements on some 40 stations throughout the Midwest, Southeast and South. BBDO New York handles advertising in New England and New York, Ivey & Ellington, New York, in the South and Southeast, and Mitchell-Fast Adv Co., Chicago, in the Midwest.

WBTA to MBS

WBTA Batavia, N. Y., on July 16 becomes a fulltime affiliate of Mutual. Station is operated by Batavia Broadcasting Corp. with 260 w on 1490 kc.

1903 Daniel Joseph Danker 1944

Page 12 • July 10, 1944
Local Coverage to Feature Convention

Home Delegates Interviews Are Planned

LOCAL NEWS angles and interviews with home-state delegates will emphasize radio's on-the-spot coverage of the Democratic National Convention which opens July 19 in the Chicago Stadium, three weeks from the day that radio listeners heard Republican Thomas E. Dewey accept the nomination of his party from the same Stadium.

Taking their cue from scores of commendatory letters, telegrams and personal pleadings, broadcasters are planning to supplement network coverage, which will take in the general proceedings, with "home-flavored" news, sidelights, features and descriptive material by commentators and announcers usually heard from their hometowns. Direct pickups, transmissions and overhead telegraphic copy will be utilized by the individual stations. (List of station correspondents on page 26).

Two Network Spots Daily

Network coverage of the Convention, from the call to order of the opening session at high noon July 19 and continuing until the Convention's adjournment after it has selected the party's Presidential and Vice-Presidential candidates, will generally follow the same pattern as that of the Republican National Convention.

As decided upon at a conference in New York last Thursday between J. Leonard Reinsch, Radio Director of the Democratic National Committee, and news executives of the four nationwide networks, the joint broadcasts will start at 9 p.m. CWT and continue for an hour and the evening broadcasts will start at 9 p.m. CWT and continue for approximately two hours. Broadcasts of any session may be extended past the scheduled time if events should warrant such extension.

Opening broadcast Wednesday afternoon will include the address of welcome to the delegates by Mayor Edward Kelly of Chicago, followed by a speech by Scott Lucas, Senior Senator of Illinois, and an address by the Democratic National chairman, Robert E. Hannegan, outlining campaign issues and party policies.

The Wednesday evening Convention broadcast will bring to listeners at home an address on the part women will play in the coming campaign, by Mrs. Charles W. Tillett of North Carolina, a chairman of the Democratic National Committee. This will be followed by the installation of the temporary chairman of the Convention, Gov. Robert Kerr of Oklahoma, who will deliver the keynote address.

Thursday afternoon session will cover presentation of the Convention's permanent chairman, Dr. Samuel Jackson of Indiana, and his address to the assembly, following which the Committee on Platform and Resolutions will make its report.

Balloting Thursday

Thursday evening session broadcast will open with an address by Mrs. Helen Gahagan Douglas of California. Following a second address by a speaker who has not been identified by the Committee, the chairman will call the roll for nominations for President, which it will broadcast as well as the subsequent balloting.

If the balloting for President is not prolonged, there is a possibility that the Vice-Presidential nomination also will be completed that evening, the convention winding up its work in a two-day meeting. Whether this develops or whether the Convention carries over into Friday session cannot be predicted at this time.

If President Roosevelt is again chosen as the standard bearer for the Democratic party, the political commentators predict that he will not fly to Chicago, but that he will broadcast his acceptance speech to the Convention-and the nation-from Hyde Park.

Women's Director Named

In addition to the joint broadcasts from the Convention floor, each network is planning special programs. Schedules have not been completely worked out as yet, and probably will be announced during the coming week.

Probably several broadcasts will originate at the sessions of the campaign school for women delegates to the Convention, which will be conducted by Mrs. Tillett and other women leaders, from the women's division headquarters in the ballroom of the Stevens Hotel.

Women's broadcasts from the convention will be handled by Betty Goodwin, who has been appointed Director of Women's Features for Radio for the Democratic National Committee. Miss Goodwin in 1936 covered the women's angle of the national conventions for NBC.

RADIO NEWS COVERAGE of the Democratic National Convention was discussed in Washington last Monday (July 5) when the Radio Correspondents Assn. Executive Committee, met with Paul Porter, Publicity Director, and J. Leonard Reinsch, Radio Director, of the Democratic National Committee, seated (1 to r): Mr. Porter, former CBS Washington counsel; Earl Godwin, president of the Association and Executive Committee chairman; Mr. Reinsch, managing director of the Cox stations (WHO WSB WIOD). Standing (1 to r): Richard Harkness, Committee vice-chairman and NBC commentator; Rex Goad, secretary, chief of Transradio's Washington Bureau; Fred W. Morrison, ex officio member, assistant to Fulton Lewis Jr., MBS commentator; Bill Costello, treasurer, CBS commentator; D. Harold McGrath, U. S. Senate Radio Gallery superintendent, in charge of the Democratic Radio Gallery.

Radio Finds Niche in News Coverage

GOP Convention Lays Foundation For Future Job

By D. HAROLD McGrath
Superintendent, Senate Radio Gallery

RADIO has found its niche in the news coverage field. As a result of its on-the-spot job at the Republican National Convention, the broadcasting profession in the future may well be expected to cover, side by side with newspaper representatives, outstanding news events of general interest.

Attendance a Question

The story of radio's first big spot political coverage goes back to December 1943 when seven men gathered around the desk of Earl Godwin, Blue Network commentator and president of the Radio Correspondents Assn. They met to determine, if possible, how many radio news persons would attend the 1944 Republican National Conventions.

Attending, besides Mr. Godwin, were: Richard Harkness, NBC commentator; Rex Goad, chief of Transradio's Washington Bureau; Fred W. Morrison of Mutual, assistant to Fulton Lewis Jr.; Wells (Ted) Church, Radio Director of the GOP National Committee; William Vaughan, acting superintendent of the House Radio Correspondents Gallery, and the writer. Comprising the Radio Correspondents Assn. Executive Committee were Messrs. Godwin, Harkness, Goad and Morrison. They had just been officially apprised that both the Democratic and Republican National Committees had approved the Executive Committee as the supervising body over the radio news galleries at the respective conventions.

Two big questions confronted us. How many stations would ask for seats at the conventions? How many would attend? There was little experience on which to predicate a decision. Since 1916, the newspaper world, utilizing the Standing Committee of the Congressional press galleries, could make its needs known through the Standing Committee as soon as convention sites were chosen.

Radio Given Recognition

Radio's problem was different. Only once before—in 1940—had recognition been given radio as a news gathering medium by either political party. Prior to that, dealings were direct between the national political committees and networks.

In 1940, almost at the last minute, the Republican National Committee recognized the newly-organized Radio Correspondents' Assn. and over the protests of many newspapers allotted to radio 40 of (Continued on page 60)
IBC, headed by Gardner Cowles Jr., Des Moines publisher and broadcaster and his brother John Cowles, publisher of Minneapolis Star Journal, also has contracted to purchase WHOM Jersey City and WCOP Boston for $350,000 and $225,000, respectively. These transactions likewise await FCC approval.

The Cowles interests also operate WNAX Yankton and KRNT and KKO Des Moines. The latter station was not subject to the FCC approval, to Kingsely H. Murphrey of Minneapolis for $276,000. The fact that KRNT, at least in some measure, covers the same territory as WMT, probably had a bearing on the IBC decision to dispose of WMT.

Washington probably will become one of the most competitive radio areas in the country with completion of the WOL transaction and the pending WINX sale to the Washington Post Co. for $560,000. NBC owns WRC and CBS operates WTOP. WMAL, Blue outlet, is owned by the Washington Star, Washington's sixth station, WWDC, is controlled by Joseph Katz of Joseph Katz Co., Washington.

Tax aspects of the WOL—WMT transaction were handled by Alvord & Alvord, Washington tax attorneys. Iowa Broadcasting Co. is represented by Segall, Smith & Hen-

nessey and American Broadcasting Co. by Herbert M. Bingham, Washington attorney.

William B. Dolph, executive vice- president of American Broadcasting Co., would continue in that capacity with the acquisition of WMT. He would direct the station's operations and maintain his headquarters in Washington. President and principal owner of American is Mrs. Helen Mark, of Washing-

WTAD Sold to KGLO; WORD Acquired by Bryant and Davis

Third Proposed Transaction Involves Exchange Of KOIN 25% for KALE Two-Thirds Interest

THREE transactions involving changes in station ownership were completed last week, subject to FCC approval. They are:


An even-exchange by the Portland (Or.) Journal Publishing Co. of its 41% interest in KOIN Portland, for the 41% interest in KALE held by W. Myers, president and controlling stockholder of KOIN, and Mrs. Josephine Hunt.

Sale of WSB Sportbarn, S. C. Blue outlet by Sportbarn Advertising Co. to Joseph M. Bryant, vice-president of the Jefferson National Life Insurance Co., Greensboro, and Smith Davis, head of the Smith Davis Co., newspaper and station financiers, Cleveland, for $65,000.

The latter two deals are "duo- plex" transactions, brought about by the FCC's rule banning dual ownership of stations in the same or overlapping areas. A half-dozen others, falling in the same category, are in negotiation while the FCC has pending some two-score applications involving station sales or transfers, about half of which have to do with the "duopoly" rule.

Overtures to End Disc Case Begin

WLB Anxious for Compliance; No Desire to Seize

STRENUEOUS efforts to effect compliance with the War Labor Board's order terminating the two-year-old strike of musicians against the Victor and Columbia recording companies were in progress last week when James C. Pettrillo, presi- dent of the American Federation of Musicians, continued to ignore the WLB mandate.

No Desire to Seize

While neither the Board nor the parties to the case would authorize any statement on their positions, Broadcasting learned that nego- tiations are being conducted be- hind closed doors to settle once and for all the recording controversy and that there is a possibility the issue may be resolved in the next few weeks.

WLB, it believes, has little de- sire to apply the drastic measures which would be necessary to force compliance with its decree. The Board does not desire to seize the recording companies or put the Government in the music business to enforce its authority. Mr. Pettrillo has said that the Board "has no power to force us to go back to work for these companies".

Petrillo Must Act

One of the principal obstacles to compliance, it appears, is the Board's firm policy that differences between employer and employee cannot be negotiated at its direction as long as a strike is in progress. Mr. Pettrillo, the Board ruled, must first withdraw his ban on making rec- ords and negotiate afterwards.

But Mr. Pettrillo has repeatedly said he will not send his musicians back to work without a contract and the AFM convention last month unanimously voted that its mem- bership would not accept terms and conditions other than those pre- scribed in the December World and "Four Employer" contracts.

Board's Problem

WLB's problem, obviously, is to prevail upon Mr. Pettrillo to con- form to its accustomed procedure in the recording dispute, which would seem to be a small concession in comparison with the concessions the Board made in virtually ratifying "employment fund" contracts and presenting contracts involving the same principle for Victor and Columbia. In that en- deavor, the Board will have to ex- ercise the full weight of its pres- tige.

In the meantime, the formal op- opinion on the case, which is expected to clarify that part of the Board's order requiring the record- ing companies to make escrow pay- ments to "a fund", was still being awaited. Officials were unable to say definitely when the opinion will be issued.

BROADCASTING • Broadcast Advertising
MacFarlane Travelled With "Monty"

The British garrison had been driven out of Tobruk. Beaten and battered back to El Alamein. MacFarlane waited with the 8th Army for Rommel's drive on Suez. The world waited for the news that the British had lost Egypt.

MacFarlane saw the miracle of the 8th Army's response to Montgomery's order, "Attack!"

It is this background of living and fighting with "Monty" and his men that gives MacFarlane's broadcasts about the British on the invasion front so much force, so much truth.

It is this once living where news is made that helps MacFarlane call the news that is to come, with such uncanny accuracy.

He's called the turn on Turkey before Winston Churchill. He tagged Spain's real objective before Franco moved. There are a dozen more examples.

Ian Ross MacFarlane is another W-I-T-H exclusive.

WITH

Baltimore, Md.

Tom Tinsley, President :: Represented Nationally by Headley-Reed
Marines Fight Elements - Recording Story of Pacific Battle

By MARY ZURHORST

At SAIPEAN on D-Day, Lt. Larry Hays, USMC, writer and announce-
er, and hilarious and versatile Montezuma, and T/Sgt. Keene Hepburn ferried their wire recorder to a reef lying directly in line of operations. Preceding the first wave of invaders, they recorded for two full hours a description of the invasion and naval bombard-
ment.

This recording was the climax of a series by Lt. Hays and Sgt. Hepb-
burn giving the overall picture of one unit as it goes into an amphi-
bus operation. The wire and Presto recordings were flown 10,000 miles to Marine Corps Headquarters in Washington by the men who made them, arriving last Monday night.

CBS used the record of Saipan D-Day as it was immediately after it was processed for security and quality by the Marine Corps. Other networks planned to broadcast it throughout the week. The other recordings were being processed last week and were to be used on several network programs as soon as they could be released.

On the Bridge

With an 18-month-old wire re-
corder with which Sgt. Hepburn had recorded the landings at Na-
mur on Kwajalein, and a portable Presto unit, both comprising about a ton of equipment, Lt. Hays and Sgt. Hepburn left with the Marine unit from an advance base in the Pacific, to proceed to Saipan.

First recordings were made from the signal bridge where the wire recorder, operating on special plugs made abroad the transport so the unit could use the ship's 110 ac power, caught a mock air attack staged as a training practice. They also recorded the ship's anti-aircraft practice, and got several interviews with crew members.

On the night before the unit went into battle, the two men recorded a community sing below decks, two religious services, and an interview with twin Marines from Brooklyn. As the interview was ending, the ship's signal semiconductor equipment and action began.

On D-Day the wire recorder was transferred to a patrol boat which landed on the reef before the combat forces reached the beachhead. On one side were Japanese mortars on the island, on the other side the tremendous spectacle of the U. S. fleet shelling enemy positions, and in between them was an endless mass of invaders. From this vantage point the Marine team recorded the battle for Saipan.

Because the smallest assembled unit could carry equipment over 1,600 lbs. and was not easily portable, Lt. Hayes went in to the beach and got a close-up picture of the fight-

Six Correspondents Accredited to ETO

War Dept. Announces Two. Already Arrived in London

INDEPENDENT broadcasters are now being cleared in increasing numbers for assignment to the European Theatre, an Army spokesman said last week. Of the six correspondents accredited by the War Dept., at least two have arrived in London. They are Dave Baylor, representing the Richards stations [WGAR Cleveland, WJR Detroit and KMPC Beverly Hills] and Howard Chernoiff [BROADCAST-

SING WGN's 20th

WGN Chicago celebrates its 20th birthday with a series of com-
memorative events culminating July 15. A public exhibition of equipment and photographs demonstrates the station's two decades of broadcasting will be loc-
ed at the lobby of the Tribune Tower and Harmony Hall, the passageway between the tower and WGN studio.

APPEARING ON THE INITIAL broadcast June 24 of KMBC-FM Kan-
sas City were these executives of CBS and CBS affiliated stations (1 to r): Craig Lawrence, general manager of KRTN Des Moines; Hugh B. Terry, manager of KLZ Denver; Jerry Taylor, vice-president, and Arthur B. Church, president and general manager of KMBC and KBCM-FM; Howard Lane, CBS director of public relations; William Lodge, CBS chief engineer; and Hugh Felts, general manager of KFAB Lincoln. The new FM station operates on 1500 w from 6 p.m. to KMBC signoff time and all day Sunday, synchroniz-
ing its programming operation to that of the sister station.

Video Sponsors Signed

Two commercial programs have already been contracted by WWL New Orleans for postwar program-
ing on the proposed WWL commercial video outlet for which the station filed application with the FCC several months ago. The spon-
sors for the video shows are the William B. Reilly Co., distributors for Lulu Belle coffee, and the D. H. Holmes Co., New Orleans depart-
ment store.
Announcing

the removal of our New York offices to

501 MADISON AVE.

under the direction of John L. Sinn

Thanks to the following firms for whom we are currently producing the following shows:

Ruthrauff & Ryan  Musical Showcase  Beau Brummell Ties
Kenyon & Eckhardt  The Jack Berch Show  Kellogg’s All Bran
Morse International  Songs of Good Cheer  Vick’s
McCann Ericksen  Mary Ellen Baker  NBC Bread
Wm. Esty Co.  The Korn Kobbler’s  Piel’s Beer
Parents’ Institute  Calling All Girls  Calling All Girls Magazine
Press Association  Parents Magazine of the Air  Parents Magazine
Press Association  Eye Witness News  Associated Press
Press Association  War Correspondent  Associated Press
BBD&O  Old Corral  Ft. Pitt Beer
Ruthrauff & Ryan  Boston Blackie  Lever Brothers
Hershey’s Creamery  Manhunt  Hershey’s Ice Cream
Lang, Fisher & Stashower  Say It With Music  Carling’s Beer & Ale
Mitchell-Faust  They Give Their Lives  Peter Hand Beer

In our new offices our expanded facilities and increased staff will continue to serve these and other clients with intelligently conceived and expertly produced radio and television programs.

NOW IN PREPARATION:

* THE DAMON RUNYON SHOW  * HOLLYWOOD QUIZ
* THE KAY LORRAINE SHOW  * MYSTERY HOUSE

FREDERIC W. ZIV COMPANY

CINCINNATI  NEW YORK  HOLLYWOOD
Stations Give Public Service In Hartford Circus Tragedy
Broadcast Appeals for Aid, Official Instructions; Relief Fund Is Being Raised by WDRC

THE STORY of the tragic Ringling Bros. Barnum & Bailey Circus fire in Hartford, Conn., last Thursday afternoon has been told in network newscasts and the press. But the story of public service performed by Hartford's four stations—WDRC, WNBC, WTIC, WTHY—will live for years to come in the hearts of a grateful state and community.

The service drew official commendation from Gov. Raymond E. Baldwin of Connecticut, Mayor William H. Mortensen of Hartford and officials of the Red Cross, police and rescue agencies. From the hearts of hundreds of parents came prayers of thanks when they learned, through radio, that lost children were safe or at least were not dead.

Applies Broadcast
Within minutes after the first puff of smoke and flames shot skyward from the big top the four stations had mobilized for the emergency—not because there was a sensational story, but because they foresaw the job ahead of them. Their first broadcasts were appeals for nurses, doctors, ambulances, station wagons and trucks, ordered to the scene.

They appealed, too, to the public to stay away. Firemen and police were hampered by the panic-stricken circus crowds and screams of the injured. Circus employees worked hard to keep order. The band played. Through it all, however, Hartford's stations thought not of the story, but of helping.

Gov. Baldwin went on WTIC Thursday evening to broadcast an official message. The same statement was carried by the other stations. Mayor Mortensen spoke on two broadcasts from his office, both of them aired by WTHY and WDRC. His statements, too, were read over WNBC and WTIC. There was no competition for "firsts." Hartford's four stations worked as one.

Casualty Lists
Throughout Thursday night they all broadcast casualty lists—the dead and injured. Early Friday morning WTIC asked Mayor Mortensen for his approval to raise a relief fund. He thought it was a good idea and within a few minutes the first appeal went out. Over the weekend WDRC devoted all its sustaining time to appeal for funds.

All of the stations cancelled commercial and sustaining programs to help perform their services. Late Friday all but some 50 or 60 bodies—those burned beyond recognition—had been identified. The stations planned to continue appealing to the families of persons known to have gone to the circus and who had not been located in an effort to identify all the bodies.

WNBC Asks for Aid
Within a few minutes after the fire broke out WNBC personnel was ready to function. No bulletins were broadcast, however, because everyone felt that a bulletin might help to sustain the panic at the circus grounds. The first broadcast, at 3:30 p.m., was an official appeal for volunteer assistance and station wagons to go immediately to the scene of the disaster.

Milt Berkowitz, news editor; Bob Mooney and Dick Bronson, announcers, were dispatched to the scene by R. D. Tanner, program director. They came back to the station with eye-witness stories. There was no sensationalism in their copy—straight-forward reporting, with public service foremost in their minds.

"One of our biggest jobs, I think," said Mr. Tanner, "was the aid we gave in helping parents to find lost children and assisting children in finding their parents. We sent our men to the Armory for the official list of injured and dead and broadcast the first casualty list at 10:15 p.m."

At 11 p.m. WNBD did an hour's broadcast, giving casualty lists and summarizing instructions and the story. On Friday the station broadcast a statement by the Ringling Bros. & Barnum & Bailey board of directors.

WTIC Breaks Story
WTIC was the first station in the country to broadcast news of the disaster, according to station officials. At 2:50 Thursday afternoon H. B. Van Beynum, publicity director of the Travelers Insurance Co., whose office is on the 23rd floor of the Travelers Tower, saw a dense volume of smoke ascending skyward from the northern section of the city. He called Tom Eaton, manager of the WTIC newsroom, who in turn called police and learned that the circus tent was on fire. In less than three minutes, WTIC was on the air with a flash about the fire.

Soon after WTIC broadcast its first flash, a steady stream of public service appeals from police, the Red Cross, State and local officials were broadcast as they were received.

(Continued on page 67)
FACTS

- No other advertising promotions used
- Account: Manchester Biscuit Co.
- Agency: George Hartman, Chicago
- Program Title: "Stump Us Boys"
- Time: 1:30 to 1:45 P.M., Monday thru Friday
- Type: Contest—Listeners Mail a Box Top and a Song Title and Try to Stump the Band

Many other examples proving the tremendous pulling power of WDGY will be furnished on request—write or wire for details—WDGY, Nicollet Hotel, Minneapolis.

RED AREA: SOURCE OF MAIL

DOTTED LINE AREA: PRIMARY COVERAGE BASED ON NAB STANDARDS

The Northwest’s Best Buy!

WDGY
NICOLLET HOTEL • MINNEAPOLIS, MINN.

DR. GEORGE W. YOUNG—OWNER AND GENERAL MANAGER

LEE WHITING COMM’L MANAGER

NATIONAL REPRESENTATIVES: WILLIAM G. RAMBEAU COMPANY
THE first high-power FM transmitter to be installed atop a skyscraper is the 50-kw. REL model 521 equipment, completed in October, 1941 for the Evening News Association in the Penobscot Building, Detroit—first FM station in Michigan.

To those who do not have suitable high ground available, and must therefore use a tall building to obtain sufficient antenna height, WENA (formerly W45D) is of special interest.

Primary power equipment is installed in the basement. The 3-kw. REL driver and the 50-kw. REL amplifier, together with the speech and control equipment, are on the 45th floor, where the studios and offices are located. On the 46th floor are the water circulating pumps, filament motor-generator, and gas tanks for the transmission line. Phasing and matching section for the antenna is on the roof. A 2-bay REL turnstile is mounted above the ball at the top of the tower, as the illustrations show.

This is probably the most difficult installation that any manufacturer of radio transmitters has been called upon to make. To REL engineers, it was another opportunity to apply our unequalled background of experience. The highly successful performance of WENA over a period of nearly three years is proof that the job was well done.

Such is the engineering service available to all purchasers of REL Frequency Modulation transmitters and associated equipment.

PIONEER MANUFACTURERS OF FM TRANSMITTERS EMPLOYING ARMSTRONG PHASE-SHIFT MODULATION

RADIO ENGINEERING LABS., INC.
Long Island City, N.Y.
Treasury Suspends Records To Appraise Talent, Scripts

Fifth Loan Transcriptions Used by More Than 800 Stations; Bar by Wins Citation

FOLLOWING a previous announcement that all activities except special musical numbers had been completed as of the end of the fifth War Loan Drive [BROADCASTING, July 8], the War Finance Division of the Treasury Dept. in a policy statement last week declared it became necessary to let the various Treasury programs lapse to permit a review of available talent, script material, music and other factors.

WFD also pointed out that maintenance of an extensive recording schedule, such as that used in the Fifth Loan, was too heavy a responsibility for interim periods, adding that to continue all of these special transcriptions might serve to impair results from the War Loan drives. Plans are being formulated, however, for the production of recorded programs for release during the Sixth War Loan, tentatively set for late November.

Barry Wood Award

Popularity of the late Treasury disc series is reflected in the number of stations which used them to good advantage. For the series of 48 five-minute sponsored Treasury Song for Today program 858 stations sent in test requests for the 24 quar-her-hour sponsored Treasury Salute programs were used by 875 stations and the special series of four half-hour programs, Four for the Fifth, was requested by 844 stations.

Barry Wood, star of the NBC Saturday evening Pilemotive Party, and known as the "Treasury troublemaker," was awarded a special Treasury citation on that program July 8 by Ted R. Gamble, WFD national director, for his contributions to the Fifth and other War Loans.

As the Fifth War Loan swung into its final week of Bond selling activities toward the $16,000,000 quota, stations and networks also brought to a climax their promotion activities. Full report of the radio job will be told later, following receipt and compilation of the necessary data by the NAB, Treasury and other agencies.

A Speed Graphic camera, offered during Dave Emlan's Victory Auction on WOR New York and Mutual June 24, brought a total of $18,000,000 in War Bond purchases, believed to be the largest Bond sale for any single object auctioned on the radio during the War Loan drives. Camera finally went to a Rochester bank for $8,500, with four intervening bidders coming through with their wagers, buying Bonds even though they didn't win the camera. To every Bond bidder for all items offered for sale went a copy of a picture of the Allied invasion on a Normandy beachhead, taken by the U. S. Coast Guard with the Speed Graphic and radioed to New York.

KROW Salutes

Feature of the June 5, New Mexico A & M College half-hour program over KOB Albuquerque was the presentation of a script in behalf of the U. S. Forest Service, stressing the purchase of War Bonds and protection of that investment through protection of our natural resources. KOB also reports that the station has sold more than 116 sponsored Treasury and local programs to promote the Fifth Loan.

The KROW Oakland, Cal. Berkeley, program, sponsored five-weekly by the J. F. Hink & Son Dept. Store, Oakland, had as its theme the during the Fifth Loan the presentation of musical salutes to local business firms and war plants for their outstanding War Bond payroll deduction records. Program is also released over KRE Berkeley Dramatization of the South Pacific battle experience of Phillip (Zeke) Givan, in which he shot a total of 35 Japs, was presented by WLS Chicago on June 12 Dinnerbell broadcast. Governor Schricker of Indiana proclaimed "Zeke Day" on June 20 to honor the local hero and promote the sale of Fifth Loan Bonds.

Cleveland Athletic Club Bond auction, portions of which were aired by WJW Cleveland, helped raise that city's Bond sale total over the $102,000,000 mark. Eddy Cantor was a featured entertainer. St. Louis stations are credited for helping that city go over its $181,665,605 Bond quota eight days before the end of the Campaign. Two performances of the WCKY Cincinnati "Let Freedom Ring" feature at Chillocothe, O., raised a Bond purchase total of nearly $900,000.

KLZ Denver Fifth Loan promotion features have included special broadcasts on the Victory Theatre program presented by local Army posts; six-weekly reports on Bond sale progress by Governor John C. Vivian, a Bond slogan contest and remote broadcasts from the "To Victory" captured enemy equipment exhibit and rally, sponsored by the Denver Chamber of Commerce. A Fifth Loan broadcast of the KLZ Barn Dance sold $105,700 in Bonds.

Scribner Visits Macon

WBML Macon, Ga. on June 24 sponsored a Bond rally which featured G.I. talent from Camp Wheeler in addition to Jimmy Scribner and his "Johnson Family" and other talent. More than $168,000 in Bond pledges were totaled. Special hour-and-a-half remote presented by KVEC San Luis Obispo, Calif., from the Monday Club, local women's organization, accounted for the sale of $49,743.75 in Bonds.

A special feature of the WMJ Milwaukee Bond Drive activities was a two-week series of personal appeals by 125 representatives of 11 different local groups and organizations. Two or three representatives from each station went door-to-door and each local group presented Campbell for the sale of $49,743.75 in Bonds.

Jerry Strong, early morning m.c. of WINX Washington, was the auctioneer at the Army Air Force Base "Drive for Navy" exhibit on the Washington Monument grounds when a wheel assembly from a German Messerschmidt drew a top bid of $437,000 in Bonds. Ralph Edwards Truth or Consequences broadcast rung up Bonds sales of $1,382,000. The NBC program originated from Raleigh, N. C. through WPTF. A local farmer, whose crops had been burned over by the draft and who was unable to purchase Bonds from the would-be profits, offered his cherished personal possessions for auction on that program. Items here were a two-hour old hammer and several boxes of rifle and shot gun cartridges.

WIOD Stage

Inspired by the success of its "Bank Bond Day" feature, WBT Charlotte, N. C. presented each day during the last two weeks of the Fifth Loan a special "County Bond Day," with different local county sponsoring Bond sales on its particular day in competition with the other counties. Special WBT promotion and facilities were set aside for each county. Bond promotion program of WCED DuBois, Pa., Bonds Bulletin and Boners, incorporated Bond appeals with up-to-the-minute reports and human-interest anecdotes of boners, submitted by listeners. $100,000 was the amount of Bonds sold by a half-hour program consisting of a series of local remotes on WNOX Nashville, Tenn. Among featured remotes were pickups from the elevator of a local hotel, police headquarters, USO center and the cab of a freight freight pulling-out with a load of war products.

Paterson Carnival

WIOD Miami arranged with the local First Federal Savings & Loan Assn. for construction of a War Bond stage beside the loan building on a busy downtown street corner to facilitate presentation of daily Bond activities by local organizations. WIOD loaned public address and other facilities in addition to talent and program direction.

WPAT-Paterson, N. J. in conjunction with the Passaic County War Finance Committee and local Chambers of Commerce on July 8 helped stage and broadcast a giant "Invasion Carnival" to offer thanks for the success of the invasion landings, prayers for the outcome of European military operations and to celebrate the final sale of the Fifth Loan.

As a dual celebration of the first year aboard radio Naval Training Schools, Chicago, and the Fifth War Loan, 37 WAVES and radio technicians took over facilities of WBKB Chicago on July 4 for a full hour production written, produced, directed and acted by the technicians and WAVES. Illustrating value of Radio Tech training as a postwar potential, the Navy program included Alvino Rey, electric guitarist, and Lt. Orrin Tucker, orchestra leader now stationed at Navy Pier, Chicago.
A S OFFICIAL radio program of the Maritime Commission, War Shipping Administration, designed to recruit experienced seamen for the merchant fleet, *Men at Sea*, weekly half-hour feature, will be heard on NBC for seven weeks beginning July 16. Again heard in the 6:30 p.m. period vacated for the summer by *The Great Gildersleeve*, the series presents dramatizations based on the experiences of men and ships, drawn from actual government records, with names and places altered to conform with current regulations.

**Blue Program Feature**

A CHILD's appeal to Isabel Manning-Henson, writer of the Blue Network-program, *The Land of the Lost*, started a plan initiated on the program July 1. Closest duplicates of toys lost by children will be obtained by the Blue Network each week for seven children writing the best reasons for getting them back. Offers will be made on Saturday broadcasts and on repeat broadcasts heard Tuesdays. Repeat broadcasts are a new feature of the program in behalf of adults who have found an avenue of escape in the children's shows.

**Nego Series**

IN COOPERATION with the City-Wide Citizens Committee of Harlem, WMCA New York is presenting a series of programs of American Negro folk songs by a Negro choir. Presented in cooperation with the Writers' War Board and the Radio Writers' War Board, which gives helpful hints to housewives, with cash prizes awarded for suggestions used. The series is sponsored thrice weekly by William H. Montgomery Co., under the trade name of Montco.

**WIP Cash Show**

NEW CASH award show on WIP Philadelphia is Sun Ship Question Men, sponsored by Sun Shipbuilding Co. and broadcast thrice weekly. Another new WIP program is titled *Escape*, which gives helpful hints to housewives, with cash prizes awarded for suggestions used.

**Navy Show**

WRITTEN, produced and presented by Navy personnel—most of whom were associated professionally with radio before entering the service—*On Target*, new blue-jacket half hour transcribed program, is now heard Sunday on WBBM Chicago. Dramatic sketches and messages of inspiration to our allies and the United Nations are presented.

**WINS Salute**

WINS New York has started a weekly half-hour salute to city, town or borough within the station's primary area. First program hailed the 30th anniversary of one of New York's counties, featuring WINS Guild, Navy hero, and OPA as Board of Trade chief, all from the community itself. Included was a narrative of the county's historical background.

**WBG Drive**

IN A campaign to reduce absenteeism, WBG Greensboro, N. C., is cooperating with the Mayor's War Service Committee by airing three daily spot announcements to workers in the city reminding them to report for their next working shift. Sponsored by a five-minute dramatic skit, *To Whom It May Concern*, depicting the valor of our fighting men and their sacrifices for those on the home front.

**Critics Views**

INSTEAD of reviewing current motion pictures and radio programs, Oma Munson reads what critics say during her weekly quarter-hour digest, *Oma Munson in Hollywood*, which has been renewed on CBS Pacific stations.

**Education Series**

DRAMATIZING community educational problems, *Schools at War*, new series now heard over WCCO Minneapolis, is presented in cooperation with the Minnesota Education Assn. Program is heard daily, 6:45 p.m.

**From Canteen**

FROM the Hollywood canteen, MBS presents *What's the Name of That Song*, weekly half-hour program in which members of the studio audience are asked to identify songs suggested by radio listeners.

**Warrior Writers**

DRAMATIC PORTRAITS of combat correspondents serving with the United States Marine Corps are presented in a series of quarter-hour programs started June 29 on WNEW New York. Master Tech. Sgt. Gene Ward, former New York Daily News sport writer and columnn and now a combat correspondent, is m.c. The series enables us to visualize the contributions of the writer on the battlefront.

**Farm Service**

IN SYRACUSE, N. Y., WBFL is presenting a new morning farm program 6:40-7:25 daily with Bob Connell giving vegetable and fruit packs the latest morning prices in remote pickups from his market office. Program consists of farm chatter and music immediately following the 6:40 a.m. sign-on, and includes a three-day harvest forecast from the Albany weather station.

**Labor Forum**

SERIES of weekly Tuesday evening roundtable discussions titled *Industrial Relations Forum* has been started by WEEI Boston, which has presented a series of professional leaders of capital and labor discussing such topics as "Who's to Blame for Absenteeism." Richard P. Doherty, professor of business economics at Boston U., acts as moderator for the series.

**KCL Feature**

LATEST public service program of KCL Denver is Foreign Report- er, a series of broadcasts given in cooperation with the U. of Colorado, the Rocky Mountain Radio Council and the Foreign Policy Assn. of New York, reports of which are used to prepare the scripts. Program features Dr. Stuart Cuthbertson of Colorado U.

**CAMPAIGN CARAVAN**

Col. Barton Gets Arkansas

Votes With Opry Union

IF ARKANSAS voters send Col. T. H. Barton to the Senate in the spring of 1945, Hattie & Jim, of Caraway, it will be proof of the potency of hillbilly entertainers as political campaigners, according to Max Reid, the colonel's campaign manager. Col. Barton, president of Lion Oil & Refining Co., has enlisted the campaign support of the Jamup and Honey Mobile Unit No. of the WSM-NBC Grand Ole Opry organization as a modern, streamlined motor carav.

Col. Barton, a native of Texas, said he hired the WSM Grand Ole Opry traveling show to give the citizens of his adopted state a morale boosting wartime experience and not because he felt the need of showmanship. Members of the outstanding entourage include a masseur, a barber and countless secretaries, clerks and stenographers. Radio commentators describe the campaign as one of the most potent political campaigns in the history of a state where politics and entertainment are synonymous. Radio and television ads reach an audience of 15,000 to 70,000 persons who have already greeted the troupe in each of 11 Arkansas towns.

Official U. S. Navy Photograph

WAR RECORDINGS just received from U. S. warships off the coast of Normandy are played over the loudspeaker in the SHAEB newroom in London, where Edward K. Murrow (right), European director of CBS, types out his next broadcast. Also listening to the film recordings are Lt. Comdr. Don Miller (left), USNRE, SHAEB naval censor; Lt. James Shattuck, USNR radio officer, European area, formerly of CBS.
Cement so good they use it themselves. A large part of Grand Coulee Dam's 10,500,000 cu. yds. of cement came from this Inland Empire plant. One of many diversified industries that skyrocketed Spokane's Building Permits to over $12,000,000—11th highest in the nation and an increase of 126.75% over '42. Your sales, too, skyrocket when your message completely covers the Inland Empire at the cost of only one medium—KHQ.
MAINE

CHANCE for SPONSOR!

BECAUSE Richard Hallet is an authority on Maine folklore and an accomplished story teller...

BECAUSE he has had some of the most amazing adventures ever heard on land or sea...

BECAUSE he is a well-known author, columnist, speaker, and raconteur and handles every subject — whether it be news, whaling vessels, the Red Cross, Maine salvage drives or his own memoirs (i.e. jacking rabbits in Australia — a trip in a Jap fishing boat — writing such books as THE LADY AFT and THE ROLLING WORLD) in a manner unique, virile, and absorbing! There are thousands of people in WGAN’s listening area who can hardly wait till Wednesday nights at 7:45 to hear MAINE TIDE RIPS (which is to say that Richard Hallet’s program is really something and has been so for a year and a half!)

LISTENERS in 14 Maine Counties, and 1 in New Hampshire are ardent followers of MAINE TIDE RIPS, thereby providing a Golden Opportunity for some lucky Sponsor to tap a rich market. If you’re interested, write today!

WJW Will Air Rams

CONTRACT to broadcast the Cleveland Rams, professional football games, for the 1944 and 1945 seasons has just been signed by WJW Cleveland, according to William O’Neill, program director of WJW, and Charles F. Walsh, assistant to the president of the Rams. First game will be played Sept. 5. The remaining 11 games will be played Sunday afternoons, with WJW broadcasting directly from Buffalo, Washington, Philadelphia, Chicago, Detroit, Green Bay and Pittsburgh. Earl Harper, sports director of WJW, will handle play-by-play descriptions. For 10 years he has covered college and professional games for Atlantic Refining Co.

WINS to Air Tigers

WINS New York has acquired exclusive broadcast rights in New York for the Brooklyn Tigers football games. Out-of-town games will be covered from ticker reports. Schedule gets underway Oct. 8, when the Tigers meet the Detroit Lions in Detroit. Don Murphy and Stan Lomax, sports writers, are expected to handle the broadcasts. No sponsor has been reported to date.

KNEW HIM WHEN

WSAM Visits Owosso, Mich.

Dewey’s Birthplace—

WSAM Saginaw, Mich., did a “grass roots” job in its spot news coverage of the GOP nomination of Thomas E. Dewey. The station went right to Dewey’s birthplace, Owosso, Mich., and interviewed leading celebrities—the only station to conceive the idea. Owosso is in the primary area of WSAM.

Bob Phillips, WSAM manager, interviewed, among others, the attending physician at the birth of the Republican nominee, the mayor, Circuit Judge, Secretary of State, Secretary of the Chamber of Commerce, wife of the Republican county chairman, president and founder of the first “Dewey for President” club, an Owosso aviator, and Gov. Dewey’s cousin.
OHIO'S NEW HIGH IN NEWS CASTING!

WJW SELECTED EXCLUSIVELY FOR THIS RECORD BREAKING CONTRACT IN CLEVELAND!

FOR LIGHTNING NEWS FROM EARLY MORNING TILL LATE AT NIGHT
LISTEN TO MARSHALL'S

NEWSCAGE WJW

9 TIMES DAILY

WJW

- WORLD EVENTS
- NATIONAL NEWS
- WAR NEWS
- CLEVELAND'S REQUEST
- MOST COMPLETE
- NEWS COVERAGE

STATION WJW

950 kHz

MEXITAN

COOPER

PANE PADS

VITAMINS

VITAMINS

MYSTIC MUSES

REPAIR CAR

TRAVELER

MARSHALL'S

MARSHALL'S

SOL-RAY Mineral Ralls

VITAMINS

VITAMINS

WJW

Cleveland 5000 Watts

REPRESENTED NATIONALLY BY HENDLE, FEED COMPANY
FOLLOWING is the list of radio personnel accredited by the Democratic National Committee and Radio Correspondents Assn. to the Democratic National Convention. [Those in brackets have been assigned seats in the Radio News Gallery, of which D. Harold McGregor, Senate Radio Gallery superintend-ent, will have charge, assisted by William Vaughan, acting head of Senate Radio Gallery superintend-ent.] Others will be given white badges entitling them to range of Chicago stadium, except the platform area. The 16 major networks will have access to the platform to handle regular daily broadcasts of proceedings.

**NETWORKS**


WEST VIRGINIA NETWORK—[Malcolm Stidham.]

YANKER NEWS BUREAU (serving Yankee Network, WJR Cleveland and other stations)—[J. R. Reed, Robert Meyers, Stanley Forston.]

INDIVIDUAL STATIONS

IOWA BROADCASTING CO. (Cowles stations, 415 S. Main, Des Moines) [Joseph V. Ryan, Stanley Dixon]. Sid Pearlman, George Simon, John Irwin, Glen Lew, Dick Burr, Doug Grant.

JDKA Pittsburgh—[Donald B. Hirsch.]

KGER Long Beach, Cal.—[C. Mervin Dobrin, Ray E. Dobbin.]

KFWF Lincoln, Neb.—[George W. King].

KII Los Angeles—[Upton Close]. Also accredited to CBS.

KMA Shenandoah, Ia.—[Earl J. Mey, Owen Sadders.]

KMOX St. Louis—[Francis Douglas, W. R. Wilf, Katherine Darst]. Also accredited to CBS.

KMPA Los Angeles—[Served by Washington, News Bureau.]

KNX Los Angeles—[D. Wallace Ster-ling]. Also accredited to CBS.

KOMA Oklahoma City—[Kenyon Brown, Hill Bryant].

KPAS Pasaden, Cal.—[J. Frank Hurke]. Laura King. Also accredited to CBS.

KPRO Riverside, Cal.—[W. L. Gleeson].

KSD St. Louis—[M. Burris, Ray E. Burris]. One reservation assigned.

KSDF Minneapolis—St. Paul—[John J. Vermaes]. Walter Miller. Also accredited to CBS.


KXLR Salem, Ore.—[Storm Whirl].

KXK St. Louis—[Raz E. Dab, William Armstrong.]

KXOK St. Louis—[C. L. Thomas].

KAYC Minneapolis-Pet. St. Paul—[Cedric Adkins, A. E. Jockey. Also accredited to CBS.]

WQCT Chicago—[Rogers Chicago].


WGAR Cleveland—[Ralph Wood]. Also served by Washington News Bureau.

WHBF Rock Island, Ill.—[L. C. Johnson].

WICA Ashbalt, Minn.—[Alfred B. New-burn]. Also accredited to CBS.

WIND Chicago—[Fred Wilson].

WING Dayton—[R. B. Wood]-[unassigned]. One reservation assigned by sta-

WINN New York—[Guenther Rein-hard].

WPRO Philadelphia—[A. C. Kaufman].

Beneditt Gimbol.

WTR Cleveland—[San Ross MacFar-lane], Louise MacFarlane.

WZAP Springfield, Ill.—[Reggie Martin].

WZJD Chicago—[R. H. Ruhlen].

WDIR Detroit—[George Cruisenberry]. Also served by Washington News Bureau.

WEAV Grand Rapids—[George S. Himbauch].

FR. F. Connor, Roy Kelly.

WLS Chicago—[Julian Lewis, Art Henry, Harold H. H. Lincoln, Rogerado Schenkel].


WMA Waco—[William Neel].

Kenneth Berry, Also served by Wash-

WYAK Yankton, S. D.—[White Larson].

WRJ Seattle—[Harpett, Ervin].

WOL Washington—[Ted Merwin, Mrs. Raymond Capper, Marion Block].

William B. Delph, Madleen Esimun. Also accred-

WOMA Washington—[Joe Goad, Betty]

WON Oklahoma—[O. M. Ingold].

Mike M. Hayes.

WRJN Racine, Wis.—[Harry Leopold-

WBO Rockford, Ill.—[William E. Traum].

WSPA Spartanburg, S. C.—[Walter E. Brown].

WTMJ-WFMW Milwaukee—[Jack Joscelyn.]

WATD Quincy, Ill.—[W. Emery Lan-

WTCN Minneapolis-St. Paul—[Two reser-

WUSM-Detroit—[James F. Bruce].

One reservation unassigned.

RADIO NEWS SERVICES

ASK WASHINGTON—[Merlin Stone-}

PRESS ASSN. (AP radio wire)—[Joe H. Totten, Robert Harman].

TRANSPROD PRESS—[Rex Good, Bet-

WASHINGTON NEWS BUREAU (serving WJR, GAR and KMPD)—[Joseph V. Ryan, Stanley Dixon].

George Cruisenberry, Ralph Wood, William Neel. One reservation unassigned.

MARCH OF TIME—Two reservations unassigned.
WLAC, NASHVILLE'S 50,000 WATT CBS STATION, PULLED 40,223 $1.00 ORDERS IN 52 WEEKS...
Postwar Shortwave Fight Looms
(Continued from page 11)

in a letter to Broadcasting (June 29), termed point-to-point transmission as "earnestcasting". Based on years of study and experience, Mr. Cohan urged private operation of "high-powered" international shortwave stations on a high plane. He contended that American free enterprise can perform outstanding world service through international broadcasting "unhampered by the restrictions of political censorship".

One plan, reported to be under study, would involve an international agreement whereby each nation would be allocated one frequency for a single powerful short-wave station. In America, proponents advocate programming and operation by private industry. They point out that such a method would provide the U. S. with an outstanding international radio voice. By limiting each of the large number of countries interested in shortwave broadcasting to a single powerful transmitter operating on one frequency, a large portion of the spectrum would be freed for development of other services.

Still another contention is that because of limited frequencies, each nation should be restricted to a certain number of shortwave stations, with those in America to be operated by private enterprise, under licenses granted on a merit basis. When the Government wishes to get across its views on some important world problem, time could be leased from the stations.

Donated Time

Broadcasters, on the other hand, are understood to be ready to offer without charge any time necessary for the U. S. to make its views known. They point to the hundreds of hours donated to the war program by AM stations and to the readiness to clear time for the President when he wishes to address the American people. By the same token, they would gladly offer their facilities to the Government in world affairs, but the interests which have invested hundreds of thousands of private dollars to develop shortwave broadcasting feel that Government encroachment would amount to confiscation without justification.

It is generally agreed that international broadcasting in the postwar period must be of a higher type than that of prewar experimental days, else listening audiences will be infinitesimal. Even today, with America's transmitters operating on a "round-the-clock" basis, unofficial estimates place listening audiences, aside from possible undergrounds in enemy occupied territories, at less than 10,000 the world over.

Success of international broadcasting necessarily will hinge on three important factors, granting that it will be continued with or without Government supervision: (1) Receiving sets easily tuned in without fishing (preferably push-button); (2) provision of such high type that owners of shortwave sets will want to tune in; (3) stronger signals than those generally used prior to the war.

While the State Committee continues its study, the problem of international communications is expected to become a factor in the campaign, in light of the "free radio" plank adopted by the Republican National Convention and in view of similar action contemplated by the Democratic National Convention.

ACA NEGOTIATIONS
BEGIN WITH WABF

NEGOTIATIONS are under way between American Communications Assn., CIO, and WABF New York, FM station owned by Metropolitan Television Corp., following an NLRB election giving the ACA the right to represent the station's engineers, announcers and program staff in collective bargaining.

Union demands submitted to the station include provisions for job security, closed shop, hiring through union hall, sick benefits, vacations with pay, etc. Following an initial meeting, WABF management is preparing a counter schedule which will be presented to the ACA at the next meeting.

ACA is also negotiating a renewal contract at WCAO Baltimore, where station and union have already agreed that any wage increases will be retroactive to May 2, 1944, ACA reports. Union has petitioned the NLRB for recognition by WBRE Wilkes-Barre whose management, according to ACA, has taken the position that it is not engaged in interstate commerce and therefore is not subject to NLRB jurisdiction.

Union is awaiting the calling of a hearing of its dispute with KYW Philadelphia, which has been certified to the War Labor Board. In that city ACA is also drafting demands to be submitted to WIP for a renewal contract, with any increases retroactive to the expiration of the present agreement, July 17.

Sees British Trend

PUBLIC opinion in Britain "indicates a growing tendency to favor the type of radio program made possible by commercial broadcast- ing," Lorimer B. Slocum, director of foreign offices of Young & Rubicam, said in an address to the Export Advertising Assn. in New York. Mr. Slocum said the number of advertising agencies in England has been reduced from 600 before the war to 300 or less and that advertisers must "wait their turn".

WWVA Declares a BONUS

Over a 12-month period WWVA averaged commercial mail from 37 states—that's a bonus of 32 over our basic primary area states of Pennsylvania, West Virginia, Ohio, Maryland and Virginia!

And this generous coverage bonus is typical of the many premiums you receive when you use WWVA's productive—50,000 WATTS

They get out!
They get attention!
They get results!

ASK A JOHN BLAIR MAN BASIC BLUE

WWVA WHEELING, W. VA
IF IT'S A FORT INDUSTRY STATION YOU CAN BANK ON IT
WGN—proud of its past—confident of the future—celebrates its 20th anniversary

Established July 1924

Dedicated to giving Chicago and the Midwest the finest in radio entertainment and devoted to the cause of genuine public service.

A Clear Channel Station

CHICAGO 11 ILLINOIS
50,000 WATTS 720 KILOCYCLES

MUTUAL BROADCASTING SYSTEM
SCR 499 Goes into Rome with Troops To Broadcast Liberation of the City

By LT. CARL ZIMMERMAN
ALLIED FORCE ADVANCE PRESS HEADQUARTERS, Italy

When Rome was liberated, radio was there.

An Army Signal Corps SCR 499 transmitter mounted in a two and one half ton truck moved slowly forward Sunday morning, June 4, with forward elements of Gen. Clark's Fifth Army. At ten that morning, the small staff began installing an antenna in a field about four miles from Rome's city limits. Infantry and tanks were moving through the field while Captain Frederic O. Wichmann, Jefferson City, Missouri, chief engineer of this radio station on wheels, directed the erection of an antenna beamed to a transmitter in North Africa for relay to New York and London. A deadline had to be met; the broadcaster's daily schedule was to begin in three hours. There was much to report to radio listeners in the United States and United Kingdom for the Allied troops were occupying the city already.

Good Signal

Within two and a half hours, the 300 watt 499 transmitter went on the air. In preliminary tests, engineers monitoring in North Africa reported the signal excellent. Radio correspondents in this theater were about to get the best dateline thus far in the war. Don Cee and Gordon Fraser of the Blue, Eric Sevareid of CBS, Seymour Korman of Mutual and Ralph Howard of NBC all were able to step to a microphone and say, "I am speaking to you from an Army transmitter in a field on the outskirts of Rome, a few hundred yards from Highway Six."

As they spoke, Fifth Army tanks and trucks rumbled in the background. During some of the spots aired later in the day, listeners heard the sound of German artillery.

It was officially announced late Sunday that Fifth Army troops had entered Rome and immediately after that a plan to flash the news to the world over radio was put into effect. Mutual Broadcasting System, by luck of the draw in competition among all the broadcasters some days before, was first on the air. BBC followed with a report by

Comdr. Storer Moved

LT. COMDR. GEORGE B. Storer, president of the Fort Industry Co. and Standard Tube Co., has been transferred from the Chicago Naval District to Navy Dept. headquarters in Washington, in the Office of Procurement & Materiel. Comdr. Storer left the active direction of the several Industry Co. stations (WSPD Toledo; WWVA Wheeling; WMNN Fairmont, W. Va.; WOD Lima, O.; WHIZ Zanesville, O.; WAGA Atlanta; WFTL Fort Lauderdale) 15 months ago to accept the Naval commission and was assigned as inspection director of the Chicago Naval District. He does not plan to bring his family to Washington for the present.

Wynford Vaughn Thomas. Farnsworth Fowle then went on for CBS, Howard for NBC, Fraser for the Blue and finally Peter Sturberg for Canadian Broadcasting Corporation.

German planes were overhead during these broadcasts. Everyone had to crowd inside the transmitter truck and read from the light of a flashlight and it is safe to say that everyone felt the situation a bit unpleasant if exciting, for a radio transmitter is one of the Luftwaffe's favorite targets. It was right outside the truck, big as life.

Gene English, radio-photo representative for OWI, felt even worse a few minutes later when he went to work transmitting pictures of the occupation to New York and London. There was no room for his equipment inside the truck so he went into operation out in the open. Technical trouble developed and had to be righted in spite of the fact that elaborate blackout preparations went by the board in the process. English and three others of us huddled around the equipment to conceal as much of the light as possible but plenty of it streamed through the ventilation holes of our tarpaulin covering. Pictures were by Capt. Jack Smith, Army Pictorial Service, of troops entering Rome's outskirts and Italians laying flowers over bodies of some Americans never reached the Eternal City.

Radio and photo transmission continued from this transmitter until more permanent facilities were set up in Rome. It is planned to continue the use of this front line equipment with Fifth Army, for pictures as well as radio.

Which would YOU rather SELL to?

DAY AND NIGHT KCKN was the first Kansas City station to operate on a 24-hour schedule — day and night, all night.

BASIC MUTUAL

At 6 P.M. KCKN becomes a BASIC station of the Mutual Network, bringing Mutual's outstanding night-time shows to Greater Kansas City's in-the-money, eager-to-buy listeners.

KCKN offers you the all-important MASS MARKET BUYING POWER of Greater Kansas City without the rate penalty of out-state coverage.

Making no effort to interest the thinly-spread farm and small town audience surrounding Kansas City, KCKN appeals exclusively and specifically to the whopping Greater Kansas City market. For therein lies the greatest, by far, concentration of buying power between St. Louis and San Francisco.

KCKN is the only Kansas City station programmed solely for metropolitan listeners. Kansas Citzens know that day and night they can always depend on KCKN for the programs they like to hear. Which is one reason KCKN consistently does a selling job for its advertisers.

Contact your nearest Capper office for availabilities.

KCKN

The Voice of Greater Kansas City

BEN LUDY, GENERAL MANAGER, KCKN, KANSAS CITY, WIBW, TOPEKA
ELLIS ATTEBERRY, MANAGER, KCKN, KANSAS CITY

NEW YORK 17: 420 LEXINGTON AVENUE
SAN FRANCISCO 4: 1207 RUSK BUILDING
CHICAGO 1: 110 NORTH MICHIGAN AVENUE
KANSAS CITY 6: 300 WALTOWER BUILDING

CAPPER PUBLICATIONS, INC.

Page 30 • July 10, 1944

BROADCASTING • Broadcast Advertising
Lexington's Bluegrass IS KENTUCKY'S 2ND MARKET

Population 350,000 . . . Annual Retail Sales $92,000,-
000 . . . Ranks 8th in Per-Capita Retail Sales in the
United States . . . The largest Loose-leaf Tobacco Mar-
et in the world ($59,238,000 1943 sales) . . . Has
71,110 Radio Homes.

TIME-BUYERS . . . WLAP is the
only station exclusively serving
this rich, Central Kentucky Mar-
et. It's a station that will prove
a winner! Make it a "must" on
your next schedule.

WLAP Lexington, Kentucky

Owned and operated by Gilmore N. Nunn and J. Lindsay Nunn.
J. E. WILLIS, Manager

"The Thoroughbred Station Of The Nation"

WCMX
Ashland, Ky.-Huntington, W. Va.
BLUE NETWORK

WBIR
Knoxville, Tenn.

KFDA
Amarillo, Texas
MUTUAL NETWORK

Broadcast Advertising
KWY Philadelphia is conducting the second annual Radio Workshop inaugurated last year by Westinghouse Radio Stations Inc. to give public school teachers and principals professional training in presentation of educational programs. By arrangement with the Philadelphia Board of Education, teachers attending may obtain college credit for the course, being conducted through July on a daily basis in the studios of KWY and to be extended throughout the year on a bi-monthly basis. Gordon Hawkins, program supervisor of Westinghouse Radio Stations Inc., and William C. Gellenger, educational director of KWY, are in charge of the Radio Workshop. Similar courses are being given this summer by KDKA Pittsburgh and WBBM Chicago.

KOA Denver is conducting a series of daily classes in announcing in cooperation with the speech department of the U. of Denver, Clarence Moore, KOA program director is in charge.

WFNR, Blue Chip outlet, and the central division of the Blue has supplied Chanute Field, Rantoul, Ill., with a large bulletin board schedule of newscasts to be heard daily on the Chicago station.

RAMEY E. NELSON, director of radio and television of the Colman Storm Co., New York, has been elected a vice-president.

WTIC Hartford marked 4th of July ceremonies for Connecticut with a religious and patriotic program broadcast from the Hall of Flags in the State Capitol. Gov. Raymond L. Baldwin, speaking, asked citizens to renew their oath of allegiance to the flag. Prayers were given by representatives of Catholic, Jewish and Protestant faiths. Program was relayed to WLLI New Haven, WHTH Hartford, WNLC New London, WCCB Bridgeport.

WFIL Philadelphia, in cooperation with the Archdiocese of Philadelphia, inaugurated a new series of Sunday afternoon religious programs July 2 known as the Philadelphia Catholic Hour. Program features outstanding speakers of the Archdiocese as well as Catholic clergy.

SPONSORING for the third consecutive year the "Better Greater Cincinnati Health, Beauty and Talent" preliminary to the Atlantic City "Miss America" contest, WKX Cincinnati will continue its contest as a war project, according to L. B. Wilson, station owner. "Better Greater Cincinnati," to be crowned the latter part of August, will receive a complete wardrobe and will be sent to Atlantic City to compete for the national title. Winner of the finals will go on a 90-day War Bond tour. Preliminaries begin July 24.

WSYR Syracuse expects soon to acquire 1,000 ft. of additional floor space to be occupied by the sales department. Meanwhile the program department will be changed to provide extra space for offices.

NBC has issued a special printing in pamphlet form of "I-Ween and Prayer for an Invading Army," written for NBC by Edna St. Vincent Millay, and read over the network, by Ronald Colman on "D-Day." On the cover, a booklet bearing a drawing of a hand in prayer, with line describing the occasion of the broadcast, and small NBC microphone symbol on the back cover, the only reference to the network.

CJAT Twin, B. C., has offered local retail merchants association a 10-day course in writing advertising copy, by a well-known advertising expert. Station will conduct the course in the autumn including the preparation of radio newspaper and direct mail advertising copy.

KNEW New York on July 8 started a series of five broadcasted weekly quarter-hour talks What Are We Fighting For, originally broadcast at Army camps under the auspices of the War Dept.

**ABC INTERPRETS RECORDING RULE**

**BROADCASTS** not acceptable to the Canadian Broadcasting Corp. may not be played simultaneously by transcription over a group of stations, under Regulation 7 (m) issued last month by the CBC (BROADCASTING, June 28). Confusion as to the applicability of the regulation brought from J. R. Radford, CBC supervisor of station relations, an interpretation which has been addressed to all stations and agencies in Canada. Text of the interpretation follows:

From time to time there is being asked for interpretations of Regulation 7 (m), and in order that there will be no misunderstanding in the future, I wish to advise you of the following policy which applies:

The purpose of the Regulation is to prevent a simulation of a network by means of transcriptions for broadcasts which by regulation must be confined to individual stations. If transcriptions are to be used to obtain a wider distribution of the broadcast than can be procured from a single station the transcription must be separated by a minimum period of three hours. For example, if a broadcast falling in the above category is to be released by transcription over stations in Winnipeg, Toronto and Montreal at least three hours must intervene between the release of each broadcast.

It would thus be of utmost importance that Regulation 7 (m) applies only to those broadcasts which CBC requires of certain stations prohibit from network release, and, therefore, there is no prohibition on the simultaneous broadcasting of sustaining or commercial transcribed programmes on two or more stations when such programmes would normally be eligible for broadcasting over networks or broacasts.

**WOR Sales Up**

WOR New York reports the best June in its history, with total sales 17%, higher than June 1943, previous record for that month. Accounts were largely responsible for the sales rise, with 38 new contracts signed for June 1944, and 176 new sponsors signed during the first six months of the year. Sales registered a 12% increase for the first half-year over a similar period in 1943—the best year in the station's history.
WSIX pulls away from the field
Leads in Nashville all day
From 8 A.M. to 6 P.M.

HOOPER LISTENING INDEX OCT. '43-MAY '44

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

<table>
<thead>
<tr>
<th></th>
<th>WSIX</th>
<th>Station B</th>
<th>Station C</th>
</tr>
</thead>
<tbody>
<tr>
<td>Oct.-Nov.'43</td>
<td>25.7</td>
<td>23.7</td>
<td>50.6</td>
</tr>
<tr>
<td>Nov.-Dec.</td>
<td>28.8</td>
<td>29.9</td>
<td>41.3</td>
</tr>
<tr>
<td>Dec.-Jan.</td>
<td>33.7</td>
<td>34.8</td>
<td>31.5</td>
</tr>
<tr>
<td>Jan.-Feb.'44</td>
<td>37.3</td>
<td>31.5</td>
<td>31.2</td>
</tr>
<tr>
<td>Feb.-Mar.</td>
<td>37.8</td>
<td>28.9</td>
<td>33.3</td>
</tr>
<tr>
<td>Mar.-Apr.</td>
<td>40.4</td>
<td>23.3</td>
<td>36.3</td>
</tr>
<tr>
<td>Apr.-May</td>
<td>48.0</td>
<td>21.8</td>
<td>32.2</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th></th>
<th>WSIX</th>
<th>Station B</th>
<th>Station C</th>
</tr>
</thead>
<tbody>
<tr>
<td>Oct.-Nov.'43</td>
<td>23.8</td>
<td>49.9</td>
<td>26.3</td>
</tr>
<tr>
<td>Nov.-Dec.</td>
<td>26.2</td>
<td>48.2</td>
<td>25.4</td>
</tr>
<tr>
<td>Dec.-Jan.</td>
<td>29.3</td>
<td>43.8</td>
<td>26.8</td>
</tr>
<tr>
<td>Jan.-Feb.</td>
<td>29.8</td>
<td>40.6</td>
<td>29.6</td>
</tr>
<tr>
<td>Feb.-Mar.</td>
<td>32.4</td>
<td>38.1</td>
<td>29.5</td>
</tr>
<tr>
<td>Mar.-Apr.</td>
<td>35.8</td>
<td>35.1</td>
<td>29.1</td>
</tr>
<tr>
<td>Apr.-May</td>
<td>36.4</td>
<td>33.7</td>
<td>29.9</td>
</tr>
</tbody>
</table>
Kroger Withdraws Claims
AGREEMENT to cease and desist from making certain representations regarding Kroger's Clock Bread was entered into last week with the Federal Trade Commission by Kroger Grocery & Baking Co., Cincinnati, and Ralph H. Jones Co., advertising agency for Kroger products. Companies will refrain from representing that the bread has a tonic effect upon the nerves, corrects dietary deficiencies or contains "supercharge" health factors.

New Altec Speaker
ALTEC LANSING Corp., Hollywood, Cal., has announced the development of a new type duplex loudspeaker said to deliver increased areas of distribution. Speaker is a compact, two-way multi-cellular unit, requiring less than 1 1/4 cubic feet of floor space and is said to deliver high quality in home radio, phonograph and FM reproductions.

Canada Guild
TO PROMOTE better broadcasting practices and more harmonious relations between producers, unions, stations, advertising agencies and other broadcasting interests, the Radio Directors Guild has been formed in Montreal. Application has been made for a provincial charter by the group of Montreal radio executives who plan to operate cooperatively for "the betterment of radio". The provisional board consists of Paul L'Anglais, Radio Programme Producers Ltd.; Wulf, Charland, Whitehall Broadcasting Co.; Paul Corbeil, program director of CKAC; Omer Renaud, supervisor of programs for Quebec of the Canadian Broadcasting Corp., and manager CBF and CBM; Olivier Carignan, Canadian Adv. Agency; Marcel Provost of the French-language weekly publication Radioimonde.

Joseph M. Glosden, former research director of the war communications research division, Library of Congress, and previously in charge of research for Norman Bel Geddes & Co., New York, has joined Leo Nejatik, newly established public relations and management counsel, as research director.

"K-F-R-Y R-O-L-L B-A-L-L"

American Tobacco Company
General Foods
Westinghouse Electric
Sheaffer Pen Company
General Motors
F. W. Fitch Company
Sterling Products
Phillips Chemical Company
General Electric
P. Lorillard
Salisburry-Satterlee
Miles Laboratories
Grove Laboratories
Land-O-Lakes Creameries
Kellogg Company
Procter & Gamble
General Mills
Lever Brothers Company
Sheen, Hamm Brewing Company
Du Pont
Firestone Tire & Rubber Company
Bell Telephone System
H. J. Heinz Company
Liggett & Myers Tobacco Company

Schedule Vacum Oil Company
Uncle Sam Breakfast Food Company
Wenzel Tent & Duck Company
Dr. Selsbury Laboratory
Electro Avia-Ute Company
Lewis-Howe
S. C. Johnson & Company
Peposadent
Brown & Williamson Tobacco Company
Minneapolis Brewing Company
Andrew Jergens Company
Bristol-Meyers
Standard Brands, Incorporated
Kraft Cheese Company
Tide-Water Associated Oil Company
Phillips Morris & Company, Ltd.
Cities Service Oil Company
John Morrell & Company
Goodman Tire Rubber Company
Schutter Candy Company
Colgate-Palmolive-Feet
R. J. Reynolds Tobacco Company
Plough, Incorporated
Manhattan Soap Company

Skliner Breakfast Food Company
Oelwein Chemical Company
Standard Oil Company of Illinois
Rudl-Murdoch
Michigan Bulb Company
Janney-Semple Hill & Company
Acme White Lead & Color Works
Gold Seal Company
Atwood Coffee Company
Pelfex Company
Fairway Stores
So-F-Ki Company
Rit Dyes
Besel Vitamins
Carters Little Liver Pills
Box
Griggs Cooper
Gamble Stores
Land-O-Nod Mattresses
Vicks Chemical
Johnson & Johnson

Network Accounts
All Time Eastern Warline unless indicated

New Business
LOCKHEED AIRCRAFT Co., Burbank, Cal. (institutional), on July 10 for 62 weeks, starts The Moon Called X on CBS stations, Mon., 9:30-10 p.m. (EWT), and with availability shifts to new time after 8 weeks. Agency: Foote, Cone & Belding, Los Angeles.

HUNT BROS. Packing Co., Los Angeles (canned food products), on Aug. 6 for 62 weeks, starts Hollywood Barn Dance on 8 CBS Pacific stations (KNX KGW KARM KROY KGGD KOIN KIRO KFYY) Sun., 8:30-9 p.m. (PWT). Agency: Garfield & Guild, Los Angeles.


Renewal Accounts
AMERICAN DAIRY Assn., Chicago (dairy products), on July 20 for 13 weeks continues for the summer. Agency: Foote, Cone & Belding, Los Angeles.

Network Changes

Procter & Gamble Co., Cincinnati (Dixie), on July 1 discontinues for the summer on 129 NBC stations, Sat., 8:30-9 p.m. (repeat Sept. 1-Sept. 15), agency: Studebaker Corp., R. Agency: Compton Adv., N. Y.


Lever Bros., Cambridge, Mass. (Spur) on July 31 adds 28 CBS stations to Aunt Jenny's Real Life Stories, making a total of 195 stations, Mon. thru Fri. 11:15 a.m.-12 noon. Agency: Ruthrauff & Ryan, N. Y.

Procter & Gamble Co., Cincinnati (Driftol), on July 3 expands Driftol Star Floaters on 54 NBC stations to 78 NBC stations, Mon. thru Fri., and shifts from 11-11:15 a.m. to 11:15-12 noon. Agency: Loyd, Melonas & May, Chicago.

American Tobacco Co., New York ( Lucky Strike cigarettes), has shifted Your All-Time Hit Parade on 180 NBC stations from Fri., 8:30-9 p.m. with WOR's Cue Ball, to 8:30-9 p.m. (PWT), to Sun., 7-8 p.m., and from New York Radio, agency: Foote, Cone & Belding, N. Y.

Metro-Goldwyn-Mayer, New York, has added 28 stations making a total of 89 MBS stations Mon. thru Fri., 9:30-10:00 a.m. agency: Donahue & Geo. N. Y.

Frank H. Lee Co., Danbury, Conn., on June 25 for 8 weeks replaces Dale Carnegie's Life and How to Fall in Love with Wall Known People on 28 MBS stations, Thurs., 7-8 p.m., agency: Donahue & Geo. N. Y.
Inseparable in St. Louis

RADIO STATION KSD
Owned and Operated by the
ST. LOUIS POST-DISPATCH

FREE & PETERS, NATIONAL ADVERTISING REPRESENTATIVES
We Sell Programs

In these days of saturating demand for announcement availibilities we are particularly pleased to point out that by far the largest part of our sales are programs of five minutes and longer.

Every modern means of selling and presenting programs is used. Letters, direct mail, transcriptions and hundreds of presentations similar to the one shown here are employed for this purpose.

But most important of all, these presentations are made in person by men highly specialized and devoted exclusively to the sale of radio.

Time buyers find successful program selling of this kind is constructive and the results are gratifying to the radio stations we represent.
RADIO PROPOSAL to: A RAZOR BLADE MANUFACTURER

on: WXXX

1000 watts -- 930 Kc.

Program

ALL-STAR SPORTS REVIEW

Jim Sawyer is a recognized sports authority with a very large following. Ex-shortstop in the American League, he has been broadcasting sports for several years and is a permanent member of the station’s staff.

Naturally, with a great baseball background Sawyer is not only a local institution but has the best possible contacts in all fields of sports.

During the baseball and football season, he gave all play-by-play reports for the station. His baseball broadcasts were sponsored last fall by the NATIONAL LUMBER COMPANY, a local bank. The high school basketball games, including the state tournaments, were sponsored by the HARRIS PURELY SEEDS COMPANY. Both of these sponsors have signed him up already for play-by-play this coming fall and winter.

The program in question -- ALL-STAR SPORTS REVIEW -- has been running for two years and, until last month, was sponsored by the MOREL INSURANCE COMPANY six days a week. The MOREL COMPANY decided to drop the program for the summer, but want it back next fall. If in the interim we can secure a 62-week sponsor, the station will withhold the fees this coming summer.

Naturally, he is an experienced radio performer with a good voice and an appealing sense of humor. He knows sports and sports people, and covers both past and present events.

During the summer, his broadcasts are confined mainly to big league baseball and
Editorial

Forgotten Probe

IN THE helter-skelter of war and political news coverage, station sales, FM and television developments and FCC fulminations, folks in radio have all but forgotten what was radio's biggest Washington-front story a scant few months ago—House Select Committee Investigation of the FCC.

There were screaming headlines prior to last fall, when the fiery Rep. E. E. Cox of Georgia resigned as chairman of the Committee. The white heat persisted until the Committee's general counsel, Eugene L. Garey, of New York, resigned under fire four months later. In the meantime the venerable Rep. Clarence F. Lea of California had been named Committee chairman, and there promptly were charges of an Administration "whitewash". Indeed that view might well have been taken, for the investigation was transformed from one of fire and brimstone to a quiescent sort of pink tea, if headlines are the index.

But that's not the case. Actually, only the first phase of the inquiry has been completed. The Committee now has recessed hearings until fall. Meanwhile a new general counsel formally takes over. He is John J. Sirica, able young Washington attorney, who was selected without regard to political considerations and on proven ability alone. Since last April Mr. Sirica has been studying the record of the proceedings which had begun with open hearings the preceding July. He attended all sessions, but allowed Harry S. Barger, the Committee's chief investigator, to complete the first phase.

The FCC, upon insistence of Chairman James Lawrence Fly, now has completed its rebuttal testimony on this first phase—covering activities of the Radio Intelligence Division and the Foreign Broadcast Monitoring Service, along with such collateral matters as draft deferments and language studies.

Mr. Fly had charged that the inquiry had been "star chamber" and that the Commission should be permitted to rebut the Cox-Garey record. To us it appears that thou- sands of words of trivia have been dumped into the record during these last few months. Anyway, Congress slashed the 1946 FCC budget by more than $2,000,000, curtailing sharply the RID and FBIS activities, which had been under Committee fire.

Mr. Sirica proposes to lay before the Select Committee facts which should aid Congress in formulating new radio legislation. While the Committee recesses he will delve into the FCC's licensing powers to ascertain where the Commission has gone wrong. He is de- termined to undertake the task dispassionately and impersonally. Those who have seen him perform in the Washington courts relate that he is utterly without fear and that he knows his subject and his adversaries before he undertakes an assignment. By September when hearings are resumed he hopes to have all the facts, good or bad, to lay before the Committee.

If, as a result of the new inquiry, it is de- veloped that the FCC has abused its licensing powers and that the imperfections of the ex- isting law permit abuses, than all concerned should work together in writing a new act. If, on the other hand, it is found that the Commis- sion has heeded to the letter and spirit of the law, then that should be accepted.

There should be agreement, beforehand, on one point. Congress should order the FCC to make and appropriate the funds for it. Mr. Sirica should be permitted to complete his work with- out hindrance from any quarter, Administra- tion, FCC, or the leadership of the House. The first phase, now ended, made a mockery of legislative processes.

Ominous Signs

THE INEVITABLE is shaping up in the in- ternational shortwave field. Government forces are moving toward Federalized operation of shortwave broadcasting after the war. Despite pledges that these facilities would be turned back to the private operators who developed them for commercial use the American way, plans are fostered behind the scenes to con- tinue Government operation, perhaps through a peacetime OWI or CIAA or both. This comes with more money for colleges for it always happens that when Government reaches into fields of private endeavor it is loath to get out. And if Government remains in the interna- tional radio field, it is but a short haul to the domestic, particularly in this new era when anywhere is overnight from anywhere.

Freedom to Be Free

OVER AND over again people remark that radio talks about others with a strong voice, but never talks about itself. It's true.

The exception occurred the other day. Dick Harkness, able NBC commentator, chose July 4 to discourse on freedom of radio. He read the free radio-press plank in the Republican campaign platform, adopted at the Chicago Convention. He called upon the Democrats to be equally outspoken for freedom.

The Democrats talk about a "thumbnail" platform that can be memorized. It is hard to see how a free radio-press expression could be any more a sliver than a plank.

We're glad a reporter of Harkness' stature addressed himself to radio's freedom. It hasn't been a popular thing. Some reporters know of repercussions from official quarters when radio has deigned to comment on regulation. Repugnant as that may be to democratic prin- ciples it has happened—here and recently.

Along this line, the FCC has set for hear- ing a complaint of the UAW-CIO against WHKC Columbus, alleging the station is "throttling free speech" because it wouldn't permit a victim to go on the air without sharp editing of a harangue against candi- dates for public office. The FCC previously had renewed the station's license, despite the CIO protest.

The facts in this case have been duplicated many times. It's the first time within our knowledge that a station has been cited on such a count. But these are different times and the FCC is made up of different men.

In these times, more than ever, it is im- portant that radio speak out fearlessly for its freedom. Few in radio will contend that it is entirely free today.

Paul McCluer

PAUL McCluer's late Uncle William, then head of Cochran & McCluer, one of the oldest Chicago real estate firms, hadn't invited Paul to live with him, he might by necessity move into a college dormitory, for it always happens that when Uncle Billy, however, according to the present and highly successful young sales manager of the NBC central division, thought a young man ought to work in the big town and watch its wheels go round.

Paul McCluer, Chicago pioneer, has risen with the influential men of the city. Therefore, he introduced Paul to many of his friends, among them Samuel Insull, when that tycoon was nearing the top of his pyramids. Apprais- ing Paul McCluer's ability, Insull placed him in the Chicago Central Station Institute as an instructor for employees of the Illinois utilities in Northern Illinois.

McCluer was fitted for the job. At the U. of Illinois, where he took his A.B., he had majored in public speaking and dramatics, and after teaching those subjects at North- western Military & Naval Academy, Lake Geneva, Wis., he had returned to the Illinois campus as a professor in the same subjects. Meanwhile he was writing his M.A. thesis, the subject of which, he now recalls wistfully, was "The Greek Prosenium".

Too, the environment and the city in which he had been born, and the good work he had done in such a field for such work. Alth- ough he was born in Brimfield, III., Aug. 3, 1900, he remembers little of that small town, but retrace his following grade- and high- school days as a series of elevation contests, and debates before civic leaders in a score of small towns. This was as a consequence of his father's itinerant work. That of a Presby- terian minister whose eloquence was instru- mental in founding or expanding community pastorates in his path. And Paul's college vaca- tions had been spent augmenting the theory he was learning in classes, by travel with Chautauqua units as a platform manager. Now that he looks back, he says the most important phase of that job was re-signing unhappy local sponsors for next year's visit.

As an employe's pedant, however, McCluer wasn't satisfied with his progress. Taking in- ventory of himself and the business world, he decided to try a field with unlimited possi- bilities—radio, and in 1928 he joined WENR Chicago as assistant to the manager, with such varied duties as script writer, announcer, and time salesman. By March 1931, when he joined the sales staff of NBC's central divi- sion, McCluer found himself in his right

Page 38 • July 10, 1944

Broadcast Advertising

(Continued on page 10)
OUTSTANDING PRODUCTION

... key to the high caliber of WMFM programs

When you plan your program on WMFM, depend on its being an outstanding production.

Depend on its being an outstanding production because of WMFM's outstanding facilities. Radio City, the home of WMFM, is one of America's finest local radio plants. The ultra-modern auditorium... the well equipped individual studios, plus the finest in engineering equipment assure WMFM programs of technical perfection.

Add to that the keen production minds, and top-flight talent available for WMFM programs. It's easy to see why WMFM programs are high caliber programs. It's easy to see why WMFM programs are a welcome visitor in tens-of-thousands of Milwaukee and Wisconsin homes.

Several of the most popular WMFM programs are available now for sponsorship. Take advantage of the prestige building, sales stimulating value of a program on WMFM. Let us plan with you to adapt a current WMFM program to your needs or let us work with you in the development of a new program.

Act now. Include WMFM on your fall schedule. Call, write or wire.
Our Respects to
(Continued from page 38)
element, numbering among his accounts Miles Laboratories, Johnson's Wax, Fitch's Company, Welch's, Household Finance, Ralston, Lady Esther and others.

That one salesman should be responsible for such national advertisers is considered unusual, but not so is it, Paul McCluer will tell you, than the record of the NBC central division sales force as a whole, a record McCluer with quiet energy is enlarging daily through his sales manager policy of "letting each man mind his own business".

Still Small Town Boy
Mr. McCluer claims he's still a small town boy in some respects, giving as an example his interest in traps and snares when he goes fishing and hunting at grounds picked by Charlie Lyon, NBC announcer, and Andy Devine, the gravel-throated comedian of radio and screen, in the Canadian woods. And therein is the measure of the share-opinion policy carried out in the McCluer family. For eight years his New York City-born wife had her turn, and the McCluers lived in a Chicago apartment. Now, for eight years, it will be Paul's way of life, in a large country house on 10 rugged acres near Libertyville, Ill., where they have a small garden, some chickens, two foot- loose cocker spaniels and a handy shotgun for occasional pheasants and rabbits who trespass the grounds in season.

Mr. McCluer represents a different school of thought from that of some radio executives, and when he says the future of radio is unbounded, he takes into consideration the possible phases of the industry, from potential sponsors to future talent. He believes the peace will find hundreds of new and market-wise advertisers, that the emerg- gency of some channels, two footsearch during this time will prove beneficial in the technique of production, and he feels that radio education, both before the "mike" and at the receiving end is developing a reservoir of talent now in the armed forces.

Pvt. Council Missing
PVT. CARLYLE C. COUNCIL Jr., son of the president of WDNS Durham, N. C., has been reported "missing in action" as of June 1. He entered the service from the U. of North Carolina in April 1943 and went overseas the following September. After further training in North Africa, he entered service in Italy in November. During the first three months of this year he was hospitalized in Africa, but returned to his company early in April.

WALKER Co. has been appointed exclusive national representatives of KXL Portland, Ore.

HUGH J. BRENNEN, owner of WANA and KOY Pittsburgh, is at home recovering from a recent gall bladder and cardiac attack. He will be away from his office about a fortnight, it is reported.

JOHN J. PROSSER, former program director of WXY (Voice) Cincinnati, has been named general manager of WNYE, Miami Beach. He succeeds John C. McClory, who has been inducted into the armed forces.

HARRY ENGEL, account executive of KWKW Pasadena, Cal. and Patricia Weinberger are to be married in Beverly Hills July 14.

JOHN TORMEY, a supervisor of network operations at CBS, has transferred to WABC New York as account executive.

E. C. CUNNINGHAM, NBC central division local and spot sales traffic manager, is the father of a girl.

JAMES H. MOORE, manager of WSLS Roanoke, Va., has been elected governor of the Lions' Club Fifth Virginia District.

LT. GEORGE A. BURNS, former manager of KFXM San Bernardino, Cal., has been assigned to Riley, Kan., Cavalry Staff school and faculty as intelligence officer.

OWEN F. URIDGE, assistant general manager of WDR Detroit, took office July 1 as a director of the Detroit Rotary Club.

ROBERT W. BUCKLEY of the CBS Chicago sales staff has been named assistant to W. Donald Roberts, western sales manager.

CARLETON COVENY, Los Angeles manager of John Blair & Co., station representatives, is in St. Francis Hospital, San Francisco recovering from a major operation.

GEORGE JACKSON, manager of WBOW, Terre Haute, Ind., and member of the local Civilian Air Patrol. has passed his flying tests and soloed June 28.

THREE New York City High Schools have won awards in an interscholastic radio drama contest sponsored by the Board of Education of the City of New York and NBC as the first activity of joint educational opera-
tions announced last month. Contest was conducted through 20 broadcasts on WNYX, New York's municipal station, and WNYL, operated by the Board of Education.

U. S. Army Signal Corps Photo

DOWN THE HATCH went James W. Woodruff Jr. (1), executive manager of the Georgia Broadcasting System (WBAL, WATE, WGPC), and Weldon Herrin, manager of WRAL Columbus, Ga., during Infantry Day demonstrations at the Ft. Benning (Ga.) Parachute School. They took a ride from Ft. Benning's 250-ft. trainer tower for paratroops.

NEW EDUCATIONAL SERIES FOR TROOPS
A NEW SERIES of programs designed to bring the troops closer to home and broaden their understanding of the war and their part in it will begin soon under the direction of the Education Service of the Armed Forces Radio Service, Morale Services Division, and in cooperation with the four major networks.

About 400 stations and sound systems now in operation in all war theatres are now available to carry the programs. As the fighting fronts are extended, additional facilities will be installed. All members of the U. S. armed forces, on land or sea, will hear the series if at all possible under existing out-
lets.

Many of the programs will be broadcast after presentation in this country, and then flown to overseas stations. They are de-
signed to be of entertainment as well as educational value.

WBNX, broadcasts daily to Metropolitan New York's radio groups which comprise 70% of the population. These mi-

cilies, with millions of listeners, have their own bureaus, newspapers and radio stations. They respond to WBIX pro-
gramming and public service, the rea-
son why many of the country's largest advertisers today are using, WBIX con-
sistently. If your products are merchant-
dised in Greater New York, WBIX should be on your list. Write WBIX, New York B, N. Y., for availabilities. Or call Meirose 5-0333.

A Proven Sales Medium

WBIX SERVICE AREA THERE ARE:
2,450,000 Jewish Speaking Persons
1,514,946 Italian Speaking Persons
1,236,758 German Speaking Persons
661,170 Polish Speaking Persons
200,000 Spanish Speaking Persons

WBIX
5000 WATT DIRECTIONAL OVER NEW YORK
America's Leading Foreign Language Station

Page 40 • July 10, 1944

Broadcasting • Broadcast Advertising
They were veterans when they joined Farnsworth 5 years ago! These 21 men in the Farnsworth headquarters organization today are all in the same important positions they took in 1939 when Farnsworth expanded its research laboratories and entered into the production of radio, phonograph-combinations and television equipment.

This intact staff is a true indication of the sound planning and development within the Farnsworth organization. These men are planning post-war products and services and policies now — natural developments of our 19 years of research in the electronic field . . . in television, radio and phonographic reproduction.

After the war, Farnsworth will be in a strong position to work with you in all phases of radio and television transmission and reception. Farnsworth accomplishments have received high recognition. Farnsworth possibilities in the future are unlimited.

FIRST POPULAR INTERPRETATION OF TELEVISION. Write for copies of "The Story of Electronic Television." Prepared for the public, it should be useful to you.
"Pied Piper"
of the Piedmont”...

He can’t toot a note, but he’s a flesh-and-blood legend. He’s followed by more than 177,000 listening families a week over WBT. In milltowns and cities, mountains and farmlands—from 6:00 to 8:00 A.M. weekdays, 7:00 to 9:00 A.M. Sundays—47.6%* of all radio families in WBT’s 107-county primary service area tune to Grady Cole for farm and weather reports, news and general information.

They write him an average of 8,000 letters and postcards a month. So great is their faith in what he has to say that they plant what he advises, eat what he suggests, buy what he recommends. They name babies after him. They come from remote sections to meet him and ask his advice. Thousands declare he could be governor of either Carolina if he chose to run. He doesn’t.

The legend of the incredible Grady Cole has been growing since November, 1929, when he first stepped up to a WBT microphone and began his career of public service. He’s been a big factor in the successful growth of Piedmont agriculture during these 15 years—and a big factor in the success of many new brands and products in Carolina markets.

Today, 18 national advertisers hold stubbornly to Grady Cole contracts. We’d be glad, however, to put you on the waiting list... or help you start a new legend with a WBT show of your own choosing.

*So says the CBS Listener Diary

Represented by Radio Sales, the SPOT Broadcasting Division of CBS
BEHIND THE MIKE

MARTIN MAGNER, producer-director, is shifting from NBC's central division in Chicago to New York, where he will succeed Wynn Wilson as director on Arthur Hopkins Presents.

MRS. ROY PORTER is now an associate of Larry Stevens, former public relations director of WCCO, in New York, who opened his own public relations firm at 30 Rockefeller Plaza, New York, last Wednesday. Mrs. Porter formerly worked at Press Assn., New York, in conjunction with her husband, now broadcasting for NBC in Chungking.

PATRISHA STAMBACH, women's feature director of WRC, Canton, Ohio, on July 8 was to be married to Edna William F. Doak, of USN.

RALPH M. HANSEN, Marine 1st lieutenant and former KSD St. Louis announcer, married Jenn E. Fawcett of New Albany, Ind., at the Marine Air Station, Cherry Point, N. C.

Elliott Kuntz has joined the announcing staff of WAAR Worcester.

JENNY SHAHEEN has joined CKJL Kirkland Lake, Ont., as traffic manager.

Gordon Cook, formerly the announcing staff of CKCK Regina, has joined the Canadian Broadcasting Corp., Toronto.

ERNST MORGAN, program director of CBR Vancouver, has been named to the post of supervisor of radio division operations of the Canadian Broadcasting Corp., and will headquarter in Toronto, where CBC national program office is located.

JAMES ELLIOTT, former announcer of WBEN Buffalo, N. Y., has joined WFIL Philadelphia.

Jack O'Reilly, sports announcer of WFIL West Palm Beach, Fla., has joined the announcing staff of WCAU Philadelphia.

Violet Shuman, formerly of the public relations office of RCA-Victor, Camden, N. J., has joined the newsroom staff of WCAU Philadelphia. She succeeds William Widge who rejoined to join WP."n

HAL HUDDSON, CBS West Coast program director, is the father of a boy.

FAYETTE KRUM, freelance scriptwriter, last week joined "The Mike" script division replacing Virginia Roos, resigned.

MEL BASIL, sports announcer, formerly of WCAU Philadelphia and more recently of WYWD Washington, is now free-lancing and is heard in a weekly sports round-up on WEVD New York.

VICTOR S. BEST, WFBL Syracuse announcer, and Marjorie Brown, control operator of WEIL Niagara Falls, have announced their engagement.

JEAN MEREDITH, assistant manager CBS western division presidential information department, Hollywood, has been elected president of the Los Angeles alumnas of Theta Sigma Phi, national honorary and professional fraternity for women in journalism.

JAMES STEWART, CBS Chungking correspondent, is visiting his family in Arizona before returning to China.

CAPT. JOE THOMPSON, former WBC Hollywood and S. Francisco producer, is now manager of the American Expeditionary Station at Epti to Saint Austo. New Hebrides.

Gordon Hughes, producer of CBS Hollywood, is recuperating from an appendectomy.

LT. PAUL LANGFORD, former production manager of KPAS Pasadena, Calif., is now a public relations officer attached to the Ogden (Utah) Air Service Command, Hill Field.

FRANK B. GOSS, former CBS Hollywood announcer, is now a captain on the staff of the Army Air Forces School of Applied Tactics at Orlando, Fla.

ELFANOR BEESON, continuity writer of KHIJ Hollywood, has resigned.

Jack McClain, former announcer of KROW Oakland, Calif., has joined KFKH Sacramento, Calif.

HILL ARMFIELD, announcer of KFIK Sacramento, Calif., has shifted to KERN Bakersfield, Calif.

V. T. Berneman, a former announcer of WOFF, has joined KERN Bakersfield, Calif., as traffic manager.

Gordon Keeble has been promoted to chief announcer of CJBC Toronto.

Earl Smith and J. E. (Red) Lake have joined the news staff of CKWY Vancouver.

JANET MATTER, of the KGO San Francisco press staff, was married June 29 to Albert Kenneth Rix, at Fort Mason, San Francisco.

LLEO GOLIER has been added to the continuity department of WLSL Rosario, Va.

HELEN BARR, formerly of WDHD Boston, is now director of women's programs at WTVK Oklahoma City.

NATHAN M. RUDICH, drama director of WNYC New York, is the father of a boy.

POLLY MALONE, of the WCAE Pittsburgh Polly Entertainers program, celebrated her 10th anniversary on the air July 1 by recreating her original program, Polly Put the Kettle On, which she did on July 1, 1934.

CPL. WILLIAM J. NELSON, formerly of WLS Chicago, has transferred to the Nashville Army Air Center to handle radio production for the Special Information Office.

LT. FRED M. WOOD, formerly of WIP Philadelphia, has been transferred to Naval Air Transport Service and is stationed at Miami. He was promoted to his present rank in January, after a year as instructor for Naval Flying cadets.

HENRY EAST, news editor of WRBL Columbus, Ga., has returned to the station after temporarily directing the activities of WAGL Boston, Ga. Jim Harding is a new WRBL commentator. Bill Perry has joined the station as continuity director.

SIDNEY KING has joined WPGC Albany, Ga., in a promotion-programming capacity.

Dorothy Lowell

DOROTHY LOWELL, 28, who has played the lead in Our Gal Sunday, the afternoon program on CBS, for years, died July 1, a week after her daughter, Susan, was born. Surviving are her husband, William M. Spire, executive director of the Army Chief of the OWI Domestic Radio Bureau and formerly of the radio department of the Army Extension Education Service, Easton Inc., her infant daughter, and a 3-year-old son, Kip.

WLW Names Kingsbury

GILBERT W. KINGSBURY, assistant editor-in-chief of the WLW-WSAI Cincinnati newspaper since joining the station in November, 1942, has been named editor-in-chief, succeeding William Dowdell, it was announced by James D. Shouse, vice-president of the Crosley Corp., in charge of broadcasting.

Mr. Kingsbury, a graduate of the U. of Kentucky where he majored in journalism, was a reporter and later assistant city editor of the Cincinnati Post, before becoming assistant dean and assistant professor at the U. of Cincinnati, where he is still a member of the evening college faculty, lecturing on journalism.

GOP Reactions

RADIO REPORTS Inc. New York, in the July 1 issue of its weekly digest of radio opinion, states that favorable radio reaction to the Dewey nomination outweighed unfavorable comment, but the GOP platform came in for week by week much more criticism than praise." Report covers 1806 news and discussion programs, monitored from 6 p.m. June 28 to 5 p.m. June 30 in New York and June 21-27 in Los Angeles. Statement prefies brief digests from the broadcasts of local and network commentators on the Republican party's choice of candidate and platform.

ARTHUR PRIM, announcer of KFRC San Francisco, has joined the station's production staff. CHARLES BEN DAVIS, formerly with WNOX Knoxville as chief continuity writer and program director, is now program director of WHIR Knoxville.

WALTER LONG succeeds Otis Henley as news editor and announcer at WRB Columbus, Ohio, and WLW-Tulpe, Miss., both stations of the WLS-NBC network. Mr. Henley has become commercial announcer at WCBL.

ARTY TERWILLIGER, newsmen to the staff of WSAZ Huntington, W. Va., are Jack Lee, announcer; Bernard Sammons and Bill Eddleman, newsman; Barbara Linton, traffic manager.

"Careful, dear — you know WDFD Flint says we mustn't lose our ration books."
The fabled princes of Hindustan or the wealthy Nizam of Hyderabad never owned a gem more valuable.

The quartz crystal is doing more than rubies or emeralds to protect our way of life against the aggressor.

Cut into tiny wafers the quartz crystal is performing with merit wherever fixed radio frequencies are a "must".

Federal is mass producing frequency control crystals for military use. How many difficult jobs they are doing is a war secret. But their versatility is unlimited.

Even now—in the great FTR research laboratories—men are finding new uses for quartz crystals—pointing the way to widespread industrial and civilian use after the war is won.

Not alone in communications—but in such widespread applications as precision timing and measuring devices, television, supersonics, pressure gauges, filters, generators, induction heating devices and automatic control equipment, crystals will find new uses...a war gem will become a peacetime servant.

To achieve mass production Federal has installed new machinery and new methods to speed crystals on their way to war—and will continue to be a leader in crystal production. Now is the time to get to know Federal.

**Federal Telephone and Radio Corporation**

Newark 1, N. J.
Five-Minute Series
On Hooper Ratings
‘Goodrich News’ Leads Strips
In New Survey Service

RATING information on nationally sponsored five-minute strip programs, a new service of C. E. Hooper Inc., appears in the June 30 evening report for the first time, showing ‘Goodrich News’ in the lead, followed by ‘Johns-Manville News,’ ‘Parker Pen News,’ and ‘Story Teller’ in that order. Fibber McGee & Molly heads the list of ‘first fifteen’ programs.

Joan Davis with Jack Haley ranks second, ‘Radio Theater’ third and Screen Guild Players fourth, followed by Charlotte Greenwood, Mr. District Attorney, Frank Morgan-Fanny Brice, Bing Crosby. ‘Take It or Leave It,’ Walter Winchell, Abbie Family, Kay Kyser (first half-hour) Eddie Cantor, Hildegarde, Kay Kyser (second half-hour).

Your Hit Parade has the largest number of women listeners per listening set of those programs included in the list of Hooper subscribers, Gabriel Heatter draws the most men listeners, and ‘Lone Ranger’ in second place. Subtitle program with the highest sponsor identification index is ‘Radio Theater,’ with 89.2.

Average evening program rating, according to the report, is 6.8, down 0.4 from a year ago. Average sets-in-use, 22.0, is down 3.9 from last report, up 0.9 from a year ago. Average available audience is 73.6, down 1.8 from last report, down 2.4 from a year ago.

Canada Day Leaders

CANADIAN DAYTIME programs lead in popularity according to the June daytime national ratings report of Elliott-Haynes Ltd., Toronto research organization, which has just been issued. ‘They Tell Me’ tops the list with a listing of 17.0, followed by ‘Soldier’s Wife’ with 16.7, ‘Housewife’ with 16.6 and ‘Happy Gang’ with 15.4. Other leading daytime programs are ‘Road of Life’ in fifth place followed by ‘Miss Sade, Ma Perkins, Lucy Linton, Pepper Young’s Family and Women of America. Sets in use were highest for ‘Happy Gang’ with 22.7. All programs show a drop in the number of sets in use in June from the May report. French language programs show more sets in use with the leading program ‘Quelles Nouvelles’ having a program rating of 19.7 and 19.4 of the sets in use. ‘Jeunesse Dove’ is second in popularity with a rating of 29.6, followed by ‘Joyce Troubadours’ (the French version of Happy Gang), ‘La Rue Principale,’ and ‘Grande Soeur.’

Canada Recruiting

DOMINION OF CANADA, Dept. of National Defence, Ottawa (Army recruiting), has started ‘Night Train,’ quarter-hour transcribed dramatized interviews with men in the services, on practically all Canadian stations. Accounts were placed by the Advertising Agencies of Canada, Wartime Group, Toronto.

2D LT. JOHN E. WHEELAHAN, B-24 bomber pilot in the European theatre, and his brother, Harold M. Wheelahan, in naval aviation training [BROADCASTING, April 19, 1943], recently had some thrilling experiences. Both are former employees of WSMN New Orleans, where Harold M. Wheelahan, their father, is general manager.

Harold made a single stick landing under adverse conditions at his training base a few months ago. His brother was returning from bombing an oil refinery when anti-aircraft fire disabled the No. 1 & 4 engines of his plane.

Easy Prey

The loss of speed and altitude caused the bomber to become a straggler and drop out of the formation, thus making it easy prey for German fighters. American fighter support was not scheduled for another 20 minutes and the ME 109s swarmed in for the kill.

B-24s are noted for their firepower in the nose, so the German pilots elected to attack from the tail. However, as the 109s came in, Lt. Wheelahan rolled and turned in steep banks—always keeping the deadly nose guns blazing on the fighters. German pilots had never seen a bomber perform like a fighter and so the first group gave it up as a bad job.

The end was not yet in sight. With the fuel supply exhausted in one of the remaining engines and on a single engine operation, the second wave of six German fighters streamed in for the attack. The lead ship in the formation went down smoking under the deadly fire of the navigator and the others began to close in on all sides.

Like the days of the U. S. Cavalry saving the victims of the Indian attack, from out of the sun roared a squadron of P-38 Lightnings to disperse the German planes.

Lt. Wheelahan limped his B-24 back to England literally on “a wing and a prayer.” Next day the commanding officer and members of the crew expressed their praise of a job well done.
ideal
frequency
response

— flat within ± 2 db. to 9,000 cycles, with an exceptionally low distortion content.

Measured by the “light” method, the Fairchild Magnetic Cutterhead reveals an ideal curve for instantaneous recording.

And mechanically, it offers exclusive features that damp the moving armature; that permit its accurate adjustment without disassembly of the cutterhead; and that fully modulate the groove at 98 lines per inch with a minimum of distortion — a feature extremely desirable in making masters for pressing.

Standard with the No. 539 Fairchild Recorder, the No. 541 Magnetic Cutterhead is easily adapted to any recorder.

With professional use in mind, all Fairchild recording instruments are built to meet the exacting requirements of the radio and communications fields. To electronic skill Fairchild has added the plus of exceptional mechanical skill — skill long practiced in .0002” tolerance production of aerial cameras, electronic devices and radio direction finders.

The result of persistent research to provide unusually high volume level recording with exceptionally low distortion content is the No. 541 Magnetic Cutterhead. Descriptive and priority data are available.

Fairchild
CAMERA
AND INSTRUMENT CORPORATION

88-06 Van Wyck Boulevard, Jamaica 1, N. Y. • New York Office: 475 Tenth Avenue, New York 18, N. Y.

SOUND EQUIPMENT— PRECISIONIZED— mechanically and electronically — FOR FINER PERFORMANCE
Vincennes
Colgate-Palmolive
American Express
Peter
Page 48
Bruck, weekly, thru WOR New York, 26 weeks, thru Eastern Sales Manager, New York.

STATION ACCOUNTS
ap—studio programs
sp—spot announcements
t—transcriptions

WAAF Chicago
Peter Fox Brewing Co., Chicago, 30 to weekly, thru Schwerin & Scott, Chicago.
Tavern Pole, Chicago (beer), 24 to weekly, 52 weeks, thru Campbell-Mitchell, Chicago.

WHO Des Moines
Maccadden Publications, New York (True Story), 62 ft thru Raymond Spector Co., N. Y.
Pillsbury Flour Mills, Minneapolis, 8 to weekly, 8 weeks, thru McClain-Erickson, Minneapolis.
Tome Bros., Des Moines (coffee & spices), 2 ap weekly, 52 weeks, thru Son De Regner & Brown, Des Moines.

WQXR New York
American Express Co., New York (TravelCheques), 26 to weekly, 13 weeks thru Caples Co., N. Y.
Espero Smith Co., New York (Rolland House Coffee), 2 ne weekly, 52 weeks, thru School Service Co., N. Y.
Twentieth Century Fox Corp., New York, 10 to weekly, 8 weeks, thru M. H. Hackett Inc., N. Y.

WAVO Vincennes
Vincennes Steel Corp., Vincennes, 48 ft.
Gulf Oil Corp., Pittsburgh, 2 to weekly, thru Young & Rubicam, N. Y.

KGO San Francisco
Comic Co., of America, New York (Band Leaders), as, thru Rapp H. Jones Co., N. Y.
Colgate-Palmolive-Peet Co., Jersey City, (Supersuds, Palmolive Soap), 5 to weekly, 56 weeks, thru Curtis, Co., N. Y.

WMAL Washington
Newspaper Institute of America, New York (correspondence course), 4 to weekly, 52 weeks, thru Rabin, Gable & Bruck, N. Y.
Nehi Corp., Columbus, Ga. (Royal Crown Coke), 52 to weekly, thru BBDO, N. Y.

The Business of Broadcasting

THE PACIFIC NORTHWEST GROUP

- a three way approach

- to this prosperous area...sold in

- money saving combination

- Ask The Fred Kirby

- Gum People!

- With a satisfying regularity smart money buyers utilize The Group Forth plan of The Group Forth Group. For further information call Wythe Walters-Eastern Sales Manager Reps.

- E. W. Walker Co.
- R. E. Walker Co.
- The Kott Co.
- The Kott Co.

BROADCASTING • Broadcast Advertising

Page 48 • July 10, 1944

West Coast Video Film Is Headed by Swallow

WITH POSTWAR plans, formation of a new firm, Television Enterprises Inc., headquartered at 9130 Sunset Blvd., Hollywood, has been announced by John W. Swallow, president. While not revealing names of other corporate members, Mr. Swallow said the firm will concentrate on commercial advertising film and is Mr. Swallow prepared to accept new ideas on television as well as assist in making them. Besides having organized a strong production association with major motion picture producing units, Television Enterprises also has made ties up with leading Hollywood cartoonists and animators, he emphasized. Considerable work is planned with 16 mm. film.

Pioneer in Pacific Coast radio, Mr. Swallow for the past seven years was NBC western division program manager and resigned that post on June 1 to organize the new firm. He joined NBC in 1932 as manager of the then newly created Hollywood office of William A. Kaiser, and was manager of KFAC Los Angeles. Mr. Swallow entered the advertising field in 1929 and was also one of the country's first radio editors.

Educational Video Show Put On by Storm Agency

AS AN experiment in education by television, Charles M. Storm Co., New York advertising agency last Wednesday presented an "illustrious lecture and program history on WABD New York, Du Mont Video station. Plant life 300 million years ago was the subject of the half-hour session, conducted with the showing of slides and actual specimens, by Jay T. Fox, explorer, naturalist and photographer.

If the program is successful, the agency plans a regular educational series as a "television university of the air." According to Raymond E. Nelson, vice-president in charge of radio and television at Storm, the project is an attempt to "find a workmanlike method to combine showmanship and education and to prevent a repetition of the situation in radio where an education program is almost invariably synonymous with low rating."
TOOTHSOME SMILES were in order at Hollywood script hurdle which preceded initial broadcast of the NBC Charlotte Greenwood Show, summer replacement for Bob Hope Show. Half-hour comedy series is sponsored by PepsiCo. Dapper dentifrice-minded quintet (1 to r) are James A. Barnett, vice-president of PepsiCo.; Martin Brones (seated) co-producer of program; Lewis S. Frost, NBC Western division program director; J. Hugh E. Davis, account executive of Foote, Conne & Belding, agency servicing account; John Gueldel, who is co-producer.

BOHEMIA CANNING Co., Mt. Vernon, Wash., (Pleasant food), on July 3 started sponsoring daily participation in the combined Suicide Salute and Housewives Protective League programs on KNX Hollywood. Contract is for 52 weeks. Placement is through Rush & Ryan, Seattle.

KERR GLASS Mfg. Co., Los Angeles, has named Raymond R. Morgan, Hollywood, as agency for mason jars.

WITH four participating sponsors, a new five-weekly half-hour women's morning program, Hodge Podge Time, has been started on KMPU Hollywood. Sponsors are Payne Furniture Co., Beverly Hills, through Knellin Adv., San Francisco; Golden West Products Inc., Los Angeles (peanut butter), through Brooks Adv., Los Angeles; Mee Distributing Co., Los Angeles (Shampoo, Saps. Pen-Tex washing powder), through Harry J. Wendland Adv., Los Angeles; Dr. Scholl Foot Comfort Shops, Los Angeles (food aid, comfort appliances), placed direct.

GIANT TIGER, Philadelphia (supermarket chain), to emphasize its self-service system, has started a transcription spot announcement campaign on WFIL, Philadelphia to continue for 52 weeks. Initial spots are musical. Account was placed through M. Murray Vernik Agency, Philadelphia.

GARDEN STATE RACING Assoc., Camden, N. J., has scheduled a series of spot announcements on WFIL Philadelphia to call attention to the current horse-racing season at the Garden State track. An infinite number of announcements will be used over a 10-week period. Account was placed through Al Paul Leifon Agency, Philadelphia.

SUN Shipbuilding & Drydock Co., Chester, Pa., adds another program series on a Philadelphia station in its extensive use of radio to recruit new workers. Started July 1, war plant took over sponsorship of Music by Witness on WCAU, presented Saturdays 6 to 10 a.m. Contract is for an indefinite period, placed direct.

FOREST LAWN Memorial Park Assn., Glendale, Calif. (burial service), on July 11 starts sponsoring weekly quarter-hour program Tapes that Live in Life on KNX Hollywood. Contract is for 52 weeks. Agency is Dan B. Miner Co., Los Angeles.

These Two Stations Provide the Only Full Coverage of This Rich Pennsylvania Area

Both stations are sold in combination rate for network and spot.

S. S. FOX, President and General Manager
National Representative
JOHN BLAIR & CO.
Here's a Winner! AVAILABLE
The Green Hornet 9:30-10:00 A.M. Saturday morning
A Proven RESULTS show for mass audience
Write, wire or call

WINN LOUISVILLE with WINN
Your BLUE NETWORK STATION in LOUISVILLE, KY.

D. E. "Plug" Kendrick
President and General Manager
G. F. "Red" Bauer
Sales Manager

KWFT 5,000 WATTS 620 KC.

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

Page 50 • July 10, 1944

BROADCASTING • Broadcast Advertising
BOB NOVAR, until recently radio director of the Greater New York Fund and formerly in Young & Rubicam's production department, has been appointed to the staff of the popular division of National Concert & Artists Corp., New York.

NANCY LODGHERAN, former copywriter, R. H. Macy & Co. and other department stores, and with King Features Syndicate, has joined Charles M. Storm Co., New York.

NELSON ARGUERO, who resigned recently as comptroller of Pedlar, Ryan & Lusk, New York, has been named assistant treasurer of Doherty, Clifford and Shenfield, New York.

CARLE B. ROBBINS, for the last 10 years in the advertising division of the appliance and merchandise department of General Electric Co., Schenectady, has joined the executive staff of Tracy, Kent & New York, to supervise copy and account work.

Buys Into Western
HALF INTEREST in Western Advertising Agency, Los Angeles, has been purchased by Edward Keeler from Ed C. Northridge, now in the Navy. Mr. Keeler is resigning from Don Lee network to become general manager of Western. He had been with the agency before going to Don Lee and Western's new address is 718 S. Flower St., Los Angeles 14. Telephone is Michigan 7971.

Burnett to Agency
JACK BURNETT, assistant director of CBS central division special events and publicity, has been appointed publicity director of Poste, Cone & Belding, Chicago. Burnett, for nine years sports director of WGN Chicago, and publicity agent for Sonja Henie, will not sever connections with CBS until conclusion of the National Democratic Convention in Chicago.

WPB Honors RCA
WAR PRODUCTION Board, in a national ranking of firms with the greatest number of workers who have contributed time-saving ideas for war work, has placed RCA's Victor Division, Harrison, N. J., in fourth place. Plant is credited with 13 certificates for production ideas and 62 honorable mentions, totaling 75 national awards from the WPB. RCA points out that through a "suggestion system" its employees have turned in more than 50,000 production ideas since Pearl Harbor.

BOB NOVAR, until recently radio director of the Greater New York Fund and formerly in Young & Rubicam's production department, has been appointed to the staff of the popular division of National Concert & Artists Corp., New York.

NANCY LODGHERAN, former copywriter, R. H. Macy & Co. and other department stores, and with King Features Syndicate, has joined Charles M. Storm Co., New York.

NELSON ARGUERO, who resigned recently as comptroller of Pedlar, Ryan & Lusk, New York, has been named assistant treasurer of Doherty, Clifford and Shenfield, New York.

CARLE B. ROBBINS, for the last 10 years in the advertising division of the appliance and merchandise department of General Electric Co., Schenectady, has joined the executive staff of Tracy, Kent & New York, to supervise copy and account work.

Buys Into Western
HALF INTEREST in Western Advertising Agency, Los Angeles, has been purchased by Edward Keeler from Ed C. Northridge, now in the Navy. Mr. Keeler is resigning from Don Lee network to become general manager of Western. He had been with the agency before going to Don Lee and Western's new address is 718 S. Flower St., Los Angeles 14. Telephone is Michigan 7971.

Burnett to Agency
JACK BURNETT, assistant director of CBS central division special events and publicity, has been appointed publicity director of Poste, Cone & Belding, Chicago. Burnett, for nine years sports director of WGN Chicago, and publicity agent for Sonja Henie, will not sever connections with CBS until conclusion of the National Democratic Convention in Chicago.

WPB Honors RCA
WAR PRODUCTION Board, in a national ranking of firms with the greatest number of workers who have contributed time-saving ideas for war work, has placed RCA's Victor Division, Harrison, N. J., in fourth place. Plant is credited with 13 certificates for production ideas and 62 honorable mentions, totaling 75 national awards from the WPB. RCA points out that through a "suggestion system" its employees have turned in more than 50,000 production ideas since Pearl Harbor.

Mary Dunlavey Named
By Pedlar, Ryan & Lusk

MARY DUNLAVEY, formerly on the timebuying staff of Ruthrauff & Ryan, New York, has been appointed chief timebuyer of Pedlar, Ryan & Lusk, New York. She succeeds Helen Wilbur, who was appointed timebuyer for Doherty, Clifford & Shenfield, New York. No replacement for Miss Dunlavey has been named by Ruthrauff & Ryan. Before joining R & R, she was chief timebuyer for Erwin, Wasey & Co., New York, and prior to that was with the Overseas Branch of the Office of War Information.

SEARS & AYER, Inc., Chicago, have been appointed national representatives for KWFC Hot Springs, Ark., according to William E. Ware, general manager of KWFC.

CBC TO SET UP FM
TEST IN MONTREAL

CANADIAN Broadcasting Corp. will use part of its $100,000 experimental account shortly to set up an FM station at Montreal, where previous experiments in FM had been carried on, Dr. A. Frigon, CBC acting general manager, told the closing sitting of the Parliamentary Committee on Broadcasting at Ottawa. He also told the committee that 34 Canadian stations had been notified that they could increase power to 5 kw.

Answering the brief of the Canadian Assn. of Broadcasters, for the establishment of a three man judiciary board, details of which were presented at the previous session of the committee by CAB counsel, Joseph Sedgwick, Toronto, Dr. Frigon stated that such a body would be inclined to exercise its authority with "more energy than we ourselves who know broadcasters' difficulties so well." He stated that the CBC was always impartial when dealing with privately-owned stations.

Divorce of newspaper ownership from radio stations was urged on the Don Line by M. J. Coldwell, a committee member and leader of the Cooperative Commonwealth Federation.

The committee is to make its recommendations to Parliament as to changes in the Radio Act and regulations, based on the hearings, and as to whether or not there should be a full time chairman of the CBC responsible for policy, with the general manager responsible for administration.

Mary Dunlavey Named
By Pedlar, Ryan & Lusk

MARY DUNLAVEY, formerly on the timebuying staff of Ruthrauff & Ryan, New York, has been appointed chief timebuyer of Pedlar, Ryan & Lusk, New York. She succeeds Helen Wilbur, who was appointed timebuyer for Doherty, Clifford & Shenfield, New York. No replacement for Miss Dunlavey has been named by Ruthrauff & Ryan. Before joining R & R, she was chief timebuyer for Erwin, Wasey & Co., New York, and prior to that was with the Overseas Branch of the Office of War Information.

SEARS & AYER, Inc., Chicago, have been appointed national representatives for KWFC Hot Springs, Ark., according to William E. Ware, general manager of KWFC.

Part of the Assembly Line at Wichita's Beech Aircraft—Beechcraft Photo

America's Number One Boomtown!

Wichita leads them all—the first city in the United States in factory wage earner employment gains! Using 1937 as the base, 100, the Bureau of Labor Statistics has indexed Wichita at 309.4—41% above the Caucasian average. Now, once a second. What does this figure mean to you, an advertiser? Just that the constantly increasing number of big money makers has made booming Wichita first in the great Southwest in sound, solid sales gains, too—-with monthly retail sales up to $16,000,000. Wichita has important money to spend today and is anticipating an ever-progressive tomorrow, with its permanently placed aircraft industries in the Aviation Center of the Americas.

Your sales gains in booming Wichita will stick if you stick to that Selling Station in Kansas' Richest Market—

KFH

WICHITA

Wichita is a Hoppered City—Get the Facts at an Edward Petry Office

COLUMBIA NETWORK

*43 pop. 60,000

Represented by Howard H. Wilson Co.

July 10, 1944
Babe Ruth Series

Babe Ruth on July 8 started a Saturday morning quarterly-sustainer on NBC, similar to his summer program of last year, with a group of New York boys playing his baseball questions. In turn the baseball star tosses questions at the boys. There is a cash prize for the one who answers the last query on each program, on the service identification of a famous diamond player, now in the armed forces. Ben Grauer, NBC announcer, serves as "umpire."

WHUB to CBS

WHUB Coolville, Tenn., on July 10 joined CBS as a supplementary outlet. Station, which is nearly four years old, operates on 1400 kc unlimited time and is owned and operated by WHUB Inc.

Howard Le Sueur, production manager of United Artists Corp., New York, has been promoted to sales promotion manager. Previously he was contact man on the Paramount Pictures account for Han Metzger Co., now Buchanan & Co.

Perfume Plans

Waverly Labs., New York, has appointed Badger, Browning & Hersey, New York, to handle advertising for toiletries which include Come to Me perfumes, Creme Cologne and Spar bath foam. With distribution now extending from department to drugstores, firm is expanding promotion as new territories are added. Newspaper schedule may be supplemented by radio in the early fall, when final media plans will be set.

Blondie for Colgate

Colgate - Palamove-Feet Co., Jersey City (Super Suds), on Oct. 28 will start sponsorship of Blondie on CBS Sundays, 8-8:30 p.m. Goodyear Tire & Rubber Co. is discontinuing its Sunday night CBS Water Fudge show, making the time available. Talent and format of the Blondie series, which had been sponsored by R. J. Reynolds Tobacco Co. for five years on CBS, remains the same. Agency is William Esty & Co., New York.

McBride Plan

Jack M. McBride, Chicago, agency head of the Elgin, Ill., station that has been the scene of many promotions with its window in the local Woolworth's, has been appointed general manager of the station.

THE DES MOINES AUDIENCE FOR

DINAH SHORE IS ENLARGED

Yes, Dinah Shore and "Birdseye Foods" get a Des Moines audience 68.8% above their national Hooper. Exceptional? Not at all. The 48 CBS commercial evening shows on KRNT average 30.3% higher than their national Hooperating (faller-spring 44). No wonder more than 150 national and regional advertisers use KRNT in Iowa's No. 1 market, Des Moines. KRNT, Des Moines • CBS • A Cowles Station BROADCASTING • Broadcast Advertising
WHEN YOU SELECT A NEW TRANSMITTER

Off the air, right in the middle of a program—that's the nightmare of operating a radio station. That's when seconds seem like hours, and minutes like eternities. As though you didn't know!

Westinghouse Transmitters have been designed to cut program outage down to an almost unbelievable point. For example:

1. Indicator Lights show at a glance which circuit suffered an overload—even though the transmitter has returned to the air...making circuit checkup easy.

2. Conservative Operation of All Tubes—greatly increases reliability...lengthens tube life.

3. Air-Cooled Tubes—eliminate complicated and unreliable water cooling equipment.

4. Surgeproof Metal Rectifiers eliminate low voltage rectifier failures.

5. Tube Life Meter indicates the end of reliable tube life.

6. Circuit Breakers supply full overload and undervoltage protection automatically reducing length of outage.

We'll gladly give you complete information on these features, as well as other important advantages of Westinghouse Transmitters, such as: Low Operating Cost, Simplicity of Control, High Fidelity Signals, Ease of Maintenance.

PLACE YOUR ORDER NOW FOR YOUR POSTWAR TRANSMITTER

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

Westinghouse RADIO DIVISION

PLANTS IN 25 CITIES...OFFICES EVERYWHERE

AM ELECTRONICS FM
Have radio's new advertisers been really sold? How do they think when they prepare to buy? How does promotion affect them, what kind do they want? How do they feel about television? ... About network option contracts? ... About surveys?

For several weeks Printers' Ink has been releasing the opinions on subjects like these given to its field worker by advertisers and agency executives. Here for the first time, is a reporting of the unbiased, uninhibited, off-the-record kind of talk you have always wanted to lay your hands on. Here are the opinions of your accounts and prospects on the way you do business.

These bulletins are offered free of charge — no strings attached. They were prepared in an effort to give radio people a first-hand view of the thinking of their advertisers and prospects. In them, we hope you may find an opportunity to increase the effectiveness of station or network promotion in whatever medium you prefer. All you need do to receive the Printers' Ink Radio Bulletins is to ask for them. Just drop us a note.

The material contained in the Printers' Ink Radio Bulletins is highly controversial and occasionally inflammatory so we must restrict its distribution to those who are actually in the broadcasting business and who make their requests on company letterheads. We are extremely sorry, but no other requests can be filled.

Thomson Sells 3 Stations
Buys Four Newspapers
ROY H. THOMSON, owner of CKGB Timmins, CJKL Kirkland Lake, CPCH North Bay and the Timmins Daily Press, has sold the Thomson Broadcasting System (CKRN Rouyn, CHAD Amos and CKVD Val d'Or) in which Jack Cooke was part owner, to Radio Abitibi Ltd., Amos, Que, for an undisclosed sum. Hector Authier, M.P., from Amos and former minister in the Quebec provincial government, is president of the new company. Roland Beaudry, of Montreal, is vice-president. New owners are publishers of French periodicals and books.

At the same time it was announced that Mr. Thomson had bought four Ontario evening papers, the Sarnia Observer, Galt Reporter, Woodstock Sentinel Review, and Welland-Port Colborne Tribune. A license for a 1 kw station was recently issued to the Canadian Observer, Sarnia, but this is not being taken over by Thomson. Under a recent regulation prohibiting multiple ownership of stations in the future. The Sarnia license has been taken over by H. M. Huiston, former president, new owners are publishers of French periodicals and books.

These bulletins are offered free of charge — no strings attached. They were prepared in an effort to give radio people a first-hand view of the thinking of their advertisers and prospects. In them, we hope you may find an opportunity to increase the effectiveness of station or network promotion in whatever medium you prefer. All you need do to receive the Printers' Ink Radio Bulletins is to ask for them. Just drop us a note.

The material contained in the Printers' Ink Radio Bulletins is highly controversial and occasionally inflammatory so we must restrict its distribution to those who are actually in the broadcasting business and who make their requests on company letterheads. We are extremely sorry, but no other requests can be filled.

For several weeks Printers' Ink has been releasing the opinions on subjects like these given to its field worker by advertisers and agency executives. Here for the first time, is a reporting of the unbiased, uninhibited, off-the-record kind of talk you have always wanted to lay your hands on. Here are the opinions of your accounts and prospects on the way you do business.

These bulletins are offered free of charge — no strings attached. They were prepared in an effort to give radio people a first-hand view of the thinking of their advertisers and prospects. In them, we hope you may find an opportunity to increase the effectiveness of station or network promotion in whatever medium you prefer. All you need do to receive the Printers' Ink Radio Bulletins is to ask for them. Just drop us a note.

The material contained in the Printers' Ink Radio Bulletins is highly controversial and occasionally inflammatory so we must restrict its distribution to those who are actually in the broadcasting business and who make their requests on company letterheads. We are extremely sorry, but no other requests can be filled.

For several weeks Printers' Ink has been releasing the opinions on subjects like these given to its field worker by advertisers and agency executives. Here for the first time, is a reporting of the unbiased, uninhibited, off-the-record kind of talk you have always wanted to lay your hands on. Here are the opinions of your accounts and prospects on the way you do business.

These bulletins are offered free of charge — no strings attached. They were prepared in an effort to give radio people a first-hand view of the thinking of their advertisers and prospects. In them, we hope you may find an opportunity to increase the effectiveness of station or network promotion in whatever medium you prefer. All you need do to receive the Printers' Ink Radio Bulletins is to ask for them. Just drop us a note.

The material contained in the Printers' Ink Radio Bulletins is highly controversial and occasionally inflammatory so we must restrict its distribution to those who are actually in the broadcasting business and who make their requests on company letterheads. We are extremely sorry, but no other requests can be filled.

For several weeks Printers' Ink has been releasing the opinions on subjects like these given to its field worker by advertisers and agency executives. Here for the first time, is a reporting of the unbiased, uninhibited, off-the-record kind of talk you have always wanted to lay your hands on. Here are the opinions of your accounts and prospects on the way you do business.

These bulletins are offered free of charge — no strings attached. They were prepared in an effort to give radio people a first-hand view of the thinking of their advertisers and prospects. In them, we hope you may find an opportunity to increase the effectiveness of station or network promotion in whatever medium you prefer. All you need do to receive the Printers' Ink Radio Bulletins is to ask for them. Just drop us a note.

The material contained in the Printers' Ink Radio Bulletins is highly controversial and occasionally inflammatory so we must restrict its distribution to those who are actually in the broadcasting business and who make their requests on company letterheads. We are extremely sorry, but no other requests can be filled.

For several weeks Printers' Ink has been releasing the opinions on subjects like these given to its field worker by advertisers and agency executives. Here for the first time, is a reporting of the unbiased, uninhibited, off-the-record kind of talk you have always wanted to lay your hands on. Here are the opinions of your accounts and prospects on the way you do business.

These bulletins are offered free of charge — no strings attached. They were prepared in an effort to give radio people a first-hand view of the thinking of their advertisers and prospects. In them, we hope you may find an opportunity to increase the effectiveness of station or network promotion in whatever medium you prefer. All you need do to receive the Printers' Ink Radio Bulletins is to ask for them. Just drop us a note.

The material contained in the Printers' Ink Radio Bulletins is highly controversial and occasionally inflammatory so we must restrict its distribution to those who are actually in the broadcasting business and who make their requests on company letterheads. We are extremely sorry, but no other requests can be filled.

For several weeks Printers' Ink has been releasing the opinions on subjects like these given to its field worker by advertisers and agency executives. Here for the first time, is a reporting of the unbiased, uninhibited, off-the-record kind of talk you have always wanted to lay your hands on. Here are the opinions of your accounts and prospects on the way you do business.

These bulletins are offered free of charge — no strings attached. They were prepared in an effort to give radio people a first-hand view of the thinking of their advertisers and prospects. In them, we hope you may find an opportunity to increase the effectiveness of station or network promotion in whatever medium you prefer. All you need do to receive the Printers' Ink Radio Bulletins is to ask for them. Just drop us a note.

The material contained in the Printers' Ink Radio Bulletins is highly controversial and occasionally inflammatory so we must restrict its distribution to those who are actually in the broadcasting business and who make their requests on company letterheads. We are extremely sorry, but no other requests can be filled.

For several weeks Printers' Ink has been releasing the opinions on subjects like these given to its field worker by advertisers and agency executives. Here for the first time, is a reporting of the unbiased, uninhibited, off-the-record kind of talk you have always wanted to lay your hands on. Here are the opinions of your accounts and prospects on the way you do business.

These bulletin...
Participating in the Presentation Ceremonies in Plaza Hall, Kansas City, June 15, 1944, were, left to right above, Everett L. Dillard, owner and general manager; E. W. Chamberlin, company representative selected to accept "E" pins for employees; Major John L. Hodgin, representing the Army; J. C. Nichols, master of ceremonies, and Commander J. E. Parrott, representing the Navy.

**OUR ARMY-NAVY "E" AWARD**

"... for High Achievement in the
Production of War Materiel ...

TO THE MEN AND WOMEN OF

★ COMMERCIAL RADIO EQUIPMENT COMPANY ★

Kansas City, Missouri, Plant

★

"WE ARE RADIO ENGINEERING CONSULTANTS DOING A WAR JOB TODAY
AND GETTING READY FOR AM-FM EXPANSION TOMORROW"

COMMERCIAL RADIO EQUIPMENT COMPANY


BROADCASTING ▪ Broadcast Advertising
Convention Coverage

(Continued from page 10)

WIOD (to be known as Radio Director for the Democratic party during the campaign, expected to arrive in Chicago July 10. He will open Convention headquarters in Parlor 21, on the fourth floor of the Stevens Hotel, which will be kept open until after the winding of the Convention. Miss Goodwin will be located at the headquarters of the Women's Division on the third floor of the Stevens, from July 11 until the close of the Convention.

National campaign headquarters will be established in the Hotel Billmore in New York following the Convention.

Meeting with Mr. Reineck in New York last Thursday were: Paul White and Bill Slocomb Jr. of CBS; Tom Slater of Mutual; Bill Brooks and Carl Smith of NBC; G. W. Johnstone of Blue.

That radio definitely has carved itself a permanent niche in the field of local news coverage is demonstrated by the scores of letters and personal commendations received by those stations which featured their own state delegations in broadcasts not available through networks, during the Republican convention. In some instances station reporters were able to break important announcements from their delegates.

Again most of the stations, along with the networks, will cover the Democratic Convention as public events. Although some of them have arranged to feed special bulletins to regularly sponsored newscasts. In nearly every case, however, sustaining features will be given a top billing.

Among the comments on local angle coverage is one from Merle S. Jones, general manager of KMOX, St. Louis. "We are receiving from our listeners commendation for our coverage of the Republican Convention," he said. "Our listeners report that the local and regional emphasis contained in the KMOX special paragraphs was augmented and complemented the magnificent general coverage performed by Paul White's CBS staff."

Thomas Tinsley, president of WITR, Baltimore, an unaffiliated station, declared that Ian Ross MacFarlane's handling of special newscasts and particularly two news beats, brought considerable not only from listeners but from several newspapers.

Jack Paige, promotion manager of WNAX, Yankeetown, S. D., a Cowles station, commented: "We have had very fine reaction from our coverage of the Republican Convention and look forward to the same results from the Democratic."

Plans of coverage supplementing networks and news wire services, as announced last week, follow:

New York Stations

Few New York stations were planning any special coverage beyond bringing their listeners the news as it comes off the wire service tickers. Several, however, have made special arrangements, including WGN, which again will shift the entire Martha Denice program to Chicago for special interviews and women's interest news as it did for the Republican meeting. WGN, which has been handled by Thomas E. DeWitt's acceptance address from Mutual via WOR studios, is planning a similar direct live pickup of the Democratic nominee's talk.

WINS again will use convention news of the New York Journal American, scheduling a daily quarter-hour and live-minute pickup from the city newsroom. Herb Petey, managing director, will go to Chicago to make arrangements with one of the convention reporters for special daily wire bulletins for WINS.

WNJ, which has a correspondent seat at the Republican Convention, but was unable to fill it, may send its commentator, Tom Morgan, to cover by telegram or wire service, the Democratic convention. WMCW, which will use its usual New York Times and wire services facilities for convention coverage, will wire a constant feed of the Democratic Convention to its WNMC New York's municipal station, also will use its regular news sources. WINS plans to send a newswriter to cover.

KSD Plans Two Daily

Special sustaining broadcasts from the Convention have been scheduled by KSD St. Louis, for 9 and 10:15 p.m. These programs will stress political comment with test bulletins, and when possible guest speakers will be presented, following the same sequence set up by the Republican Convention. Mr. Wiltont Lewis, London Times correspondent, provided an international viewpoint for KSD listeners.

Special guests and correspondents of the St. Louis Post-Dispatch will augment KSD's own staff in the special broadcasts, which will supplement NBC and news wire coverage. KSD will have a booth at the Convention, and will broadcast with direct wires to St. Louis. On the KSD-Post Dispatch staff will be: Raymond P. Brandt, chief Washington correspondent of the paper; Marquis Childs, columnist and member of the Post-Dispatch Washington bureau; Charles G. Ross, contributing editor; Ralph Coghill, editor of the editorial page; Mrs. Jean L. Smith, editor of the city editor; Joseph P. Carroll, Jefferson City, Mo., bureau; and Dr. Roland G. Sherer, KSD commentator and chairman of the History Dept. of Washington University.

Five Daily on KMOX

Five daily direct broadcasts from the convention city will be aired by KMOX St. Louis, July 19-21 inclusive. In addition to special interviews featuring Missouri and Illinois Democratic leaders, Merle S. Jones, general manager, announced. These broadcasts will duplicate service offered its listeners by KMOX during the Republican Convention.

Scheduled pickups from the KMOX studio in the Stevens Hotel will be at 4:45 and 5:00 a.m. and 5:00 p.m. from the Chicago Chicago daily special broadcasts of 12 noon and 10:15 p.m. KMOX will also carry complete CBS coverage. Representing the station will be Francis P. Douglas, news director; J. W. Mills, former reporter for CBS, and KMOX news analyst; Katherine Drum, newspaper columnist who will report the human side of the Convention through a woman's eyes; Gordon Sherman, engineer; Arthur J. Casey,
GE Wires Democratic Train

GENERAL Electric Co., Schenectady, N. Y. (electronics department) has arranged to install a wire recorder on a New York Central train taking the Democratic leaders from New York to Chicago for the Democratic Convention. As the train leaves New York, platters will be cut with interviews of the leaders which will then be dropped off at stations to be played back on a network which has not yet been determined. Agency is Maxon Inc., New York.

KMA Special Coverage

In addition to network and news wire coverage, Delegates from Iowa, Minnesota, North and South Dakotas and Nebraska will be interviewed from the Stevens Hotel. WNAX also will cut in from Chicago Stadium or the Stevens on four regularly scheduled newscasts. The Cowles station will transcribe interviews with Sen. Guy M. Gillette of Iowa and other members of the Democratic delegation from the WNAX listening area. Representing the Yanktown station will be Art Reilly, program director; Whitey Larson, news analyst; Cliff Todd, chief engineer.

WSOY Shuttle Service

Since Decatur, III., is but three hours from Chicago, WSOY plans for direct pickups. Instead, Easter Straker, program director, and Mrs. Grace Patrick, continuity chief, will commute between the Convention and Decatur, doing special broadcasts of highlights and human interest events, according to Charles F. Bruce, commercial manager. WSOY also will carry all CBS coverage.

WICA Spots

WICA, Ashkhabad, O., plans to send Alfred H. Newkirk, news editor, and Walter Walrath, commentator, to handle overhead spot breaks and color, according to Robert R. Rowley, manager.

KOMA-KTUL Plans

Interest in Oklahoma is unusually keen in view of the fact that Gov. Robert S. Kerr will deliver the keynote address and KOMA Oklahoma City and KTUL, Tulsa, only Oklahoma stations doing special coverage from the Republican Convention, will air direct pickups from the Democratic sessions at 3:30 and 10:30 p.m. daily, with a repeat of the night spot at 7:15 a.m. following mornings. Emphasis will be on the Oklahoma delegation and Gov. Kerr's participation. Other spot features also are planned, according to Reuven Brown, KOMA manager, who with Bill Bryan, KOMA news editor, will handle broadcasts for both stations.

YOU can dominate the South Bend area by remote control. South Bend isn't in Chicago and can't be covered by using a Chicago station! In addition to South Bend's own 112,000 population, WSJT reaches 27 Indiana and Michigan counties having 33 towns of more than 2,500 population, with a total of 243,640 radio homes. WSJT, an affiliate of the Columbia network, simply dominates the area...and this market is a rich one! Its war workers have money now and by exceeding every war bond quota since Pearl Har- bor are building a reservoir for post-war buying. Cover South Bend and the South Bend area with its 22-year old station—WSBT—1,000 watts at 960.

AWARDS ON BLUE

DOROTHY LEWIS, coordinator of listener activities of the NAB, will participate July 10 in a Blue network broadcast at 1:45 p.m. announcing the winners of a contest for the best letters on the home. Contest was conducted through women program directors by Parents magazine as part of the American Home campaign of the NAB Assn. of Women Directors. Program is the concluding broadcast of the campaign in which 24 national organizations have serviced women program directors '44 material designed to help strengthen the concept of the American home.

Esty Names Riley

THOMAS L. RILEY, former television director of William Esty & Co., New York, has resigned to do radio and film surveys for the office of Coordinator of Inter-American Affairs in South America. Part of Mr. Riley's work will be taken over by John Clark, until recently in the armed forces, who has joined the radio department of the agency.

Monarch Food Spots

REID MURDOCH & Co., Chicago (Monarch Finer Foods) started a series of approximately 30 spot announcements weekly July 10 on KSD and KKOK St. Louis. Contracts, which run for 52 weeks were placed by Rogers & Smith Adv., Chicago.

Daniel Promoted

HARVEN DANIEL, vice-president and general manager of WSAT Savannah, Ga., since its organization in 1959, was elected president of the company, succeeding the late Arthur Lucas, it was announced last week. Before organizing the Savannah NBC affiliate, Mr. Daniel was a commercial manager of WSM Nashville. He helped organize Tennessee Broadcasters, which has pending an application for a new station to operate in Nashville on 1240 kc.

Daniel Promoted

HARVEN DANIEL, vice-president and general manager of WSAT Savannah, Ga., since its organization in 1959, was elected president of the company, succeeding the late Arthur Lucas, it was announced last week. Before organizing the Savannah NBC affiliate, Mr. Daniel was a commercial manager of WSM Nashville. He helped organize Tennessee Broadcasters, which has pending an application for a new station to operate in Nashville on 1240 kc.

WSBT SOUTH BEND COLUMBIA NETWORK

July 10, 1944 • Page 57
Now Is Best Time to Make Mistakes
In Television, Asserts R. E. Nelson

"TELEVISION is here right now and the time for experimentation is also now," Raymond E. Nelson, vice-president and director of radio and television of Charles M. Storm Co., New York, told last Thursday's session of the Summer Television Seminar conducted by the Radio Executives Club of New York.

Expressing full cognizance of the future technical developments of television, Mr. Nelson continued: "We feel that television programming will have to come up to those improvements if it is to be fully acceptable to the millions of post-war video set purchasers. We have invested considerable time and money in television, even in what may be called its primitive stages, because we feel that the time to make mistakes is when the television circle is at a minimum, and we feel that the agency has an obligation to its clients—both present and future—to fully acquaint itself with television's possibilities at a time when the cost is comparatively small and the mistakes receive relatively little public attention. "It is worthy of note," he said, "that radio did not reach its full growth until such a time as good radio programming became general. Television's great problem, to our minds, is programming, and its solution lies directly in the hands of the advertising agencies and the television directors, who in the case of radio, were dominant in its development as a successful advertising and entertainment force." The importance of programming was also cited by Arthur Levey, president, Scophony Corp. of America, who described the large screen television receivers for theatres, schools and homes and his company plans to put on the market as soon as wartime restrictions are lifted. "A potential buyer of a television set does not purchase it because television is the greatest scientific miracle of the twentieth century. It is only when television as a form of entertainment can compete with other show business that it will become an attraction for the masses."

Stating that "it is obvious that television today is only on the threshold of developments yet to be faced with a gigantic task in developing a new program technique before they can make television attractive and secure this ability to pay its way," Mr. Levey added: "No matter how good your program material, if you cannot make it mean something unless you show home pictures on far larger screens, and show them in almost comparable with home movies—say 24x20 inches."

Sir Derwent Hall Caine, son of the novelist, who spoke briefly on television in England, declared that in addition to the need for television as a purveyor of entertainment, in the home, this new medium can exert a tremendous social influence and can aid in increasing international understanding.

MBS Gross Up
MBS gross billings for June, 1944 amount to $1,521,703, an increase of 38.3% over the same month last year when the figure was $1,100,483. Accumulative gross billings for the first half of this year total $2,642,276, representing an increase of 67.6% over the same period in 1943, when the total was $5,902,924. (See Data page 8)

Zip Adds
ZIP ABRASIVE Co., Cleveland, is continuing to expand its national campaign of three-weekly one-minute transcriptional announcements for Zip, a deodorant, the latest station addition being WJW Cleveland. Spot schedule, now running on 50 stations, is placed by James R. Flanagan Advt., New York.

IT ALL ADDS UP...TO 3!
Here's a simple—and completely dependable formula for placing your spot announcements in Hartford. Get WDR's winning combination of coverage, programs and rate! Connect in Connecticut by using WDRC!
KOBAK TO ADDRESS CHAUTAUQUA GROUP

EDGAR KOBAK, executive vice-president, Blue Network, and other Blue officials will address the Chautauqua Assembly on July 28, the Assembly's first Radio Day, during which several Blue programs will originate from Chautauqua or from nearby Jamestown, N. Y., through WJTN, Blue affiliate in Jamestown.

Morning session Radio Day speakers are: Ray Knight, Blue production manager, on "How Radio Program Goes on the Air"; Dr. W. R. G. Baker, vice-president, General Electric Co., on "Television".

In the afternoon, Alma Kitchell, Blue women's commentator, will speak on "Radio and the Public"; Clete Roberts, war correspondent for the Blue in the South Pacific, on "Radio at the Front"; and H. R. Baukhage, Blue news analyst, on "How Radio Brings You the News".

Mr. Kitchell's Women's Exchange program and Ladies Be Seated, with Ed East and Polly, will originate at Chautauqua and the broadcast of Baukhage Speaking will originate in the Jamestown High School, during the afternoon session.

Mr. Kobak, speaking on "Radio as an Agency of Opinion"; Phillips Carlin, vice-president in charge of programs, on "Radio as a Medium of Entertainment," and Paul Whitman, Blue musical director, on "Radio and Music," make up the evening program.

The California farmer has the highest cash income per farm in this country. His cash income for 1942 averaged $8,797 per farm . . .

The Beeeline is primarily built to serve the Central Valley area of California, plus Western Nevada, where annual retail sales exceed $2½ billion dollars!

WHAT IS THE BEELINE

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

"See McClatchy Beeeline rate listing first under California in Standard Rate and Data."
Radio Finds News Niche
(Continued from page 18)

the seats usually set aside for the press. Later the Democrats found 26 seats which could be used by radio news personnel.

At the group meeting in Mr. Godwin's office last December, Mr. Morrison, Mr. Church and the writer were the only ones with any previous experience in the problem. We could only guess how many persons might want seats. Four years earlier at the Republican Convention eight seats had been given to each of the three major chains, CBS, MBS and NBC, and six seats to Transradio. Ten seats were available to independent stations and affiliates.

174 Applications
We agreed that radio news coverage had been developing with unusual speed since that 1940 Republican Convention, but we didn't know how many individual stations would send news people to Chicago. We decided to write all stations, asking for any applications, with March 1 as the deadline. Broadcasting broke the story. Nearly 150 applications were received. The deadline was extended to May 1. Another article appeared in Broadcasting. Just before the new deadline, Transradio, Associated Press, United Press and International News Services carried notices on their radio wires to station chiefs.

When the deadline passed, 174 applications for seats were in, exceeding by 54 the number of seats then available. The Republican National Committee originally set aside five rows of 30 seats each for radio news personnel but informed the Committee later that the number must be cut by 30 to put in a working bench. The seats were restored after it was discovered that the anticipated elimination of one row was not necessary.

Applications had been received from 40 organizations in addition to the four major networks and Transradio Press. More than 60 independent and affiliated stations were included.

Since applications for radio galaxy seats came from coast-to-coast and into the deep South the Radio Executive Committee, which had been augmented by the addition of William Costello, CBS Washington commentator, several times questioned whether or not it had oversold the idea. The answer came at the Republican Convention. Independent and affiliated stations arrived on schedule. Only nine individuals failed to appear for their seats and in two cases cancellations were telegraphed.

While nine early applicants failed to appear, their places were taken by others who failed to make requests for seats. These were taken care of by the Republican National Committee. All have since made application for seats at the Democratic Convention.

Local Angle Played
Independents and affiliates discovered that they have a definite place in news coverage. Their work supplements the coverage offered by the chains and the news services. Senators and Governors and Representatives in Congress might be only delegates to the Convention, as far as the national story is concerned, but they are big men in their home communities. Thus individual stations were able to provide exclusive "home-flavored" interviews. And they learned that such programs had wide listener acceptance.

Facilities offered by the Republican National Committee as well as the services accorded to the men and women in the gallery were excellent. Credit unquestionably goes primarily to Mr. Church, who quietly, efficiently and effectively met each problem and solved it. James P. Selvig, the GOP director of publicity, and his able assistant, Robert Pritchard, also contributed much to making certain that the radio setup was able to function satisfactorily.

Plans to make the Democratic coverage as thorough and as satisfactory have been made. The Radio Correspondents' Executive Committee, buttressed by experience, met

with Paul Porter, Director of Publicity for the Democratic National Committee, and J. Leonard Reinsch, Radio Director, on July 5. The corollary reception accorded the Committee's program gave its members assurance that the facilities available will be ample for networks, news services and independent stations.

Code Provides FM Aid
The Radio Correspondents' Assoc. has definitely established itself as spokesman for radio newspeople and women in contacts with official and political life. Its Executive Committee, under rules of the Congress, supervises the galleries in the Senate and House. There are now 68 active members, radio news personnel working in Washington. We have more than 100 associate members scattered throughout the country.

The Radio Correspondents' Assoc. code is: "The Radio Correspondents' Association has for its aim the promotion of the Radio News Gathering Fraternity and strives to protect the rights and privileges of radio reporters and assist in every way possible to maintain high standards of reporting news by radio, wireless or other similar means of transmission."

It was this program which it endeavored to foster at the Republican National Convention and which will govern its activities at the Democratic National Convention.

Evans Coffee on 17
DAVID C. EVANS Coffee. St. Louis, started a series of renewals of quarter-hour and five-minute news shows July 3 on the following stations: KLCN KBTM WKRO WSOY WEBQ WJFP WTAG WCBS WTAG WDZ WEOA KFVS KFPR KWHO KWOS KWK KXOK. Renewal contracts were placed with Ruthrauff & Ryan and run for 15 weeks.
EDWARD A. CARROLL, of WCAU, Philadelphia, has been elected chairman of the Philadelphia local broadcast division, American Communications Assn., CIO, the union reports. Other new officers include: George Frank, KYW vice-chairman; George V. Schellmuller, WPIL, secretary; James S. Stewart, WPIL, treasurer.

WALTER KEAN, formerly in charge of Western Electric's radio and radar testing, has joined the American Telephone & Telegraph Co., CIO, the union reports.

ALVIN KIMBROW, broadcasting engineer, Columbus, Miss., as engineer and staff secretary, has joined the engineering staff, now under the direction of W. H. Hills, operating officer. Hills pointed out that telegraph was the principal means of communication for many years, but now radio is being used "for contact between yardmasters and conductors and engineers on moving engines and trains."

NICE WINTER is a new member of the engineering staff of WBIG, Greensboro, N. C.

R. J. Biele has been named assistant engineer of the receiver division of General Electric Co.'s Electronics Department, with headquarters in Bridgeport, Conn. He joined G-E's receiver division in 1935.

ANDREW E. HOPPER, former supervisor of the WHN New York engineering staff, now serving with a troop carrier division in England, has been promoted to major.

PETE WILSON, chief engineer of KMTR, Hollywood, is the father of a boy.

ALVIN KIMBROW has joined WCBS, Columbus, Miss., as engineer and staff artist, with a three-week early morning show.

ADRIAN LENTZ, WCKY Cincinnati engineer, is the father of a girl.

GARRY DeVILLEG, NBC Chicago record engineer, is the father of a girl.

ELMER MAKI, formerly of the Yankee Network, is a new member of the control room staff of WAAB-Worcester.

ART MILLER, engineer of CKWX Vancouver, and Mrs. Miller, formerly of CKWX, are the parents of a girl.

Gardiner for Thompson

DON GARDNER, Blue Network commentator, has taken over the Sunday 7:15-7:30 p.m. spot vacated by Dorothy Thompson for Trimount's "The Shadow" and is likely to continue broadcasting in the same spot when it goes commercial for Scranton Co. beginning July 23. He had been co-hosted, however, by Raymond Specter Co., New York, agency in charge, or by the network.

**X-RAY BOOM TO ENGINEERS**

**WJR ENGINEER DEVELOPS METHOD OF ANTICIPATING TRANSMITTER TROUBLE BEFORE IT HAPPENS**

USE of the x-ray as a boon to broadcast transmitter and tube operation has been developed by Merrill R. Mitchell, chief transmitter engineer of WJR Detroit, and is producing such good results that it may well be adopted by stations throughout the country.

Mr. Mitchell uses the x-ray to discover when trouble starts, and in addition, x-ray is used to locate trouble in other parts of WJR's 50,000-watt transmitter. He found that x-ray is particularly effective in the examination of other parts, especially transformers. "You can plainly see where the trouble is in the condensor," he said. "The film clearly shows where plates have arched over."

**Some Other Place**

"The problem we faced in the past," he explained, "is that often we thought we had tube trouble but it would turn out to be trouble some other place in the circuit. Now by x-raying the tube and finding it okay we know definitely that the trouble is elsewhere."

"One day I was fooling around with my x-ray equipment and began to wonder what x-rays of tubes would show. Well, I found you can read the plates just like a dentist does. After a little experience you can get the whole story by reading the shadows on the film. You can actually see that a filament is wearing down and needs replacing."

"In addition we can now be sure none of our tubes is defective when they are sold. But the tube and its parts lose what they are made of and the x-ray shows this."

EDWARD DUDLEY NAFF, 64, musical director of WRVA Richmond for the past 15 years, died June 19 after an illness of several months. A graduate of Bridgewater College, Peabody Conservatory and the Liceute of the Royal Academy of Music, London, Mr. Naff taught music, harmony and theory in several colleges before coming to WRVA. He was a native of Franklin County, Va.

**KMOX**

ST. LOUIS

PARTICIPATING

**GEORGE E. HALLEY**

**TEXAS RANGERS**

**KMOX**

**Successfully**

**97 Downtowns**

...in the valuable $1,- billion-dollar retail market of eastern and central New York and western New England brought together by WGY. And WGY is the ONLY station that can combine this vast market of 1,043,717 radio families into ONE coverage area—the WGY Community.

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.

**WGY**

**SCHENECTADY, N. Y.**

**50,000 watts—NBC—22 years of service. Represented nationally by NBC Spot Sales**
WAIT-WGES Split Awaits FCC Okay

Guthery Sell Interest in WMRN to Mason

TRANSFER applications were field with FCC last week for a swap of holdings in WAIT and WGES Chicago so Gene T. Dyer and Family would hold major interest in WGES. A. H. Hooper directed the Friday.

Although blood relationships exist between the individuals holding interests in the two stations, the applications would continue as such a tie after the proposed shift was effected, the applications pointed out that each individual would maintain station associations and relationships and would not be influenced by them. Consideration for the shift in each case was set at $100,000.

Present holdings in the two stations are:

WAIT—Gene T. Dyer (15%), President, Edward Ross Ringwald (39%), Elizabeth M. Hinzman (20%), Adolfe Moulid (10%), WGES—Gene T. Dyer (52%), Vivian J. Christoph (25%), F. A. Ringwald (6%), Grace V. Moulid (5%), Louis E. Mouland (5%) and William F. Moss (6%).

Under the proposed rearrangement, holdings would be:

WAIT—G. T. Dyer (52%), E. M. Dyer (39%), T. Dyer Jr. (10%), Adolfe Moulid (6%), L. Moulid (5%), G. V. McNerly (6%), WGES—V. I. Christoph (49%), E. M. Hinzman (20%), J. A. Dyer (20%), F. A. Ringwald (6%) and Wm. F. Moss (6%).

Application also was filed last week by WMRN Marion, O., requesting FCC approval for transfer of control of the licensee corporation of that station to Marathon Broadcasting Co., from Howard F. Guthery and Florence Guthery to R. T. Mason, president and general manager of the outlet. Transfer stems from option concluded by Mr. Mason in April 1942 to purchase the 101 shares (50% each) common stock held by the Gutherys for a consideration of $125 per share until May 31, 1948, with the price to increase at a rate of $1.00 per share on the first day of each succeeding month thereafter. Mr. Mason at present is holder of the remaining 99 outstanding shares. Application also stated that following FCC approval of the transfer, 100 of the 200 shares outstanding, stock would be retired.

Waring for Glass Firm

OWENS-ILLINOIS Glass Co., Toledo, beginning Sept. 7 will switch from daytime radio to a night show with the sponsorship of Fred Waring's orchestra on the full Blue Network, Thursday, 7-7:30 p.m. Company discontinues Broadway Matinee on CBS Monday through Friday, 4-4:25 p.m. after the 4 p.m. 4 broadcast. Fred Waring was sponsored for five years until June 3 by NBC by Loegel & Myers Tobacco Co., New York.

Capt. Lovette Decorated

CAPT. LELAND F. LOVETTE, former director of Navy public relations, last Thursday was awarded the Legion of Merit for his service to the Navy in that position. Capt. Lovette, who was in command of a destroyer squadron at Pearl Harbor Dec. 7, 1941, was given a sea command last April. He was replaced as Navy Public relations director by Rear Adm. Aaron S. Merrill, Undersecretary of the Navy Board.

Tower Site Dropped

WMAL, Blue outlet in Washington, has withdrawn its application to construct and operate a 250 ft. FM transmitter tower on two acres of land at Langley in Providence District, Va. Application was cancelled by the Blue outlet after the Fairfax County Board of Zoning Appeals, meeting in special session at the County Office Bldg., Fairfax, Va., denied the application. The appeal of F. D. Richardson, attorney for WMAL, for the continuance of the case, was also denied.

NEW NAME GIVEN RTPB FM UNIT

A CHANGE in the name of Panel 5 of the Radio Technical Planning Board from "VHF Broadcasting" to "FM Broadcasting" has been announced by W. R. G. Baker, RTPB chairman. This was pursuant to the request made by the Panel Membership of RTPB voted by mail.

The scope of the Panel's functions has been changed to read: "The review and further development of standards with reference to FM broadcasting in the frequency band from 30 to 300 megacycles" (inserting FM). Dr. Baker found the change in title undesirable when the request was first made, and his letter of notification states he has not altered his position. Dr. Baker announced that the result of the mail ballot was "slightly in favor of the change." In the future, he said, this panel will be identified as "Panel 5 on FM Broadcasting".

The Board shortly is expected to act on both FM and television reports, submitted last spring, recommending allocations in the ultrahigh frequency bands. Each group was disposed to favor assignments for its particular type of service in the lower portions of the bands.

HALLICRAFTERS Co., Chicago, has received $5,000, representing one time earned by employees on voluntary basis on Day, early last month to Brig. Gen. P. J. Carroll, commanding general, Vaught General Hospital, Illinois, Ill., to be used for benefit of wounded soldiers.
FCC to Hear CIO

AFTER denying an original petition for CIO last week designated for hearing on Aug. 15 a second petition of the UAW-CIO protesting renewal of the license of WHKC Columbus, O., on the grounds that the station was not operating in the public interest [BROADCASTING, July 21]. The Commission ordered United Broadcasting Co., licensee of WHKC, to file by Aug. 5 a statement of facts concerning operation of its station with particular reference to the allegations of the UAW-CIO petition. The union protested because certain portions of a speech written for broadcast by one of its officers were deleted by the station late last summer.

FM Board Meeting

A MEETING of the board of directors of FM Broadcasters Inc. has been called by President Walter R. Damm, WTMJ-WMFM, for Monday, Aug. 28 at 9 a.m., to consider matters concerning operation of its station.

MORNING-hour program, Blue Network, set for Central New England, outside Worcester's Radio Editor, has trimmed away more than 800 persons on a single morning. Those wishing to attend the show are required to obtain tickets two weeks in advance through the Blue ticket service.

Commerce Plans To Resume Facts

PREPARATIONS are under way by the Dept. of Commerce to reestablish the flow of statistical information to business to provide needed facts for postwar operations. J. H. Jones, Secretary, announced last week.

In a memorandum to trade associations, trade publications and others interested in business statistics, Secretary Jones called suggestions in connection with a current statistical program for Government, business and industry. The program will include information on distribution for both consumer and industrial markets which will be particularly important in the transition from war to peace and in postwar operations for some time to come, according to the department.

FINDINGS OF FCC DENY WJLS SHIFT

THE FCC last week announced adoption of proposed findings of fact and conclusions proposing to deny the petitions filed by WJLS Beckley, W. Va., Joe L. Smith Jr., for a construction permit to shift operation of that outlet from its local assignment of 250 w unlimited time on 1240 kc to the regional frequency of 520 kc, with 100 w night and 250 w day, unlimited hours of operation.

The FCC public statement in reference to the action follows: The Commission concludes that the granting of a permit as applied for to change the assignment of WJLS from a local to a regional frequency and operate as proposed would not be conducive of efficient use of the regional frequency and would run counter to sound allocation principles, and would extend the daytime service area of the station to include an area of 1800 sq. mi., with an estimated population of 110,000; however, there would be loss in service to a population of approximately 17,500 persons in an area of 63 sq. mi. from WCHS, one of only two stations from which primary service is available in the same area, and the nighttime service of WJLS would be subject to excessive interference. The population residing between the normally unprotected contour and the contour actually protected would be 1100 or as great as the population included within the interference free service area or 10.3 times greater than the allowable maximum contemplated under the Commission Rules and Regulations (Sec. 330) and Standards of Good Engineering Practice (pp. 3, 4).

Spalding Series

A. G. SPALDING & BROS., New York, (athletic equipment) will again sponsor an NBC program starring Babe Ruth (see earlier story on page 62). Titled Here's Babe Ruth, series started Saturday, July 8, 10:30-45 a.m., as a sustaining of the "all NBC network, going in commercial for 13 weeks, beginning July 29. New York boys will again pitch baseball questions at the seventh star, and the show will be picked up by stations in the area, with cash prizes going to the winners. Spalding will also sponsor the National Tennis Matches at Forest Hills on a specially-built 59-station network, Sept 3-4 [BROADCASTING, June 26].

Spalding is Ferry-Handy Co., New York.

NETWORKS DEVOTED 60 HOURS TO GOP

THE FOUR major networks devoted a total of some 60 hours to coverage of the Republican Convention from Chicago, a "post-mortem" tabulation shows.

Mutual total amounted to 16 hours and 12 minutes. CBS reports 80 individual broadcasts, consuming 14 hours and 7 minutes. Of this time 9 hours and 41 minutes come direct from the studio, and the remainder consisted of exclusive talks from CBS studios set up in the Hotel Stevens.

NBC reports 14 hours and 46 minutes of broadcast time, with 8 hours and 16 minutes direct from the convention floor, 3 hours and 45 minutes representing talks by commentators, and the balance filled by convention round-ups. The Blue reports a total of 15 hours and 27 minutes devoted to convention coverage.

Morrell News

JOHN MORRELL & Co., Ottumwa, Ia. (Red Hart dog food), replaces its quarter-hour Bob Beckler's Pet Parade with a weekly news round up program featuring Alex Dreier, commentator, Saturdays, 10:45 a.m. (EWT), on 127 NBC stations, beginning July 9. The show is a 12 weeks' contract. Agency is Henri, Hurst & McDonald, Chicago.
Employment Problem Eased

(Continued from page 11)

Q. How are ceilings set?
A. Ceilings will be set according to the classification of workers employed by a station on a base date to be determined by the area WMC director. Where a higher ceiling is desired employers will file Form 63 for adjustment. Ceilings are already in effect in some areas.

Q. How are future needs projected?
A. Again Form 63.

Q. Can a station use classified advertising in recruiting workers?
A. The new regulations do not affect the use of classified ads.

Shifting of Workers

Q. Do the new regulations affect shifting of workers from one area to another?
A. No. An announcer or other station employee wishing to leave his job for another must still get a statement of availability but his new employer must obtain a referral from the USES to hire him.

The purpose of the new priority referral program is not to equalize the national labor force in the interest of war and war supporting industries. The program extends on a nationwide basis the WMC system of job priorities which has been operating effectively in 14 of the most critical labor shortage areas. It is designed to put the "squeeze" on non-essential activities, to prevent hoarding of superfluous personnel badly needed elsewhere, to recruit workers from areas of labor abundance to areas of labor scarcity, and to prevent a premature exodus of workers from war jobs to nonessential employment.

Phillips Suit Dismissed

CHICAGO Circuit Judge Harry M. Fisher dismissed the suit filed by Emmons C. Carlson, NBC central division manager, against Miss Irna Phillips, radio script writer, for half the profits since 1936 on the radio serial The Guiding Light. Judge Fisher declared the suit in which Carlson claimed he was a partner of Miss Phillips and had helped originate the material was "fantastic." Continuing, Judge Fisher pointed out evidence to show Carlson was her partner only in the effort to sell the serial. Miss Phillips, one of the originators of daytime radio drama in Chicago, held her profits intact.

WINN Names Miss Stone

PEGGY STONE, until recently with Spot Sales, New York, is now operating as station representative from temporary headquarters at 304 East 41st St., and has been appointed exclusive representative of WINN Louisville. Before joining Spot Sales in 1942, Miss Stone worked for the WMC, 1938-1940, and from 1959-1938 was in the CBS station relations department as assistant to H. V. Ackerman.

INSTANT COMMUNICATION between train dispatchers, engineers and conductors, working as a safety factor in handling passenger trains and speeding up delivery of war material in freight yards and on long hauls, is made possible with Motorola two-way radio-telephone manufactured by Galvin Mfg. Co., Chicago, and utilized by Rock Island Lines. Here, an engineer receives instructions from his train dispatcher via radio-telephone while his diesel engine approaches railroad yards. Handset employing FM, operates as an ordinary telephone with flashing colored lights serving as call signals.

Police Complaint

CONDEMNED film and radio treatment given law enforcement officers, Los Angeles Police Employ-ees Union, AFL, has adopted a protest resolution and submitted same to Central Labor Council with request that it be sent to the FCC for action. Resolution contended that "large motion picture corporations and certain radio stations and promoters have, through their own efforts, have utterly without regard for the public welfare, manufactured and distributed motion pictures and radio programs which depict members of the police profession and persons whose mental quotient is that of subhumanity, malice.

'Cinderella' Winner

MARIE ROGDAHL, 20, of Portland, Ore., has been announced as the winner of the "Singing Cinderella" contest conducted through the General Electric Co. Hour of Charm on NBC. The prize—a 13-week contract to appear on the program. Some 10,000 were auditioned during the course of the contest. Agencies are BBDO New York and Foster & Davies Inc., Cleveland.

Ministers Pick Northwestern

FIVE MINISTERS who were awarded NBC scholarship: have elected to attend the third annual NBC-Northwestern U. Summer Radio Institute, according to Judith Walter, director of NBC public service and Institute director. The men attending are Rev. Charles M. Crowe, St. Louis; Rev. Edwin T. Randall, Minneapolis; Rev. Robert S. Steele, Hartford; Rev. Harvey Patterson, Buffalo; Frank Elliott, Chicago Theological Seminary. Mr. Elliott is also the winner of $2000 Fellowship which will enable him to work in research at any NBC affiliate station.
LIKE DEATH and taxes, contract signature pictures are inevitable. Because no photographer was present when Holland Furnace Co. signed a contract for sponsorship of World News Roundup over NBC, the group reassembled for the picture. L. to r., J. P. Roche, president, Roche, Williams & Cleary, agency handling the account; H. H. Boersma, advertising manager, Holland; F. H. Ault, sales manager; W. J. McEdwards, NBC account executive; Phil Stewart, agency account executive; (seated) F. T. Cheff, vice-president and general manager of Holland. Program features Leif Eid, NBC Washington, and foreign correspondents.

Selective Service Act Interpretation
On Rehiring of Veterans Is Discussed

BECAUSE of wide interest on the part of radio stations in rights of discharged veterans of World War II to their old jobs, Broadcasting Week presents a letter received from Edgar T. Darlington, a member of the engineering staff of WFIL Philadelphia. Conclusions of the writer are correct in substance and fact, according to a check by Broadcasting at Selective Service Headquarters.

EDITOR: Broadcasting:
There is too great a cloud of doubt and misunderstanding hovering over the industry’s management and personnel today, concerning the replacement rights of our returning veterans. It could, however, be easily dissipated by citing a few clauses from pertinent sections of the Selective Service Act, and from directives relating thereto.

Section 8, containing the reinstatement details, makes it quite clear that it is providing (exclusively) for “any person who, in order to perform training and service, has left or leaves a position, other than a temporary position.” Emphasis of this latter point is basic, to grasp the import of Memorandum No. 190-A, as sent out to Local Draft Boards in May.

“Permanent” Man Defined
Starting with this fundamental premise, and assuming that our thoughts will be confined to service-men who have thus qualified as a former “permanent” employee, Section 8 goes on to guarantee that “such person shall be restored to such position or to a position of like seniority, status and pay.”

Further, he “shall be considered as having been on a furlough or leave of absence, . . . shall be restored without loss of seniority . . . and shall not be discharged from such position without cause within one year after such restoration.” Strange as it may seem, many and devious are the constructions placed upon this decisive language. As an aid to Local Boards, Washington issued the interpretative memorandum already mentioned. This reads in part as follows:

“Generally speaking, one who is employed to fill the place made vacant by a person entering service occupies a temporary status, and has no reemployment rights even though he subsequently enters service.” Emphasis is again necessary; for such interpretation and application will NOT be an exceptional or isolated instance, but will be the “general”, run-of-the-mill, case.

In complicated, border-line cases, where conflicting claims exist as to who was “permanent” and who was “temporary,” final determination will naturally rest with the Courts. But to make such honest doubts and counter-claims as uncommon as possible, Memo. 190-A cites various conceivable circumstances, and attempts to iron them out in advance of needless litigation.

Thus, where a business has legitimately expanded during a veteran’s absence, the memorandum goes on to say that: “Some of the factors to be considered are: (1) was the position newly created? (2) was the veteran the first occupant thereof? (3) was it intended as a “wartime” or as a “permanent” position?

(4) what were the circumstances and agreements at the time of the original employment? (5) after employment commenced, was the relationship between the employer and employee such that they contemplated a permanent relationship in the ordinary sense of industrial or commercial practice?”

After bringing order out of chaos by these helpful suggestions and interpretations, a later paragraph in 190-A (due to its severely abrupt wording) has led a few otherwise-stable minds to completely discard all of the foregoing, carefully worked-out details, and to substitute unwarranted assumptions and conclusions. This latter paragraph reads:

“A returning veteran is entitled to reinstatement in his former position or one of like seniority, status and pay even though such reinstatement necessitates the discharge of non-veteran with a greater seniority.”

If this were literally true, and to be taken at its face value, it would result in situations like this: A station had a pre-war staff of ten permanent engineers. Six entered the service. Six “duration” or “temporary” men were hired to fill their places. These latter 6 also were subsequently absorbed into the Army. Now, if ALL his returning veterans (12) are guaranteed reinstatement, and must “not be discharged for one year,” this station owner will be compelled to carry a staff of 16 engineers in place of his normal ten. (We have purposely used low numerals for simplicity, but you can readily picture the front-office anguish when a more typical staff is considered.)

However, the two main disconcerting angles have fortunately been cleared up by Selective Service Coordinators whom we contacted; and we would feel that a letter had not been in vain, if Broadcasting could pass them along to the industry at large:

(1) no employer will be required to hire more men than the number on his original staff;

(2) the clause last quoted means: a returning veteran “whose formerly-held permanent position qualifies him for re-employment rights under Section 8 of the Act” is entitled to reinstatement . . . even though it means discarding a non-veteran who holds greater seniority. (As an example, where a business has shrunk during a veteran’s absence, and the staff was cut in half; the returning “permanent” veteran is entitled to employment even though he may “bump” a man of longer seniority out of bottom place on the list.)

With one additional quote we close: “It is the character of relationship between the employer and employee, whether “temporary” or “permanent”, that should govern rather than the particular assignment being carried out at the time of entering into service.”

EDGAR T. DARLINGTON
KON and KALE, relinquishes all association with the latter station, and some months ago separated personnel, equipment and studio and office space between the stations, paving the way for the transaction.

Myers Increases Control

The Journal will turn over 12 1/2% of its KON stock to Mr. Myers and the remaining 12 1/2% to Mrs. Hunt, widow of C. Roy Hunt, former manager, in exchange for the 12 1/2% of the station by the latter. Mr. Myers, who has held control of KON, under the transaction increases his interest to approximately 50% of that station, which operates on 970 kc. with 5,000 w and is a CBS outlet.

The sale of WORD by Spartanburg Advertising Co. would leave that company with WSFA, 6000 w CBS outlet. WORD is a Blue Network outlet and operates on 1400 kc. with 250 w full-time. General manager of both stations, on leave, is Walter J. Brown, ex-assistant to Justice James F. Byrnes, Director of War Mobilization. A. B. Taylor, prominent South Carolina business executive and lumber man, is president and present owner of the Spartanburg Advertising Co. Donald Russell, general counsel to Mr. Byrnes, and Mr. Brown, are minority stockholders. Major Edney Ridge, general manager of WBIG, Greensboro, and U. S. Marshal, was identified with the transaction and is expected to supervise operation of WORD under the new ownership. Application shortly will be filed with the FCC seeking approval.

Station Rep Group Asks

Binghamton Standard CP

APPLICATION for a new local standard station in Binghamton, N. Y., was filed with the FCC last Friday by Binghamton Broadcasting Co., a partnership composed of Joseph H. McGillivra, Agnes I. McGillivra and Adam J. Young, who operate the standard stations TWA and WEM in Binghamton. Michigan College of Mining & Technology, Houghton, Mich. is applicant for a new noncommercial educational station to be operated on 42,100 kc with power of 3,000 w and with special emission. Hearst Publications Inc, San Francisco, Calif. seeks FM facilities of 44,300 kc. Application was returned as incomplete.

ANA SEeks Public Business Opinion

WHAT the American people think of American business will be measured by a continuing study of public attitudes toward the issue prepared by the Assn. of National Advertisers, it was announced last week by Paul West, ANA president. Design to help business in all its public relationships, including war and postwar advertising, the study will "keep industry more closely in touch with the thinking and feeling of factory, office and service workers, farmers, house, returning veterans and others."

Study, to be conducted by Opinion Research Corp., of New York, N. J., under supervision of ANA Public Relations Committee, follows a test survey whose results were discussed at the ANA May meeting [Broadcasting, May 8]. Printed in booklet form, these results are being distributed to ANA members this week.

General public attitude, as shown by the test survey, was one of approval toward the wartime activities of American business, with War Bond and salvage ads making the great impression of all war theme advertising. A substantial percentage of persons endorsed the war theme advertising, indicating a minimum of suspicion of false motives behind it, few persons indicating belief that tax evasion was a major motive for advertisers today.

Stoess Leaves Crosley

After 21 Years Service

WILLIAM C. STOESS, veteran musical director-conductor of WLW-WSAI Cincinnati, last week left the Crosley organization after 23 years to join the musical production staff of Trans-American Broadcasting & Television Corp., New York, headed by John Clark, former WLBW general manager.

Mr. Stoess, a violinist, started on the original Crosley station in 1921 when Powell Crosley Jr. broadcast from his home. He played violin, arranged and did general chores. He was director of music for the Crosley stations from 1926-1936. In the last few years he has been a staff conductor. Mr. Stoess directed one of the early-day network commercial musical shows, the Flying Dutchman. For several years he directed the NBC Vocal Varieties, sponsored by Tums.

Wise Expands

WILLIAM H. WISE & Co., New York, will expand its spot campaign for books and magazines to some 100 stations including Huber Hoge & Co., New York, an ad agency. Plan now includes spot schedule, which has been expanded to open for the past few months and spot announcements at varying frequencies, running for an indefinite period. KEBR, KFAC, KLCO, KFKA and WITC will be utilized. WBBM WCAE WCAR WDST WBTW WWBT WCUR WNYC WSBN.

Quality Bakers Cutting New Half-Hour Program

QUALITY BAKERS of America, New York, cooperative group of independent bakers, last week began cutting a new half-hour musical variety program to be released in the fall to member-bakers for placement on local stations. Program title, THIS IS HOLLYWOOD, featuring a different Hollywood star each week with John H. Ringle as host, may supplement Sam Adams, YOUR HOME Front Quartermaster, a quarter-hour series or may replace it.

Schenley Plans

SCHENLEY DISTILLERS Corp., New York, on July 26 for five weeks discontinues YOUR DATE With Cugat on MBS Wednesdays 8-30 p.m. and is understood to have retained a weekly five-minute period on the network to be donated to the Red Cross during the program's summer hiatus. Program will probably originate from the West Coast when it resumes in the fall for Dubonnet. Agency is William H. Weintraub & Co., N. Y.

New Helbros Show

HELBROS WATCH Co., New York, July 16 starts Quick As a Flash on MBS Sundays 6-6:30 p.m., expanding to 116 MBS stations Sept. 10. New series is an audience participation program which will present historical and mystery dramas. Current Helbros program, Pick and Pot Time, on 12 MBS stations, 8:30-9 p.m. goes off the air after the July 11 broadcast. Agency is William H. Weintraub & Co., New York.

PEANUT PROJECT

RADIO advertising will figure in an advertising and publicity program adopted recently by the National Peanut Council, entailing expenditure of about a million dollars during the next three years in the overall campaign. The radio appropriation will be determined sometime in September, according to J. Walter Thompson Co., N. Y.

ELECTRIC COMPANIES, cooperatively sponsoring reports to the Nation on CBS Wednesdays, 10:30-11 p.m. will discontinue the program after the July 19 broadcast, and have secured a musical show from the West Coast in October. Agency is N. W. Ayer, N. Y.
Radio Aids in Circus Fire
(Continued from page 18)

received, as the city and State went all-out in its efforts to aid in rescue operations. Chief Announcer Bernard Mullins and George Bowe of the production department, were hurried to the circus in a WTIC truck a few minutes after the first flash was given. At 6 p.m. they broadcast an eye-witness story.

Extra telephones were set up at WTIC to answer the many calls from grief-stricken parents. Through the Red Cross each operator was given a list of the injured at the three Hartford hospitals. When an inquiry was made, the list was checked and the station helped to locate some of the injured. Gov. Raymond E. Baldwin spoke over WTIC at 6:15 p.m. He asked the people to be calm and told how the Red Cross and other agencies were caring for the injured.

WDRC Mobilized

WDRC, from the very moment word came of the tragic circus fire, mobilized its staff which had been trained for war emergency duties. The fire could be seen from the penthouse WDRC studios. Extra telephone operators were put on to handle the immediate flood of calls.

Jack Stevens, the station's commentator dispatched to the scene, interviewed survivors, watched the dead and injured being removed, talked to police and fire officials, and then raced back to the station to write a 15-minute broadcast, which went on at 6:30. The entire Stevens program, News Digest of the Air, was devoted to the fire.

WDRC and the Hartford Courant, morning newspaper, then made a tieup and the station began broadcasting the names of the dead, injured and other pressing information. Police department orders were broadcast, as well as instructions where families could view the dead. From the Courant the names of 400 persons were telephoned directly into the studio, and all commercials were interrupted.

WDRC-WTHT Cooperate

Walter B. Haase, program manager, offered the station's facilities to Mayor Mortensen, who accepted with thanks and made two 15-minute broadcasts from his office over both WDRC and WTHT. The WTHT engineer handling technical details. The Mayor gave instructions to the populace on both broadcasts. He praised civil defense agencies and others who cooperated in rescue work.

Aubrey L. Maddock, secretary of all civilian defense agencies in Hartford, read the casualty lists over both stations, a task which occupied most of the night and was resumed on Friday.

General Manager Franklin M. Doolittle of WDRC telephoned Mayor Mortensen Friday morning, offering to set up a circus fire relief fund and the Mayor told WDRC to go ahead. Mr. Doolittle donated $500 for the station as the first contribution. WDRC gave up all sustaining spots and programs for the weekend to call for funds which might be needed by the families of the dead and injured. Within a few minutes after the first bulletin went out, calls started coming in with contributions.

Mayor Mortensen praised Mr. Doolittle and WDRC for its work during and after the tragedy.

WTHT Withholds Flash

At 2:43 p.m. Thursday a roaring fire was visible from the office windows of WTHT. Delaying an important report of the circus fire until some tangible news could be given on a scheduled basis in order to avoid further panic among the townspeople, carefully worded reports and appeals for nurses' aids and volunteers were aired. At 5:15 some idea had been gleaned of the scope of the tragedy.

Avoiding any attempt at on-the-spot coverage for fear of hampering efforts of rescue squads and for fear of further alarm and panic, the regular WTHT schedule was abandoned and news appeals and allied service announcements were broadcast constantly through cooperation of the staff of the Hartford Times, station licensee. WTHT was able to present at an early hour casualty lists which grew in completeness toward midnight.

At 9 p.m. Mayor Mortensen was given emergency facilities at his office for the first factual official report of the tragedy. Again at 10:15 the facilities of the two stations were joined for an official casualty list from the Mayor's office. The clogged switchboard at WTHT was manned until early morning hours, aiding in the dissemination of information on inquiries about specific individuals.

"The horror of the holocaust and its impact on this city was such tremendous proportion that WTHT did all in its power to provide good public service and to avoid the spectacular, said Glover De Laney, general manager. "Our first duty was to do all we could to help keep the people informed. No efforts were made to make 'shows' of any broadcasts."

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
As Organization of Qualified Radio Engineers
DEDICATED TO THE SERVICE OF BROADCASTING

PAUL GODLEY CO.
CONSULTING RADIO ENGINEERS
MONTCLAIR, N. J.
MO-2-7859

GEO GE C. DAVIS
Consulting Radio Engineer
Munsey Bldg. District 8456
Washington, D. C.

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

LOHNES & CULVER
CONSULTING RADIO ENGINEERS
Munsey Bldg. • District 8215
Washington 4, D. C.

RAYMOND M. WILMOTTE
CONSULTING RADIO ENGINEER
From FCC Application to Complete Installation of Equipment
1469 Church St., N.W., Washington 5, D. C.

HECTOR R. SKIFTER
CONSULTING RADIO ENGINEERS
ENGINEERING SERVICES
AVAILABLE AFTER VICTORY

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

PAUL A. deMARS
Consulting Electrical Engineer
"Pioneer In FM"
1900 F St., N. W.—Washington, D. C.
Phone: Metropolitan 0540

RADIO ENGINEERING CONSULTANTS
Frequency Monitoring
• Evening Star Building, Washington, D. C.
• 321 E. Gregory Boulevard, Kansas City, Mo.

BROADCASTING • Broadcast Advertising
July 10, 1944 • Page 67

"Now, if we were only staying at THE ROOSEVELT"

When you stop at The Roosevelt you don't risk getting marooned like this. For you'll be within walking range of Manhattan's Mid-town activities. Direct passageway from Grand Central Terminal to hotel lobby. A reservation at The Roosevelt liquidates a lot of bother.

Rooms with bath from $4.50.
FEDERAL COMMUNICATIONS COMMISSION

Actions of the

Decisions...

JULY 5

WJJD Chicago—Granted transfer control to

KOB Albuquerque, N. M.—Mod. CP 770 kc.

Tentative Calendar...

KOY New York (July 10).

KOB Albuquerque, N. M.—Mod. CP 770 kc. 40,000 w.

WGBR Cleveland—CP new commercial television station Channel 14.

WNAV Marion, Ohio—Transfer of control from

WMBR Cleveland—New CP standard station, 1490 kc., 250 w., unlimited.

KOB Albuquerque, N. M.—Modification of license to Marshall Field.

Texas Broadcasting, Houston, Tex.—CP new standard station, 1650 kc., 1 kw. unlimited.

J. W. Birdwell, Nashville, Tenn.—CP new standard station, 1540 kc., 250 w., unlimited.

WAIR Winston-Salem, N. C.—Mod. license to change call name of licensed station.

Cincinnati Broadcasting Co., Inc., Birmingham, Ala.—CP new FM station, 44,700 kc., 17,200 w., unlimited.

JULY 6


WABT Baton Rouge—Referral of petition to hearing on application of WOGB Greensboro, N. C., for CP license to operate.

WJZ Baltimore—CP new FM station, 49,700 kc., 8,876.6 sq. mi., $66,000 estimated cost.

WSSL Cincinnati—CP new standard station, 1490 kc., 250 w., unlimited.

KOB Albuquerque, N. M.—Has granted new FM station.

KGEK Stanley, Wis.— Amends CP to authorize application for license to Bluebird Broadcasting, Iowa City, Iowa.

WEBS Chicago—Granted revised petition for extension to time to comply with conditional procedures attached to grant of CP for new FM station.


KTHF Houston, Tex.—Adopted order denying CP for proposed standard station, 1380 kc., 5 kw. unlimited, for Comet Broadcasting Co., Detroit.

Rossen Broadcasting Co., Rochester, N. Y.—Granted petition to amend application for CP new FM station, to make changes in stockholders and directors of applicant; application not removed from hearing docket.

Applications...

JULY 3

WRAL Baltimore—CP new FM station, 46,900 kc., 8,500 sq. mi., $46,000 estimated cost.

WLW Cincinnati—CP new standard station, 1490 kc., 250 w., unlimited.

WATL Atlanta—License to cover CP for changes in the standard station, 1250 kc., 250 w., 1 kw., unlimited.

WBIM Fort Worth, Tex.—Granted petition for rehearing in application for standard station, 1650 kc., 250 w. unlimited.

WAVD Boston—Granted petition to intervene in hearing on application of WQOD Greensboro, N. C., for CP license to operate.

WRSH Rochester—CP new standard station, 1380 kc., 5 kw. unlimited, to enhance the signal of existing station.

WJZ Baltimore—CP new FM station, 46,900 kc., 8,500 sq. mi., $150,000 to $160,000 estimated cost.

WJZ Baltimore—CP new FM station, 46,700 kc., 8,500 sq. mi., $65,000 estimated cost.

WSSL Cincinnati—CP new standard station, 1490 kc., 250 w., unlimited.

ARCH OBOLE, radio dramatist, and Stephen Longstreet, author, have collaborated in editing a book titled "The World Theatre," composed of a series of radio plays dedicated to the war effort by prominent authors. Plays are being heard in the series "C.S. 555" on the Blue network (Random House $2.75).
Help Wanted
Washington Engineering Firm needs drafts- man and a qualified radio engineer. Must be a good salesman, have good knowledge and draft classification. Box 296, BROADCAST- ING.

Transmitter engineer. Licensed, deferred. Permanent. Excellent working conditions. Must at least 5 KW experience. Can work anywhere. Previous experience and salary expected first letter. All replies confidential. Box 283, BROADCASTING.

Announcer: Good position on Virginia local network station. Must have good selling voice, immediately opening. Send all particulars in your first letter. Congenial staff. Box 414, BROADCASTING.

Wanted—Engineer for South Florida sta- tion, with first rate experience in broadcasting experience. Top pay. Not a part-time job. Reply to Box 414, BROADCASTING.

Commercial continuity writer, capable of eventually headlining in network. Nationally recognized. Must have experience and background in first letter. Box 498, BROADCASTING.

5 KW CBS affiliate, wants continuity writer. This man will supervise continuously of all department of the station. Good opportunity to produce programs. Box 441, BROADCASTING.

Announcer—Operator wanted. Must have first class radiotelephone license and be capable of announcing news and commercial material. Give references and salary required first letter. Radio Station XRTY, Pueblo, Colo.

Assistant chief engineer—alert, capable, first class. Experienced in transmitter, control and construction work, including local and regional network operation. State all in first reply. WLAV, Grand Rapids, Michigan.

Announcer—by Southern NBC 5 KW station. A junior man with at least two years successful announcing experience. We prefer someone who is a real go-getter, who wants to become firmly rooted in the region we serve. Salary, $25 per week, plus good commission. Right man can make $100 or more per week without knocking himself out. Permanent. Wire for appointment and come in person.


Want chief engineer. Also announcer, new station. Permanent position. Must have state experience, when available. WROX, Clayton, Mass.


Announcer—Yankee Mutual Outlet—WIAI at Greenwich, Mass. Experienced, salary in accordance with ability.

Experienced editor and announcer. Give complete details in application. KFAO, Fort Worth, Texas.

Chief Engineer needed. Excellent oppor tunity as station has plans for expan- sion. Write KUER, E. Boulder, Colo.

Chief Engineer, having experience with Western Electric, Dobbertin 5 KW transmitter, 2 tower job. Good knowledge of transmission and good fundamental technical background. Give complete details, including draft status and salary requirements. First letter. Gene O'Fallon. KFEL, Denver.

Classified Advertisements

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

Situation Wanted
Don't read another word of this if you cannot pay me a better-than-average salary. But if you can, call me at once and we can make it over the telephone. I'm in New York with programs running complete. My draft status is 4F. For reasons of family health I must come to the West as soon as possible. I have 15 years of active broadcasting experience, and six in the big time, bringing me into the position of a successful and popular chief engineer. As an added attraction and plus, I have a home in the country, and the salary carries me 100% of the way. I guarantee a newscast that is effective and honest. The results are registered in dollar signs. If you feel your station might benefit by the addition of a man with ample network experience, write or wire at once, giving full details. It is imperative that you give reference letters showing everything I have said. Address Chief Radio Engineer, Box 432, BROADCASTING.

Network contact man—Executive Secretary. Eleven years with outstanding Regional Network. Solid experience in sales and program ideas. Excellent background in advertising and marketing, and capable thus to sell the programs that sold and sold, solid. Desire connection as Commercial Manager or Executive Salesman on percentage or salary plus. Location secondary to opportunity and would consider investment. Box 429, BROADCASTING.

Announcer—Experimented, 32, dependable. University trained in news, continuity, commercial, network, and midwest West. Box 494, BROADCASTING.

Announcer—4F, married, experienced, good all around man. Seeks better opportuni ties. Box 488, BROADCASTING.

Engineer—38. chief small station: opera- tor larger station: full information after letter. Box 486, BROADCASTING.

Experience—From 1925 to date have covered all fields of radio from network sales to production, announce, staff assigning and script writing. Begun in New England, radio work beyond my dreams. Have also part taken in recording, transcription, photo, detailed experience and performance. Station WIS, Columbus, Ohio.

Radio Time Salesman wanted. WSNT. Schenectady, has unusually splendid oppor tunity for a good, experienced salesman. Right man can make $100 or more per week without knocking himself out. Permanent. Wire for appointment and come in person.

WANTED—Chief Engineer, able to work entire day. Must be willing to work evenings, too. Call or Write 9477 Caucasian. For Summer position.

Want to Buy (Cont’d)

Wanted to Buy
Want to buy either 500, 900- or 1000-watt approved broadcst transmitter. Also approved modulation and storage devices. Address Box 240, BROADCAST ING.

WANTED
Wanted—200 to 300 foot vertical radiator, necessary for example antenna, for Marshall Marine Electric R61A, Vaseum tube, and two or three 190 MHz, General Electric 6E5C397 Rectifier or equal, frequency and modula tion monitors. Cash. Box 488, BROADCASTING.

Wanted—A new RCA console or similar. Two RCA 1947 or B 352. Box 52, BROADCASTING. Presto 1A-14 turntable, W. T. 6-A or RCA Universal tone arm and re producing heads. Box 456, BROADCASTING.

For Sale
For Sale—250 watt transmitter, six port able-mobile transmitters, frequency ma chine. Formerly licensed to police. Suitable for relay broadcast with slight modification. Box 429, BROADCASTING.

Controlling Interest in Southwestern local, Box 451, BROADCASTING.

Miscellaneous

Radio, Engineer wants operating contract on one 75-42 RCA console or similar. Two 68-A, 75-42 RCA, and two Presto 1A-14 turntables. Two W. T. 6-A or RCA Universal tone arm and reproducing heads. Box 456, BROADCASTING.

WILL SWAP: General Radio Type 600A, Oscillator-FOR General, Radio Type 781B or any FCC approved frequency monitor or for frequency monitor. Box 442, BROADCASTING.

KMH, 850 kw transmitter. Five months work on the tower. Must be sold at once. Tower $250. Box 453, BROADCASTING.

For Sale
For Sale—Announce, studio background, necessary for example antenna, for Marshall Marine Electric R61A, Vaseum tube, and two or three 190 MHz, General Electric 6E5C397 Rectifier or equal, frequency and modula tion monitors. Cash. Box 488, BROADCASTING.

Will buy: General Radio Type 608A, Oscillator-FOR General, Radio Type 781B or any FCC approved frequency monitor or for frequency monitor. Box 442, BROADCASTING.

For Sale
For Sale—50 kw transmitter, also side band equipment. Running currently. Box 453, BROADCASTING.

For Sale
For Sale—Announce, studio background, necessary for example antenna, for Marshall Marine Electric R61A, Vaseum tube, and two or three 190 MHz, General Electric 6E5C397 Rectifier or equal, frequency and modula tion monitors. Cash. Box 488, BROADCASTING.

Miscellaneous

Wanted by Buy
Wanted to buy either 500, 900-, or 1000-watt approved broadcast transmitter. Also approved modulation and storage devices. Address Box 240, BROADCAST ING.

Need More 'Folks' Copy, Latin Ad Man Tells Us
ADVERTISERS using the South American market are advised strongly to have their selling messages prepared by South Amer icans, in the July issue of The Inter American. Article takes up various idiocyncrasies of the Latin American consumer in regards to advertise ing, and gives a number of ex amples of "boners" pulled by North American advertising agencies which are said to have cost their clients thousands of dollars in lost sales.

The author is Ricardo H. Pueyredon, head of Pueyredon Propaganda, Latin American advertising agency.

" Altogether too much advertis ing is created in the United States by Central Americans, whose language, customs and psychology differ enormously from ours," he writes. Copy prepared in this country, he continues, loses much of its forcefulness and lacks a "folksy quality" which the Argentine, for example, is quick to detect.

ANNOUNCER WANTED
CBS 5 KW—YOUNGSTOWN, OH.
Seasoned, experienced, capable man for news and general an nouncing. Not a part-time position but a permanent opportunity for the right man. Immediate vacancy. Prefer family man—over 30 years old or draft exempt. Write, wire or phone.

W. P. WILLIAMSON, JR., Gen. Mgr. WKNB BROADCASTING CORP.
Phone 43122

FOR SALE
1000 WATT FULL TIME PACIFIC COAST, ON EXCELLENT REGIONAL FREQUENCY. HIGHLY PROFITABLE OPERATING WITH EVEN GREAT OPPORTUNITIES. PLEASE STATE FULL DETAILS IN YOUR REPLY.

BOX 432 BROADCASTING

The School of Radio Technique
(America's Oldest School Devoted Exclusively to Radio Broadcasting)
SPECIAL SUMMER 6 WEEKS' D off Course AUGUST 2
8 Weeks' Evening Courses JULY 18 & AUGUST 14
Taught by Network Professionals, for Beginner & Advanced students: include—
ANNOUNCING—Station Routine 
Newscasting—Air Acting
Continuity Writing—Diction
Cable, Coax, Elbow Coax, Modulator, etc.
Co-od. Moderate rates. Inquire Call or Write for Booklet B.
R.C.O. BUILDING, RADIO CITY, N.Y. Circa 7-0193

EQUIPMENT WANTED
Do you have any Broadcasting Equipment? We will pay highest prices for any and all types.

REGIONAL RADIO SALES CO.
225 E. Bradley Rd., Milwaukee 9, Wis. Phone Edgewood 9477
New Commercial Video, Three Standard, Five FM Applications Filed With FCC

APPLICATIONS for new broadcast facilities filed with the FCC last week include requests for five new FM stations, three standard outlets and a new commercial television station.

The Philadelphia Inquirer, recent applicant for a new commercial video outlet, last week applied for a new FM station to operate on 49,100 kc with a coverage of 15,500 sq. mi. Estimated cost is $150,500. Crosley Corp., licensee of WLW-WSAI Cincinnati, seeks an FM station to be located in Dayton, O., on 49,100 kc with 10,100 sq. mi. coverage. Estimated cost is between $160,000 and $160,000. Crosley is also holder of a construction permit for an experimental television station, WEXCT.

Seek Standard CPs

Licensee of WBAL Baltimore, Hearst Radio Inc. has filed for an FM outlet in that city on 103.9 kc. Coverage is 30,837.6 sq. mi. and estimated cost is $65,000. Leonard A. Versailles, operator of WLAB Grand Rapids, Mich., is applicant for an FM station on 46,100 kc with coverage of 6,460 sq. mi. Estimated cost for the outlet is $285,000. WBOB Terre Haute, Ind. seeks FM facilities of 48,700 kc with 7,442 sq. mi. coverage. Estimated cost is $35,200.

Commercial television facilities on Channel 3 are sought by WQAR Cleveland. Sister station, WJR Detroit, already has FM and commercial video applications on file with the Commission and the other G. A. (Dick) Richards outlet, KMPC Hollywood, is expected to do likewise in the near future, it was reported last week.

New standard station to operate unlimited time on 1860 kc with 1,000 w is requested for Houston, Tex., by Texas Broadcasters, a partnership composed of Fred Weber, executive vice-president and 12 1/2% owner of WDSU New Orleans; E. A. Stephens, auto dealer, WDSU president and 50% owner of that station, who also is candidate for the U. S. Senate; and William H. Taibot, local attorney and holder of real estate and oil interests. Each of the partners has one-third interest in the partnership. Transmitter for the station has been purchased from WDSU along with other equipment, application stated.

J. W. Birdwell, former owner of WBIR Knoxville, Tenn., seeks standard facilities at Nashville, Tenn. of 1,240 kc, 250 w and unlimited hours of operation. Sale of WBIR by Mr. Birdwell to J. Lindsay Nunn and Son was granted by the Commission last January.

Inter-City Advertising Co., licensee of WAYS Charlotte, N. C., last week filed application for a new standard local station in Columbia, S. C. to operate on 1490 kc with 250 w and unlimited time. Inter-City Advertising is owned by a partnership composed of George Dowdy, president; J. Horton Doughton, treasurer; B. T. White, vice president, and manager of WFBC Greenville, S. C.; and Harold H. Thoms, secretary, who is owner and manager of WISE Ashville, N. C. and applicant for a new local outlet in Durham, N. C.

Press-FM Applicants

Noncommercial educational FM station is sought in an application filed by the Board of Education, Sewanhaka High School, Floral Park, New York to operate on several frequencies—42,100, 42,500, 42,900, 42,900 kc, with power of 250 w and special emission. The Board of Education of Newark in the County of Essex, Newark, N. J., also seeks a noncommercial educational FM station, to be operated on 42,500 kc with 500 w and special emission. WSAU Wausau, Wis. applied to the FCC last week for a construction permit to change frequencies—1400 to 1230 kc and increase power from 250 w to 6,000 w. Applications filed late during the past week at the Commission and not heretofore reported include requests for FM outlets by Pough-keepsie Newspapers Inc., Pough-keepsie, N. Y. and Gannett Publishing Co., Augusta, Me., and also a new standard application filed by Chattahoochee Broadcasters, Marietta, Ga.

Operators of WKIP Pough-keepsie, N. Y. Poughkeepsie papers, seek FM facilities of 44,300 kc and coverage of 10,198.5 sq. mi. Estimated cost is $46,000. Gannett Publishing Co., licensee of WGNA Portland, Me., files for a new FM station to be located at

NAVY, NETS PLAN PACIFIC COVERAGE

REPRESENTATIVES of the four major networks met in New York last Monday with Lt. Comdr. J. Harrison Hartley, officer in charge of the radio section, Navy Office of Public Relations, to discuss coverage of Pacific battle operations. There will in all probability be a pooling arrangement similar to the one used successfully by network correspondents accredited to the Navy for the European invasion. Because of the vast distances of the Pacific area, however, methods of communication and assignments different from those of the European operations will have to be employed. Plans are now being formulated by the Navy and the networks.

Network heads present at the New York meeting were: Everett Holles, Paul White, Phil Woodyatt, CBS; Bill Brooks, NBC; John Whittemore, Mutual; G. W. Johnstone, Blue.

SKINNAY ENNIS, discharged from the Army after 15 months of han ds-on the band at Santa Anita (Cal.) air base, is organizing a new orchestra, and returns to the NBC Bob Hope Show in the fall.

Augusta, Me. Frequency asked is 49,100 kc, with 3,968 sq. mi. coverage and an estimated $31,333.23 cost. Chattahoochee Broadcasters, which seeks Marietta, Ga. standard facilities of unlimited time on 1290 kc with 250 w, is composed of Fred B. Wilson, assistant to the president of the Georgia Power Co., Atlanta, and Channing Coke, manager of the agricultural division of that company. Mr. Wilson holds two-thirds interest in the partnership, Mr. Coke the remaining one-third.

New York Ad Firm Eyes Postwar Era

Silberstein, Goldsmith Issue Retail Research Booklet

POSTWAR advertising will be diverted from traditional channels by new media, including television, according to a study of postwar possibilities by Alfred J. Silberstein, Bert Goldsmith Inc., New York advertising agency.

Second of a continuing study undertaken by the agency on future newspaper and magazine circuits, the 36-page booklet covers the major knowledge of retailing in developing new markets and finding more consumers for goods after the war.

Covers Video

Television, as stated, will give stores an opportunity to present merchandising visually in the home.

Pre-war promotion schedules will be resumed with the establishing of cut-price and seasonal efforts, it is stated. Much advertising will be directed to the lower income groups which will possess accumulated savings and relatively high earnings.

Prime-time lines will be advertised most extensively, it is stated, with a greater proportion of lines to be branded and established with the consumers through advertising.

A copy of the booklet may be obtained from the agency whose address is 9 East 40th Street, New York 16.

Donaldson to Kudner

RICHARD DONALDON, former director of research of Celanese Corp., New York, previously re- search head of Ward Wheelock Co., New York, has been named manager of the research department of Art Advertising Inc., New York. It was announced last week by Dr. Franklin R. Caw, research director, who wrote a part of a general expansion of the department, in process for the last year. Dr. Caw also announced the appointments of John Edward Yordan and Robert Gans to the executive staff of the re- search department. Dr. Yordan was a close associate of Miller McClintock, now president of Mutual, in industrial and traffic research from 1936 to 1943. Mr. Gans was formerly supervisor of field operations for the A. C. Nielsen Research Co. and later handled research for Street & Finney, New York.

McClain to Seminary

JAMES W. MCCLAIN, heard on NBC as "Mr. Justice" for three years, has enrolled in the Seabury-Western Theological Seminary. While studying for the ministry he will carry on his radio program, which will originate at nearby points, allowing him to carry on his studies without interruption.

"It's Her Own Fault! She Doesn't Have To Read These John's Office Wife' Scripts!"

Drawn for Broadcasting by Sid Hix

FIVE more stations have signed for the special AP radio taste with Press Ass'n. They are: KTW Phil- delphia; KALR Alexandria, La.; KTYK Yakima, Wash.; KIDO Boise, Idaho; WEED Rocky Mount, N. C.
Service Station Operator

Numa Lane, operator of a prominent Phillips "66" service station in Kansas City, thinks of radio's service to his needs in terms of "Reports on cold waves, floods—information about road conditions—letting the motorist know rationing and government rulings."

Above the Call of Duty

News coverage is more than "man bites dog." In radio news coverage, the human element has become an important factor on numerous occasions. KMBC's news department, with Erle Smith as editor, has built for KMBC the deep respect of its listeners, not only for alert coverage of news as it happens, but for that service above the call of duty. Such awareness of radio's responsibility to the community in times of need is not only the reputation of KMBC but its promise for the future. No small wonder a waiting list exists for the opportunity to affiliate oneself with a KMBC news program.

Of course—
KMBC FM
An extra service at no extra cost.

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

SINCE 1928 THE BASIC CBS STATION FOR MISSOURI AND KANSAS
HELEN BARR

WKY’s new home service director has been a popular radio personality with New England women for many years. She comes to Oklahoma as an experienced beauty consultant, fashion commentator, home decorator, and culinary expert to bring women a daily program of inspiration and information covering their many fields of personal interest.

A Woman’s Program Without Price!

On July 3, Helen Barr, WKY’s new home service director, initiated a new series of programs of broader, more practical service to Oklahoma women than anything heretofore attempted in this region.

“Six Keys to Better Homemaking,” a six-a-week quarter-hour series at 8:45 a.m., is bubbling with ideas, suggestions, observations and advice all stitched together with the fascinating thread of Helen Barr’s comment and conversation.

Departing from the usual single-track direction of women’s programs, “Six Keys” is purely a WKY service to women (and not for sale) whose pattern is of original design, embracing all the primary interest of all women—in their homes, their children and themselves.

Being of such service to Oklahoma women has been such a longtime, fundamental policy of WKY that women of this area just naturally regard WKY as their favorite station.

Six Keys to Better Homemaking

1. Key to Personal Charm
2. Key to Home Decoration
3. Key to Budgeting
4. Key to Entertaining
5. Key to Child Care
6. Key to the Kitchen