COLORADO FARM INCOME

UP 28%

FIRST QUARTER, 1944

COLORADO farm income from marketings of crops and livestock amounted to $68,348,000 in the first three months of 1944, an increase of 28 per cent over the income for the same months of 1943, according to estimates of the U. S. Department of Agriculture. The average increase for the nation as a whole was 17 percent.

This provides the kind of information which advertisers need to determine what kind of customers Colorado farm folk are this year.

KLZ, which has always provided Colorado farmers with a wide variety of services, stands at the head of their listening list, and is the station to deliver a sales message into farm homes, and all homes, of the Denver Market.
A LANDMARK of the Inland Empire—KHQ's 820-foot Tower.

Completely Covers the Vast Inland Empire

KHQ

- One Market
- One Medium
- One Station
- One COST!

5000 Watts—590 Kilocycles
Owned and Operated by
LOUIS WASMER, INC.
Radio Central Bldg., Spokane, Wash.

National Representatives: Edward Petry & Co., Inc.
The Only Single Medium Completely Covering the Inland Empire
WBAL—50,000 Watts . . . One of America's Great Radio Stations
BASIC NBC NETWORK—Nationally Represented by Edward Petry & Co.

Baltimore
When You Think of NEW ORLEANS... You Think of well over 1,000,000 TONS of DELTA SHIPS MADE IN NEW ORLEANS

...AND

WWL
NEW ORLEANS

The Greatest Selling Power In The South's Greatest City
50,000 WATTS CLEAR CHANNEL

WWL Dominates the NEW Deep South—Headed for PERMANENT Prosperity

CBS AFFILIATE—REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.
Howard L. Chernoff, managing director of the West Virginia Network, is now in England. Chernoff has only one assignment as a War Correspondent. His mission is to send folks back home intimate first-hand news of West Virginia boys. He is to cover the personal stories . . . news so dear to the hearts of anxious relatives and friends.

Major war news is adequately covered on the West Virginia Network through facilities of the Associated Press, the United Press and CBS, NBC and Blue Networks. The West Virginia Network’s own reporter is covering the everyday experiences of West Virginia boys on the battle front.

Listeners provided names and A.P.O. numbers so Chernoff can look up their sons and husbands and brothers and report how they look, how they feel and whether they are happy and well.

In doing this, the West Virginia Network becomes the first independent radio organization in the United States to have its own correspondent accredited to the European Theater of War.

*Another first! Another public service for West Virginians!*
New Sylvania Power Measurement Lamps provide a simple and more accurate means of measuring radio frequency power.

At present there are six "lamps" in the Sylvania PM series. Resistances range from 40 to 310 ohms over the useful ranges of the curves.

A PM Lamp, used with a meter readily available to most radio experimenters, eliminates much of the guesswork that prevailed with old methods. Sylvania PM Lamps, which are no longer restricted to military use, should be useful to radio experimenters.

The research and development of the PM series is just another example of how Sylvania engineering succeeds in solving radio problems. Like Sylvania Radio Tubes, criterions of quality, the new Power Measurement Lamps are manufactured to one standard — the highest anywhere known.

Quality that serves the war shall serve the peace

RADIO DIVISION
EMPORIUM, PENNSYLVANIA

SYLVANIA
ELECTRIC PRODUCTS INC.

RADIO TUBES, CATHODE RAY TUBES, ELECTRONIC DEVICES, FLUORESCENT LAMPS, FIXTURES AND ACCESSORIES, INCANDESCENT LAMPS
Here in Fresno we have always had the leading station. Repeated city surveys have been telling us that for years. And, with our 5,000 watts on 580, we have always felt KMJ was doing a good job in the Fresno Five County Trading Area ... felt we were giving the farmers what they wanted.

In fact, after 22 years it just seemed second nature to us to feel "at home" with the whole San Joaquin Valley. That old feeling is still in our hearts, but now it's also on paper. The first Hooper Trading Zone Index on the Pacific Coast has just been completed for us.

☆ We learn that in 12 cities scattered over 125 miles, from Merced to Porterville ...

**KMJ Has at All Times 6 to 20 Times the Audience of Its Nearest Fresno Competitor**

So, if you need to know more about California, if you want the first inside story on what stations are heard throughout Central California, send for our City Zone-Trading Zone Comparison on the Fresno market ... we have a feeling you'll use it!

McClatchy Broadcasting Company
SACRAMENTO, CALIFORNIA

PAUL H. RAYMER CO., National Representative
PROPER IDENTIFICATION IS EVERYTHING!

There isn't much sense in teaching the ack-ack boys to pour steel into the sky—if they can't identify their own and the enemy's planes.

There isn't much sense in an advertiser's pouring music and entertainment into the ether—if the public can't identify the advertiser's program and product.

Sonovox is a proven means of making your commercials so different, so unusual, so interruptive that almost everybody recognizes them. Hooper Ratings show that when Sonovox is used, Sponsor Identification zooms. In one case from 54 to 66. In another, from 36 to 53. In another, from 37 to 48. In another, from 47 to 64.

Sonovox can teach your commercials to shoot! The cost is so low as to be an almost negligible percentage of your radio appropriation.

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

WRIGHT-SONOVOX, INC.
"Talking and Singing Sound"

FREE & PETERS, INC., Exclusive National Representatives
Democratic Radio Plans Still Enigma

Fly May Bow Out; Craven Post To Hyde?

ALL RADIO eyes are focused on Chicago this week to see whether the Democratic National Committee will follow the lead of its Republican adversary by adopting a frankly, forefront "free radio" plank and, secondarily, to appraise radio's coverage of the Convention. (Network cancellations, Page 57.) If the Democrats carry out their plan for a "postage stamp" platform, then little is expected. There may be a sort of "reference platform" which will reaffirm the party's "four freedom" pledge of the Atlantic convention. But broadcasters, hungry for legislation that will stem the tide toward more rigid Government control of everything they do, would find little solace in such handling. The Republican plank, on the other hand, plumping for a new radio law which will define "in clear and unmistakable language the role of the FCC", has won universal applause.

Fly May Leave FCC

Pre-Convention atmosphere was surcharged with reports of impending changes at the FCC. It seems there are revised hints of the imminent retirement of James Lawrence Fly from the chairmanship. Mr. Fly refused to discuss published reports that he would resign. His associates likewise appeared to be in the dark, though it was evident the chairman had inferred that he might soon leave to engage in private practice of law. Now a member of the bars in New York and Massachusetts, it was reliably learned that he has applied for admission to the District of Columbia bar.

Intermingled with the Fly report was the conjecture that the Democratic Convention couldn't, with impunity, ratify a plank espousing a new radio law when the FCC's leadership has opposed any change. Four years ago the Democratic Convention adopted a "free radio" plank which urged "such legislative steps as may be required to afford the same protection from censorship that is now afforded the press under the Constitution of the United States."

That followed the 1939 plea of President Roosevelt to the chairmen of Senate and House committees dealing with radio for a new radio law and reorganization of the FCC. Although bills were introduced, nothing happened.

The vacancy on the FCC created by the retirement July 1 of Comdr. T. A. M. Craven, who joined the Iowa Broadcasting Co. as vice-president, also is receiving attention. There are a half-dozen avowed candidates. Normally, it would be filled by a Democrat, but that isn't legally requisite.

Latest name mentioned is that of Rosel H. Hyde, assistant general counsel in broadcast activities, who has been with the FCC and the former Radio Commission since 1928. Mr. Hyde, a Republican from Idaho, was seriously considered for the vacancy filled last January when E. K. Jett was named by President Roosevelt to succeed George H. Payne. Lt. Jett was appointed as an independent.

When the White House will be disposed to make the nomination to fill the Craven vacancy is conjectural. The Senate is in recess until next month and then it isn't known whether Congress will reconvene or simply hold three-day-a-week token sessions. If the latter occurs, the regular business would not be transacted, although executive nominations could be considered by unanimous consent.

Radio Officials In Chicago

The FCC now is made up of three Democrats: Fly, Paul A. Walker and C. J. Durr; two Republicans: Gov. Norman S. Case and Ray C. Wakefield, and one independent, Lt. Jett. Thus, a Republican could be named to the vacancy since the law specifies that there shall be not more than four members of the same political faith, of the seven on the Commission. Mr. Hyde's appointment would be on a merit basis, and would be wholeheartedly endorsed by the radio and communications entities, it is believed.

Many top-flight broadcast executives are in Chicago for the Convention, including network officials and individual station owners. It was expected that former Gov. James M. Cox of Ohio, 1930 Democratic nominee whose vice-presidential running mate was Mr. Roosevelt, will be present. Gov. Cox has charged Chairman Fly with directing a studied campaign toward Government ownership of radio. [BROADCASTING, Feb. 21]. J. Leon Turnbull, now director of the Cox stations—WSB Atlanta, WIOD Miami and WHYO Dayton—is radio director of the Democratic Committee on leave. Publicity director of the Committee is Paul A. Porter, who before the war was CBS Washington counsel.

Another potent radio figure at the Convention will be Paul E. Fitzpatrick, newly-elected Democratic State Chairman for New York, who took over the reigns from James A. Farley last week. He is president and part-owner of WEBR Buffalo, operated in conjunction with the Courier-Express, New Deal newspaper. Mr. Fitzpatrick had been accredited by the Radio Correspondents' Assn. along with Cy King, general manager, as a news representative of WEBR.

While radio executives wondered what action the Democratic Convention would take to insure freedom from Government interference, news flows of the networks and some 60 individual stations moved into Chicago last week to begin the task of covering the Convention. In charge of the radio news gallery will be D. Harold McGrath, superintendent of the Senate Radio Gallery, assisted by William Vaughan, acting superintendent of the House Radio Gallery. Both men went to Chicago last week.

In addition to two daily sessions, which will be broadcast by the combined major networks, each of the four nets plans special programs featuring interviews with delegates and Convention officials. Following

Turnbull Heads GOP Radio; Church to Share Supervision

Ford Bond Appointed; Carr May Get Regional Post; Publicity Director Still Unsettled

APPOINTMENT of Henry R. Turnbull as radio director of the Republican National Committee was announced last week by Herbert Brownell Jr., Committee chairman, who also disclosed that Wells (Ted) Church, radio director in the pre-Convention period, will share with Mr. Turnbull the task of setting up the party's national radio schedule.

At the same time the national chairman revealed that Ford Bond, veteran announcer and personal friend of Gov. Thomas E. Dewey, Republican nominee, will assist the radio department with spot plans and coordination work. Mr. Bond will make a series of transmissions for use in the campaign.

Marian Martin, since 1938 women's director of the GOP National Committee, will continue in that post, assisted by Judy Weiss, who has served on Gov. Dewey's radio staff. Leland Chesley, former news editor of WKW St. Louis and veteran newspaper man, will handle a large portion of the radio speeches to be made in the campaign. Mr. Chesley was a member of the National Committee publicity staff prior to the Convention.

Appointment of a publicity director has not been announced. James P. Selavage served in that capacity in the pre-Convention era under Chairman Harrison E. Spangler. Several men have been mentioned as likely successors to Mr. Selavage, but Gov. Dewey's wishes have not been made known.

Mr. Turnbull, who directed Gov. Dewey's radio activities in his successful campaign for the White House, now will assume the responsibility for the radio activities at the Republican National Convention.

Mr. Bond will assist the chairman in the radio activities of the convention.

Mr. Turnbull will be the first Republican radio director since 1920.
Heavy Share Is Slated To Go to Radio
Next Year

MCKESSION & ROBBINS advertising appropriation for 1945 will be the largest in the company's history, something more than $2,500,000, of which a sizable portion will be devoted to radio. L. M. Van Riper, vice-president in charge of advertising, said last week.

Addressing a laboratory clinic on wartime advertising and distribution of drug products, held Tuesday and Wednesday at the company's manufacturing laboratories in Bridgeport, Conn., for executives and representatives, Mr. Van Riper reviewed the history of McKesson & Robbins use of radio advertising, which began 10 years ago with an institutional program, Musical Magazine, broadcast Sunday evenings on CBS to help drug gists promote their profession to the public.

"Amazing Success"

For several years the company used little radio, except for an occasional spot campaign, until January 1942 when it began sponsoring a noon-time news program on the Yankee Network for Bexel, B-Complex vitamin product. The "amazing success" of this test campaign led to nationwide expansion, Mr. Van Riper said, adding that by mid-summer of 1943 the company had quarter-hour news programs, one-minute announcements or chain breaks on the air in almost every area in the country, advertising Colox toothpowder, Albonene cleansing cream and Yodora, as well as Bexel. In March of this year, the company moved its network radio with Stop or Go, starring Joe E. Brown on 166 stations of the Blue network for Bexel, Colox and Yodora.

Bax, a multiple-vitamin product, has been extensively advertised with one-minute spots, which have been placed in accordance with the product's distribution, starting last September on the Pacific Coast and moving east as Bax was introduced in each new area. By this fall distribution will be nationwide, Mr. Van Riper said, and the spot radio coverage will also be nationwide, with stations on the East Coast and in some parts of the South added to the present schedule.

Spots are also used for Soretone, he said, bringing the McKesson & Robbins stations list for spot coverage to about 160. Bax is the largest user of radio advertising of the company's products, using about 100 stations. In addition, transcribed announcements are furnished by the company to retail drug gists for local stations, Mr. Van Riper said, which are widely used, judging from the number of requests received. Many of these
dies were made by Arthur Godfrey, he added.

In addition to radio, McKesson & Robbins advertising appears in newspapers, magazines, professional publications and trade journals, he stated, and the company also distributes booklets to help retailers increase sales, such as "Key to Selling Success" and "Your New Job as a Drug Clerk".

J. D. Tarcher, president of J. D. Tarcher & Co., New York agency handling advertising for Bexel, Colox, Albonene, Soretone and Yodora, told the meeting that results of a questionnaire sent to the company's men indicated retail drug gists predominantly favoring Stop or Go and that it is producing results. Ted Strong, vice-president of Ivey & Ellington, New York, in charge of Bax advertising, reported that since Bax listeners have sold to retailers during August as a September promotion, with special transcribed announcements and newspaper mats supplied dealers for local use in addition to the company's regular public and radio advertising for this vitamin product.

Development of health uses for Amino acids in the McKesson laboratory was discussed by Dr. A. L. Omohundro, vice-president and technical director, who described them as "the basic building blocks of life's building and declared that they would eventually equal or exceed vitamins in commercial importance."

Dr. Abram White, of the Yale School of Medicine, reported that recent experiments gave "clear-cut evidence that Amino acids are essential to human beings". Products based on combinations of the 23 known Amino acids are already appearing on the market, he said, stating that the chief laboratory problem is to obtain a complete Mixture which can be taken orally, pleasantly and without toxic effects. The solution to the problem will probably expand the company's advertising even beyond its present total.

Kapner to Manage Radio for Hearst

Maj. Stoer Continues With Group in Executive Post

REORGANIZATION of Hearst Radio Inc. management, whereby Leonard Kapner, general manager of WCAE Pittsburgh, will become executive vice-president of the Hearst stations, was reported last week in New York. Maj. E. M. Stoer continues in an executive capacity in the Hearst organization.

While no formal announcement was made, it is understood Mr. Kapner, a veteran of a dozen years in the Hearst Radio organization, will take over active direction. For the present, it is understood, he will continue to manage WCAE licensed to a separate corporation.

In addition to WCAE, Hearst stations are WBAL Baltimore, 50,000 w NBC outlet, WISN Milwaukee, CBS outlet and WINS, New York independent. WCAE is a Mutual outlet.

Mr. Kapner, 41, joined WCAE in 1932 at the time the station was purchased by Hearst from Gimbels. Prior to that he was in an advertising capacity with local publications in Pittsburgh. Maj. Stoer is a veteran of the Hearst organization. He served in the last war in France with the British and wears the Military Cross.

WOODRUFF ENTERS ARMY AS PRIVATE

JAMES W. WOODRUFF Jr., general manager of the Georgia Broadcasting System, comprising WRBL Columbus, WATL Atlanta and WGPC Albany, last Thursday was inducted into the Army as a private. He entered Fort McPherson, Ga.

Widely known in broadcasting circles, Mr. Woodruff is a director of the NAB and resigned that post preparatory to entering the service. The vacancy will be filled by an election by the Board of Directors at a meeting to be held during the NAB Executive Committee Conference in Chicago Aug. 26-31.

Executive management of the Georgia stations has been assumed by Mr. Woodruff's father, J. W. Woodruff Sr. The junior Woodruff was elected a director-at-large of the NAB in 1940 and district director in 1943.
NAB Decides on Three-Day War Session

Restriction Placed On Attendance At Chicago

AGREEMENT on a three-day executive War Conference in lieu of the regular annual convention of the NAB, to be held on Aug. 28-31 at the Palmer House in Chicago was reached in Washington last week by the sub-committee on conference agenda of the NAB, Board of Directors.

It was made clear by J. Harold Ryan, NAB president, that while the war conference plans are being completed, and there is every prospect the sessions will be held as scheduled, there always exists the possibility of an eleventh-hour postponement. If travel conditions become critical, because of war movements, Mr. Ryan will exercise his plenary powers to call off or postpone the conference or make arrangements for a remote controlled "closed-circuit" session.

A tentative topical agenda was formulated at sessions last Monday and Tuesday, subject to revision which may be dictated by war conditions. The sessions are being limited to personnel of NAB active and associate members and attendance is expected to be substantially below the record 1200 figure of last year.

The committee which drafted the agenda comprised Kolin Hager, WGY Schenectady, chairman, with Roy F. Thompson, WFBG Altoona, Pa. and John Fetzer, WKZO Kalama-zoo, assistant directors and advertising manager. Several members were absent and Messrs. Thompson and Fetzer substituted.

Guests Restricted

The committee in general, adopted the broad recommendations of J. Harold Ryan and Secretary-Treasurer C. E. Arney Jr. The committee, speaking for the Board, expressed the hope that active and associate members will restrict attendance to one executive and those of their personnel who are members of NAB committees. A carefully selected list of guests will be invited.

The agenda stresses the importance of the conference, not on the basis of what broadcasters have done in the war effort but what responsibilities lie ahead during the war and in the post-war period. The keynote will be discussion with government officials primarily responsible for the conduct of the war, of ways and means of furthering radio participation in that effort.

Names of invited guests or speakers were not given in the topical agenda. These will be filled in as soon as arrangements are completed and acceptance is received from the key figures in the war effort.

The committee said that in formulating the war conference policy, the Board was mindful of the existing critical transportation facilities. It is felt, however, that the NAB Conference will contribute measurably to the war effort and to development of plans for radio's participation during the post-war period. The tagging of new sources of radio revenue.

The Wednesday session will open with station coverage and audience measurement discussions. This will be followed by the regular business session and the nomination and the calling of the two representatives at large—two each representing large, medium and small stations— as well as consideration of proposed by-laws. The afternoon session Wednesday will cover small market stations and the music copyright situation.

The opening session Thursday will be devoted largely to new radio legislation, and the mood of new radio revenue. The afternoon session will be devoted to the postwar future of broadcasting and a discussion of technical advancement in radio.

NAB Convention to Consider Proposals For Amendment of By-Laws Provisions

NAB CONVENTION on the War, 12:15 p.m.-2:15 p.m., General luncheon, speaker to be announced.

The motion to provide for consideration of directors-at-large by individual nominating committees, as well as from the floor, and to permit elections by mail-representatives will be followed by consideration of new radio legislation, and the mood of new radio revenue. The afternoon session Wednesday will cover small market stations and the music copyright situation.

The opening session Thursday will be largely devoted to new radio legislation, and the mood of new radio revenue. The afternoon session will be devoted to the postwar future of broadcasting and a discussion of technical advancement in radio.

REVISED BY-LAWS OF THE NAB, to provide for consideration of directors-at-large by individual nominating committees, as well as from the floor, and to permit elections by mail-representatives will be followed by consideration of new radio legislation, and the mood of new radio revenue. The afternoon session Wednesday will cover small market stations and the music copyright situation.

The opening session Thursday will be largely devoted to new radio legislation, and the mood of new radio revenue. The afternoon session will be devoted to the postwar future of broadcasting and a discussion of technical advancement in radio.

Proposed Changes

Following are the texts of the proposed amendments dealing with elections:

Amend Article V, Section 1-A of the By-Laws by adding thereto the following provision:

Provided the Board of Directors shall have power to by a two-thirds vote of its members present at a duly called meeting or by a two-thirds vote by mail ballot to cancel any annual meeting if it is deemed necessary to do so in the interest of the public interest.

At its annual meeting the NAB Board of Directors members of the Board shall constitute a nominating committee in accordance with the provisions of Article VII, Section 4, nominations from the respective networks for all positions. Such nominations shall be presented to the membership at large. A three-day ballot and a three-day ballot and a three-day ballot shall be submitted to the Board for the election of the Board of Directors-at-Large for the ensuing one year term, and the Board of Directors-at-Large shall be authorized to accept by mail in accordance with the provisions of Article VII, Section 4, nominations from the respective networks for all positions. Such nominations shall be presented to the membership at large. A three-day ballot and a three-day ballot and a three-day ballot shall be submitted to the Board for the election of the Board of Directors-at-Large for the ensuing one year term, and the Board of Directors-at-Large shall be authorized to accept by mail in accordance with the provisions of Article VII, Section 4, nominations from the respective networks for all positions.

Three members to be elected to the Board of Directors-at-Large in each of the years ending with letters denominated as follows: Each duly accredited member of the NAB shall be entitled on the basis of his membership to vote on any annual meeting if he is a duly accredited member of the Board of Directors-at-Large for the ensuing one year term, and the Board of Directors-at-Large shall be authorized to accept by mail in accordance with the provisions of Article VII, Section 4, nominations from the respective networks for all positions. Such nominations shall be presented to the membership at large. A three-day ballot and a three-day ballot and a three-day ballot shall be submitted to the Board for the election of the Board of Directors-at-Large for the ensuing one year term, and the Board of Directors-at-Large shall be authorized to accept by mail in accordance with the provisions of Article VII, Section 4, nominations from the respective networks for all positions.
Radio Coming of Age as News Medium

Experience of War Awakens Need for Coverage at the Source

By VADEBONCOEUR
News Analyst and Vice-President, WSYR Syracuse

BACK FROM a tour in the Southwest Pacific as a radio correspondent, E. R. Vadeboncoeur, vice-president of WSYR Syracuse and veteran reporter, analyst and commentator, believes radio at last has awakened to its obligation as a news-gathering medium. He relates his experiences as a war correspondent and concludes that individual stations are acquiring a due respect for themselves and their responsibility to listeners by assigning reporters to supplement, as newspapers have done for years, the press association and network services.

wringing back across the Golden Gate before noon on May 22 after flying about 27,000 miles (3,800 of those miles on combat missions in New Guinea) and after visiting Australia, interviewing Gen. Douglass MacArthur, Mrs. MacArthur, Lt. Gen. George Kenney, Vice Adm. Thomas Kincaid and many others, not the least of them being a pair of Syracuse WACs newly landed in the Southwest Pacific.

As I write this Mr. Ekins is flying to Europe to see the war there, as he saw many another war for nearly two decades as a United Press foreign correspondent before he came to WSYR.

Radio Acquires 'Respect'  
That is what I mean by saying that radio stations are acquiring, at long last, a due respect for themselves, for their own importance, their own responsibility to listeners and their own personality and character.

I am not trying to sermonize or blow any ballyhoo trumpets for WSTR, because we deserve no fanfares at all; we are only doing what many aggressive and progressive stations will be doing soon as a matter of course, except that we happen to have done it first. Smart stations will want to impress upon their listeners that they stand for more in the field of news than a good announcer reading good wire copy, a good, hard-working commentator, chained to an office and working only from a handy wire.

I am not talking about networks now. I am talking about the stations, themselves. That is an important distinction.

None of this is or will be especially easy; few worthwhile things are. But accreditation is a slow and often a very difficult job, for neither the Army nor the Navy, quite understandably, wants any joyriders around under foot during a war. And without presuming to speak for them, I am certain that they do not intend to carry all the radio commentators in the country, and asking for accreditation it is well to be ready to prove that your reasons are good and sufficient, and that you know the score as a reporter.

At Jungle Base

I was accredited by the War Dept. in Washington before I left this country. In the Southwest Pacific I was again accredited by Gen. MacArthur's headquarters and then things began to happen. I was at GHQ for less than two days when I started for New Guinea. Out there a war correspondent travels by ATC plane or hitch-hikes, whichever method promises to get him where he wants to go in the shortest time. I was in a hurry, so I hitch-hiked. On a Sunday morning, I was picked up in a hotel lobby by a colonel flying back to Guiana and, 3½ hours later I was standing in the mud of a jungle air base 1400 miles from GHQ.

I had told the Colonel that I wanted to see some combat flying but that I had to pack it in quickly. He just grinned at that and said, "I'll put you with the best squadrons on New Guinea. They'll take care of you." They did.

I reached the squadron's camp area just before dark and before dawn next day I was on my way up the winding Sepik River in a B-25 1200-mile chase of Japanese troops trying to evacuate Wewak by sneaking up the river in native boats and along its edges on foot. Next day I was off at dawn with 140 bombing missions to the southwest Pacific Bay area, which was a part of the final softening-up bombing treatment just before the troops went ashore to capture Wewak and the 5500-foot Jap airstrip on the island.

You can do all these things and do them quickly out there if GHQ is satisfied that you know your business and the code of respected confidences and trustworthiness of a good reporter; you can do it because within the wide limits of sound military security, the Southwest Pacific PRO does everything it can to help its correspondents report the war faithfully, accurately and thoroughly.

Correspondents Respected

At Port Moresby, on the south shore of New Guinea, there is a camping place called Coconut Grove, which is like a weekend at Atlantic City after the mud of Finschhafen, or the rough business of flying over New Guinea. There is landia or Maffin Bay, or Biak. There I slept between the only sheets I saw on Guiana and ate food which tasted like something served up by Oscar of the Waldorf, after a long siege of powdered eggs, powdered milk and a lot of other powdered combat stuff, embalmed beefsteak butter, and boys need that camp and the rest they get there, for every time there is a strike along the Guiana coast—and there have been plenty of them—the boys are milking it. Many officers and men out there told me things like, "Those guys have plenty of guts. We get into a lot of the shows, but they get into all of 'em."

The troops out there have remarkable respect for war correspondents; they are helpful and friendly and in my own case, at least, they did everything they could to make me at home and see that I got all that was coming to me and a little bit more, as I realized now and then when my knees were knocking together like Spanish castanets.

And through ever such a fast tour of a vast war theatre as mine, you cannot help bumping against things which increase your respect for radio. It is reaching out to men of 14 years of age with the touch of their homes, in a way nothing else could do. I was mighty proud of radio when I (Continued on page 52)

SOUVENIRS FROM SOUTH PACIFIC show by Vadeboncoeur (left center) WSYR vice-president as well as news analyst, capture interest of staff members. Vadeboncoeur spent six weeks on his news-gathering mission throughout various battle areas of the South Pacific.
MacFarlane Broadcast the First 1,000 Plane Raid

Can you see in your mind’s eye 1,000 planes? Can you imagine the thrill it must be? And then can you imagine what it is to see the first group of 1,000 planes in the world, leave England to bomb the enemy? And the story it made to a radio man as he shortwaved the news across the Atlantic to The States?

That’s just one episode in the war life of Ian Ross MacFarlane. Just one more indication of the way this newscaster has been in the war right up to the hilt.

It’s just one more reason why his newscasts carry an authenticity and force seldom heard on the air. He’s been through the events once, that are happening again.

Invasion? He was at Dieppe. Came June 6th and the beachheads in Normandy . . . MacFarlane didn’t need a tourist map to follow the advance. He has lived in the towns, knew the streets and the people!

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

WITH

Baltimore, Md.

Tom Tinsley, President • Represented Nationally by Headley-Reed
Second 50 kw Outlet Assured In Alamo-San Antonio Action

A SECOND 50,000 w station for San Antonio, Tex., was assured last week when the FCC en bane granted application of the Alamo Broadcasting Co. of San Antonio. Under the new KABC, to shift the 250 w local from 1450 kc to 680 kc and to increase power to 50 kw day and 1 kw night with directional antenna for night use.

Installation of a new transmitter and removal of the transmitter site to 10½ miles northwest of San Antonio, subject to the FCC's Statement of Policy of last Jan. 26 [Broadcasting, Jan. 31], was also approved. Inasmuch as Alamo Broadcasting in its application last April set out that it planned to purchase the 50 kw transmitter of XENT Nuevo Laredo, Mex., across the border from Laredo, Tex. and move it to San Antonio, it appeared likely that little critical U. S. materials would be involved and that construction could go ahead with delay.

Increased Net Coverage
Foremost in the Commission's collective minds in considering the application it was reported, was the increased increased necessary, in the proposed coverage of the Blue and Mutual networks. KABC, it was pointed out, could afford the two networks only limited coverage, whereas NBC is carried by the 50 kw WOAI, while the San Antonio CBS affiliate is KTSA, operating with 5 kw day and 1 kw night on 550 kc.

Gantt's filing recalled that pending before the FCC and designated for hearing without date, is the application of the Blue Network Co. filed last May for permission to operate KXLO Juarez, Mex., 150,000 w outlet across the border from El Paso.

Agreements have been worked out with the Texas State Network, with which Col. Elliott Roosevelt, son of the President, and his former wife, Ruth Googins Roosevelt Eldon, are identified, the application pointed out, whereby the Blue program would be fed to XELO through KFJZ Ft. Worth, heretofore headed by Col. Roosevelt, now on duty overseas. Texas State Network, of which Mrs. Eldon is now president, would be paid at the rate of $350 per class A hour.

Alamo Broadcasting Co. also is identified with the Roosevelt-Eldon interests. The majority of the voting stock is held as follows: R. Early Willson, president, 30%; Charles F. Roesar, vice-president and 25% owner of Frontier Broadcasting Co., licensee of WAGO Waco, 25%; WAGN Austin, 29%; Mrs. Eldon, 27%. Col. Roosevelt is a director of the Alamo Company, of which Gene L. Cagle is general manager. Mr. Cagle also is general manager of KFJZ and of Texas State.

Following her divorce from the President's son, Mrs. Roosevelt was last Saturday, March 23, Pvt. Worth to Lt. Col. Harry T. Eidson, Army Air Forces pilot and friend of Col. Roosevelt, which was associated with him in aviation.

The KABC application was handled by John C. Hayes, of Hayes & Hayes, Washington attorneys, with the engineering portions prepared by Everett L. Dillard, consulting engineer and president of the Commercial Radio Equipment of Kansas City and Washington.

LUCHEON FOR BREAKFAST Club discussion occurred when W. H. Vanderploeg (left), president of the Kellogg Co., Battle Creek, Mich., manufacturer and sponsor of the BLUE Network Breakfast Club, met with Don McNeill, m.c. of the morning show.

Pinex on 104
PINEX Co., Fort Wayne, Ind. (cough remedy), begins sponsorship Oct. 9 of a national campaign using chain breaks and one spot announcement weekly on 104 sta. Contracts is for 22 weeks. Agent is Russell M. Seeds Co., Chicago.

Texas Star Broadcasting Co. Granted FCC Authority to Start Program Tests

A FOUR-YEAR controversy over acquisition of the 1230 kc channel for a 250 w Houston, Tex., outlet was settled last Wednesday by the FCC when it finally granted authority to the Texas Star Broadcasting Co., Houston, applicant for a license for KTHT, new station, to begin program tests in accordance with the Commission's rules.

Action was taken by the Commission, sitting en banc, following a hearing last Monday the application to (1) "determine the truthfulness and accuracy of representations made by or in behalf of the applicant in the application for construction permit" and (2) "to determine the qualifications of the applicant to operate the broadcast station for which a license is requested in the public interest."

On July 6 FCC denied the request of Greater Houston Broadcasting Co. for postponement of the hearing to "not earlier than July 17" and Greater Houston's request for rehearing of the Commission's denial in the firm's petition to intervene. The FCC previously had denied portion of Scripps-Howard Radio Inc., for rehearing and reinstatement of its application for construction permit. Texas Star, Greater Houston and Scripps-Howard all had filed applications for the 1250 kc 250 w unlimited time facilities in early 1941 but the applications were dismissed without prejudice following the Commission's freeze order of 1942 [Broadcasting July 10].

At the June 24 hearing, Roy Hofheinz, judge of the Harris County Court, which includes Houston, and owner of 75% of the voting stock of Texas Star, was questioned at length by FCC Chairman James Lawrence Fly regarding his political background, intentions as a broadcaster, and his financial status. Judge Hofheinz, who also represented Texas Star as attorney, testified that he owned $9,000 in stock, $1,500 of common stock at $50 per share, and $7,500 in preferred stock at $1,000 a share.

W. N. Hooper, vice-president and secretary-treasurer of the company, with the remaining 25% of common stock and the balance of preferred stock, Judge Hofheinz told the Commission.

Tell Stock Holdings
When Judge Hofheinz, who said he had been county judge for eight years, testified that the preferred stock, Chairman Fly commented: dividends are paid on common stock, Chairman Fly commented: "That makes the preferred stock to appear in substance as a loan."

The witness said there was "no immediacy" required in retiring the preferred stock.

Chairman Fly also questioned Judge Hofheinz about his political intentions and asked if he intended to retain office if the Commission granted the license. The judge replied that although he was a candidate for reelection, he would wire his withdrawal to the Democratic Central Committee of Harris County "the minute the Commission grants the license."

Should he be granted the license, he added, he should resign to devote his full time to broadcasting interests.

KVI Sale Revealed In Court Suit
Sackett, Stone Ask Court to Compel Tacoma Transfer

DISCLOSURE of contract for purchase of KVI Tacoma by Sheldon F. Sackett, principal owner of KOOS Marshfield, Ore., and KVAN Vancouver, and Ben E. Stone, general manager of the stations, was made last week with the filing of a complaint against KVI in the Superior Court of Washington for specific performance of contract. The price, according to the complaint, was to be $125,000 for the regional, free of all liabilities and assets.

The suit was brought by KVI Inc., a corporation formed by Messrs. Sackett and Stone, against Mrs. Laura M. Doernbecher, widow of the station's founder and Mrs. Vern Rinhart, daughter of F. W. Doernbecher, and the Puget Sound Broadcasting Co.

KVI Inc. was created, the petition shows, to facilitate the completion of the purchase agreement for property in the station, and of KVI for the $125,000 figure, $40,000 of which was to be paid upon approval of the sale by the FCC and the balance in installments bearing 4% interest, over a period of seven years.

Agreement
The agreement, the petition alleges, was signed by the parties involved on or about July 30, 1943. Mrs. Doernbecher was described as the owner of more than two-thirds of the stock, with Mrs. Irwin the owner of "a nominal number" of the outstanding shares. The station operates on 570 kc with 5000 w. The petition states that the $40,000 initial payment was deposited with the attorney for KVI, to be transferred upon written approval.

It was pointed out that it is necessary for the defendant to join in any application for written consent to transfer.

In February 1944, the complaint adds, Messrs. Sackett and Stone were advised by the Doernbecher attorney that the agreement would not be performed and the $40,000 check was returned.

The complaint asked to require the defendants to join in making the application to the FCC for written approval of the sale and that they be required to "specifically perform and carry out their agreement."

A judgment against the defendants for $20,000 damages for the delay in performance also was asked with an alternate provision for actual performance, not less than $50,000.

The complaint was filed on July 6, 1944. The court has not yet indicated which to answer. Counsel for the complainants are Metzger, Blair and Gardner of Tacoma.
Born for Advertisers...

WHO WANT THEIR OWN SHOW ON THEIR OWN LOCAL STATION

- Advertisers who realize the value of having their own big-attraction show but think they can't stretch their advertising dollars that far... have good reason for cheers! An NBC syndicated show was born just for you.

It's your baby to have and to own exclusive in your locality. Behind it is top-rung radio talent plus the unmatched professional production facilities of NBC. Broadcast it on any station you like for your wartime or post-war messages. Carry it on a limited budget. You can, for by syndication the expenditure is divided among many non-competing advertisers in varied markets throughout the country. (And you have a show that would be far too costly if produced for one local advertiser.)

Just to give you some indication of the high caliber of NBC recorded shows that are ready to do a big selling job for you-

Betty and Bob—The story of "ordinary folk who lead extraordinary lives"—engrossing, human interest serial drama, with a record of proved selling power. 390 quarter-hours for 5-a-week broadcasts.

Stand by for Adventure—Tales of exciting happenings in far places, among strange people—the art of story-telling recreated by four friends—a South American scientist, a retired Army officer, a newspaperman, and a New England merchant skipper. 52 quarter-hour programs.

Modern Romances—True stories of real people, dramatized from the grippingly human pages of one of today's fastest selling magazines, Modern Romances. 156 quarter-hours, each a complete story.

The Name You Will Remember—William Lang's brilliant word portraits of famous notables in the news—pack an unforgettable punch—and a natural merchandising title tie-in. 260 five-minute shows for 3- or 5-a-week broadcasts.

Through the Sports Glass—Sam Hayes, ace sportscaster, recounts thrilling moments in sports history, famous figures in sports world... Memorable sports events dramatized. 52 quarter-hours.

These and many other famous NBC Recorded Programs are now available. They cover the tops... the absolute tops... in all types of radio entertainment. Five minutes to half-hour. Once-a-week to five-a-week. All include strong merchandising features and effective publicity portfolios. Write direct or call your local radio station for complete information and audition records.
Preliminary FCC Study Begun
On Cash Giveaway Programs

MONEY GIVEAWAY programs, long a burning issue in competitive radio, are being given more study by the FCC, it was learned authoritatively last week. The Commission's Law Dept. is making a preliminary study of such programs with a view to determination of whether they border on "lottery or games of chance," and therefore would violate existing antitrust statutes.

Thus far, it is understood, inquiries have been sent to stations in a half-dozen localities soliciting full information on programs involving such contests, and, in several instances stations have been given temporary license renewals. However, in the latter category, stations also have been placed on temporary basis for other reasons, usually in connection with multiple ownership or prospective sales.

'Pot 'O Gold' Recalled

While no formal word has come from the Commission, it was learned following correspondence of sta-
tions that "appropriate inquiries" are being made on an exploratory basis. No recommendations have been made to the FCC by the Law Dept.

The FCC several years ago launched an inquiry into the Pot 'O Gold type of program, and had referred the matter to the Department of Justice, for possible action under anti-lottery laws in February 1940. Subsequently, however, the depart-
ment advised the FCC it had dropped the case as "unprosecut-
able.

So far as could be ascertained the Commission has launched no formal proceedings against stations because of money giveaways or other similar programs. It did, however, send inquiries to stations in the half-dozen cities with a view toward ascribing the situation as a whole. It will be interesting to see if any, action should be taken.

Hearings within the last fort-

night have involved proposed trans-

fer to the license of WOY New York from the Arde Bulova Inter-
esters to Mester Bros., food mer-
chants. Rosel H. Hyde, assistant general counsel in charge of broad-
casting, inquired about a particu-
lar type of syndicated program on the station involving giveaways. The program was of a quiz nature and the contention was that it in-
volved an element of skill, along the lines of Information Please. A hairline question is involved as to whether these constitute lottery or the element of skill would free them of the lottery taint.

Early this year, the whole issue of money giveaways erupted as a result of editorial and articles published in Broadcasting. Pre-
ponderant opinion was that such programs should be dropped as bad taste, particularly since there is to stimulate listening by giving away money rather than to pro-
vide entertainment.

Shepard Gives Up

Lea Probers Given Access to All Tax
Returns, 1932-44, in Amended

ORDER

THROUGH transfer of 68 shares of common stock by David G. She-
ard to John W. Boler, president; M. M. Boler, legislation and general manager, and R. S. Fel-
haber, attorney, and transfer of 9 shares from the deal-
vice-president and director, to Mr. Felhaber, relinquishment of con-
trol of the KVOX Broadcasting Co., licensee corporation of KVOX Moorhead, Minn. is sought in an application before the FCC.

Stock transfers, according to the application, are made to Mr. Boler for additional compensation for his management and development of the corporation in behalf of Mr. Shepard and Mr. Johnson; to Mr. M. M. Boler for his assistance, and to Mr. Felhaber for his legal aid and counsel. Present stock (250 sh) is held as follows: Mr. Shepard, also 24% owner of KSJB James-
town, N. D., 142 shares (56.8%); Mr. Johnson, likewise 24% owner of KSJB (32.6%); Mr. Boler, also president and major owner of North Central Broadcast-
ing System, 12 shares (4.9%); Mr. M. M. Boler, as- surer and director of KSJB, 25 shares (10%).

Under the transfer Mr. Boler is to get 49 shares, Mr. Maret 3 shares and Mr. Felhaber 16 shares of Mr. Shepard's stock, thus giv-
ing Maret 11 shares and Johnson each 74 shares, Mr. Fel-
haber 25 shares and Mr. Maret 3.

Delegate Jimmy

MUSICZAR James C. Pet-
trillo will have a chance to blow his trumpet at the Democratic National Conven-
tion which gets under way today when he heads a delegation from Illi-
nos. Petrillo revealed last week that he has resigned his commission's office in Chicago Park Board, an ap-
pointive post he has held for a number of years. "I haven't got the time," he said, "I'm going to have to much else to do these days."

Chapeau Heads WJHP

TED CHAPEAU, for four years in the program and sales depart-
ments of WJHP Jacksonville, Fla., a John H. Perry station, has been appointed station general manager, succeeding Wallace Walker. Other Perry stations are WCOA Pensac-
ola, WTMJ Ocala, WDLP Panama City, KJDI Fort Myers, and Lazybones. Mr. Chapeau has been affiliated with WTOC Savannah, WJAO Orlando and WJAX Jack-
sonville.

Radio Aids Opera

ANNUAL report of Metropoli-

tan Opera Assn., estimates the financial condition of the New York company. Saturday afternoon Blue network opera broadcasts comprises some 10,000,000 listeners, with several more in Canada and Latin America, crediting the broadcasts with much of the growing enthu-
siasts, it is said, is the weekly radio trans-

duced 29,597 gifts, averaging $5.51 each.

WmPS Is Bought

By Plough Firm

Price Undisclosed, Pending Application and Approval

SALE of WmPS Memphis by the Scrapps-Howard Radio organization to Plough Inc., pharmaceutical manufacturer, was announced last Friday, subject to FCC approval. The transaction results from the Commission's duopoly rul-
ing, barring ownership or control of more than one station in the same area. WMPS is licensed to Beale, a wholly-owned subsidiary of Memphis Publishing Co., which also owns and operates WMC, NBC outlet.

Pending filing of the application with FCC expected shortly and completion of contractual arrange-
ments, the sales price was not disclosed.

Heavy Spot Users

Plough, headed by Abe Plough, is an exporter of spot and reg-

ional network radio primarily for Penetro products, St. Joseph As-
pirin, Mutti, and Mexsana. Spot radio represents by far the largest por-
tion of its advertising expendi-
tures.

Preparatory to announcing the acceptance of the Plough offer, distributions were received from special post-office station WMPS is a Blue Network outlet, and operates on 1460 kc with 1,000 w day and 500 w night.

Mr. Plough asserted "if the Com-
mision approves this purchase, it is intended to have at all times the highest type of personnel as well as to spare no expense in operating WMPS on the highest plane possible in the public interest."

'Blonde' on Blue

COLGATE - PALMOLIVE PEET Co., Jersey City (Super Suds), will promote weekly Blonde program starting on Blue July 21, Fri-
day, 7:30-8 p.m. (EWT), with West Coast repeat, 7:30-8 p.m. (PWT). Firm is using transcribed an-
nouncements for taping fifteen-second spots in the cast. Scripts sent out with each transcription al-
low local announcer to add station call letters and program release time. Transcriptions were cut under supervision of Don Bernard, Holly-
wood, Calif., and William Lea & Co., agency servicing account. Program is scheduled to shift back to CBS stations with broadcast of Oct. 22 [Broadcasting, July 10].

Five Join Keystone

FIVE stations have recently joined Keystone Broadcasting System net, bringing affiliated sta-
tions to 203. New members are WHIT New Bern, N. C.; KRKO Redmond, Ore.; WNYR Rochester, Ore.; WLYA Muscle Sholes, Ala.; WROX Clarksville, Miss.

Page 16 • July 17, 1944

Broadcasting • Broadcast Advertising
Teamwork Gets Results....

The two great markets that listen to WOV team up, in their respective listening hours, to give WOV a constant, around-the-clock pulling power... night and day. WOV's daytime domination of the vast metropolitan New York Italian-speaking audience has a Pulse rating as high as 78% of the 520,000 Italian radio homes. And in the evening between the Hooper checking hours of 7:30 and 10:00 p.m., WOV reaches more homes than any other New York independent station... at less than half the cost of the next ranking station.

RALPH N. WEIL, GENERAL MANAGER
JOSEPH HERSHEY MCGILLVRA, NAT'L REP.
Promotion Drive For Pulp Workers

Periodical Publishers Aim For Farmer Interest

PERIODICAL Publishers National Committee, Washington, in a drive to get farmers to cut pulp and wood and sawlogs by day and harvest time, is running a spot radio campaign on 24 southern stations.

Campaign started July 3 and is now scheduled through Aug. 31, calling for six-times weekly live spot announcements per station, in the early morning hours, placed adjacent to farm programs wherever possible. Agency is Albert Sidney Noble, New York.

Farmers are urged to help Uncle Sam and themselves too, by getting out forest products and selling them at top ceiling prices. Spots describe the best forestry practices and refer farmers to county agricultural agents for detailed information on the cutting and selling of wood.

List of Stations

Station list includes WBT WIS WTM A WSPA WSR WJX WUFB WOOC WQIL WSPA WJBD WLAW WWSF WPW WJDX WAML WFOR WCCO WGCW WMIS KWKH KPLC WOL WMC. Campaign may be extended for a longer period if the initial time purchases bring results. Stations are cooperating by carrying a series of live prescribed interviews with Donald N. Nelson, WPB chairman, and other Government officials, and live interviews with local foresters.

The Progressive Farmer is supporting the campaign by highlighting the need for forest material on its regular quarter-hour program, heard five-times weekly on a group of Southern stations. Campaign is conducted in cooperation with the Farm Production Forest Products Program, which is under the War Production Board, the War Food Administration and the War Manpower Commission.

Radio drive started originally in the Northeast on four stations in Maine, four in New Hampshire, two in Vermont and four in Upper New York State. It will be expanded in the autumn.

Frank Smith a V-P

FRANK SMITH, with Benton & Bowles, New York, since June 1942 as executive on the Proctor & Gamble Co. account, has been elected president of the company. Before joining B & B, he was for three years vice-president of E. B. H. & D. in charge of production of Leo Burnett's company in Chicago, and was previously associate advertising manager of General Foods Corp.'s cereal division.

Mr. Smith

Top Cowles Personnel Shifted In Reorganization of Stations

Lawrence 'Enns Go to New York; Armstrong To WCOP; Hoffman and Inman Promoted

IN TEMPO with expanded operations, Gardner Cowles Jr., president of the Iowa Broadcasting Co., last week announced extensive changes in the organization, which will include five stations in the East and Midwest when applications pending with the FCC are approved.

Stations in the group will be KRNT Des Moines and WNXA Yankton-Sioux City, in the Midwest and WHOM New York-Jersey City, WCOP Boston and WOL Washington, D.C. KSO Des Moines and WMT Cedar Rapids will lead the group by virtue of transactions completed within the past few weeks, awaiting Commission approval.

T. A. M. Craven, vice-president of IBC, will be executive vice-president of WOL in addition to his duties as technical advisor on all engineering matters to all five stations, Mr. Cowles announced.

Craig Lawrence, vice-president and manager of KRNT and KSO, will move to New York to become head of WHOM and WCOP. A. N. Armstrong, now assistant manager of WCOP and WORL Boston, will become manager of WCOP. Mr. Lawrence announced. Ted Enns, national sales manager of IBC, will move to New York in the same capacity representing all five stations. Karl Haase, assistant treasurer of the Iowa company will move to New York in his same capacity on the five stations.

Phil Hoffman, manager of WNXA, moves to Des Moines succeeding Mr. Lawrence as manager of KRNT. Don Inman, formerly

Mr. Armstrong

Mr. Enns

of the Waterloo offices of WMT, has moved to Yankton as WNXA manager. Art Smith, formerly program director of WNXA, has moved to Sioux City as manager of the WNXA studies there. Gene Loffler, ex-announcer at KRNT, has moved to Yankton as program director.

Wasmer Loses Political Race; Magnuson Winner

MAJ. LOUIS WASMER, Army Air Forces, owner of KHQ and KGQ in Spokane, was defeated in the Republican gubernatorial primaries in Washington State last week by Dr. Sterling Craven, vice-president of Northwest Air Transport. Maj. Wasmer had been inducted to run at the eleventh hour by Spokane businessmen and citizens. He had had no previous political background.

Rep. Warren G. Magnuson, member of the House Select Committee to Investigate the FCC, was an overwhelming winner in the Democratic race for the Senate seat vacated by Homer T. Bone, recently named to the Federal bench.

Charles Howard Mayne

CHARLES HOWARD MAYNE, 45, president of Charles H. Mayne Co., Los Angeles advertising agency, died July 12 at his home in that city following a heart attack. A native of Chico, Calif., he came to Southern California as a child. Active and nationally known in the advertising world, he was a member of the Los Angeles Advertising Club, and American Assn. of Advertising Agencies. Surviving is his wife, Norma V. Mayne, vice-president of the agency.

BIG AGGIE changed hands along with the management of WNXA Yankton in this heart-rending scene. Phil Hoffman (r) who losses to become manager of KRNT Des Moines, turns full force of his promotional creation over to Don Inman, his WNXA successor, in the Cowles stations' personnel reorganization.

Ryan to Speak

J. HAROLD RYAN, president of the NAB, is among speakers scheduled to address a conference on the use of radio in home and farm safety education, to be held at the Hotel Roosevelt, New York, July 27. Meeting is under the auspices of the Home & Farm Safety Advisory Committee of the New York State Dept. of Health and the National Safety Council. Dr. Sterling Fisher, NBC assistant public service counselor, will be a speaker.

Omar Expanding

OMAR Inc, Omaha (flour, cereal), will renew sponsorship Sept. 16 of its half-hour children's program, "Adventures in Music," on Saturdays on the following stations: WFBM KOHW WENS WTJW KOA WMT WCO WHO KGLO KMA KOIL KOB WCLD KVRS. More will be added. Contract is for 26 weeks. Omar will also renew its western show, "Ranch House Jim," quarter-hour Tuesdays and Thursdays, and half-hour Saturdays, with more to be added, stations are: KOA WMAQ WOWO WFBM WHO WMT WOW KMOX WHOI WISN. Contract is for 26 weeks. Agency is MacFarland, Aveyard & Co., Chicago.

Prest-O-Lite to Place

PREST-O-LITE BATTERY Co., Indianapolis, on Aug. 15 in behalf of Prest-O-Lite, has placed a series of live and transcribed spot announcements on stations in some 40 markets. Schedule has not been selected. Newspapers, magazines and trade papers will also carry. Agency is Ruthrauff & Ryan, New York.
"Wheat Brings 102 Million Dollars Annual Spending Money to Folks in the KFAB Area"

"Yes sir, seventy-eight million bushels is a lot of wheat...and it represents a whale of a lot of buying power.

"Yet, wheat furnishes only a part of the farm income from this vast KFAB area. Aside from other sure-income crops, we raise a staggering amount of beef, pork, and lamb out here.

"So we have plenty of cash to spend for the things we need...and we naturally turn to the products we've heard about on KFAB, the BIG FARMER STATION."

**NEBRASKA'S WHEAT PRODUCTION RANKS 4th IN THE U. S.**

In 1943, Nebraska's wheat crop totaled more than 81 million dollars. Nebraska is but a part of the vast KFAB area.

"The BIG Farmer of the Central States"

**KFAB**

LINCOLN, OMAHA

780 KC-10,000 WATTS

HUGH PETRY, General Manager

BROADCASTING • Broadcast Advertising

Represented by EDWARD PETRY COMPANY

July 17, 1944 • Page 19
Right of Union to Impose Quota Plan To Be Decided by Regional WLB Panel

WHETHER a union can impose a quota system on a radio station or extend an established quota system to make work for its members will soon be decided by a regional panel of the War Labor Board which has concluded hearings in the dispute between the American Federation of Musicians and WJJD Chicago.

Sale of the station to Marshall Field, approved last week by the FCC [BROADCASTING, July 10], will not interfere with WLB proceedings or the station’s operations and continues as such under its new ownership.

Petrillo’s Plans

The case involves “make work” demands of the Chicago AFM local which precipitated a strike of the musicians on April 15, resulting in a strike renewal order by the WLB on May 1 and referral of the dispute to the Chicago regional board. A final hearing was held July 7 and 8 of this month and was continued last week by attorneys for the union and the station.

In his presentation of the case before the panel, William J. Friedman, WJJD attorney, brought out that the demands upon the station were in line with the plans of James C. Petrillo, AFM president, to force the employment of 2,000 musicians into adequate employment in the radio broadcasting industry. These plans were resisted by the National Asn. of Broadcast Engineers & Technicians, which brought out that the union demands upon stations were in line with the plans of the Radio Television Engineers Union, which continue to pressure stations to reduce their work force. In its brief on the merits of the case, counsel for WJJD declared:

“Since the stockholders of WJJD had entered into a contract to sell their stock to Marshall Field, subject to FCC approval, the union felt that if they negotiated with the old management they would not have much difficulty in making the old management recognize the enlargement of the quota system. If station WJJD recognizes this, it would afford a basis for a like demand upon the other secondary or B stations in Chicago and act as a precedent throughout the United States. Accordingly, such demands were made on WJJD.”

The quota system, counsel pointed out, is “unique and unusual” in American industry and imposes upon an employer, which is a regional corporation of people whether he has need for them or not. “To establish a quota system,” it was argued, “is to establish the principle that a man is entitled to be paid whether he works or not. It is the recognition of a make-work or feather-bedding program, a practice particularly abhorrent and un-American during this period of critical labor shortages.”

Worked Short Weeks

In support of their contentions, counsel introduced evidence showing that only 2 of its 11 musicians worked the full 25 hours established under the contract as the regular work week and that the others worked only 6 to 15 hours of the 25, all receiving not less than $75 per week. The musicians turned the records at WJJD for many years, counsel explained, so as to provide some employment for the number of musicians which the station has been required to employ.

Nevertheless, when the contract expired last Feb. 14 the union demanded that its new contract stipulate that anyone who turned a record could not play an instrument and would not be included in the quota of musicians employed. “There had been no similar provision in any of the contracts between comparable secondary stations in Chicago and the union,” counsel declared. “This was an entirely new make-work demand on the part of the Union.”

The station offered evidence showing that to meet the union’s demands it would have to employ at least six record turners and a librarian, increasing the station’s payroll by a minimum of $43,680 per annum and imposing an “unreasonable burden” upon it. Counsel noted that under the AFM contracts with major motion picture studios such as MGM, Warner Brothers and Fox, the quota of each studio is only 35 men. Based on gross income, it was pointed out, a station like WJJD should be required at the most to employ one musician.

The union justified its demands on the ground that WCFI, owned by the Chicago Federation of Labor, uses record turners who are not permitted to play musical instruments. Counsel for WJJD pointed out, however, that this station is not operated for profit and could not be compared with a commercial station.

“If Mr. Petrillo could not get a labor-owned station to follow out his make-work demands,” counsel stated, “it would indeed be a sorry reflection upon Mr. Petrillo and his standing in the labor world.”

During cross-examination at the final hearing, Ralph L. Atlass, then president of WJJD, was asked by David Katz, AFM counsel, how he thought the dispute should be settled. He replied: “Contract with the union on going wage and hire as many record turners needed and not more than . . . 30 men in one week or five in another and use them as the station wishes.

In his closing statement, Mr. Katz asked the panel to recommend dismissal of the case. “It’s only an economic question,” he said. “There are no wages or hours in issue and the issues which are involved are beyond the Jurisdiction of the War Labor Board.”

Mr. Friedman argued that the quota system is legal and that the WLB has no jurisdiction to impose it. “The only basis for supporting the union demands for the quota system,” he said, “is that the station has recognized this in the past. This, however, is not sufficient basis for its continuation under the circumstances by this panel.”

The panel is composed of John Kyle, attorney of Whitewater, Wis., chairman; Arthur O. Lampley of St. Paul, representing industry; John Heil, Grain Processors Union, representing labor.

Video Crime Detector

TELEVISION, as a means of helping in the capture of criminals, was forecast by Ted Collins in his first statement as program consultant of WABD, the New York DuMont Television station. Mr. Collins said not only will law-breakers be fingerprinted and photographed but their likeness will be recorded on film for telecast to aid the police in their investigations. Mr. Collins remains as manager of Kate Smith and producer and newscaster of her CBS programs.
Kindling the Fire of Good Citizenship in the hearts of 60,000 Boys*

60,000 boys could go wrong...hence the reason for Scouting and the reason why KFI encourages Scouting while seeking to win friends and influence listeners.

Whether teaching youngsters to become good citizens, helping oldsters to be better informed citizens, or conducting an educational program in the interests of public health...KFI believes foremost that public service is a great radio station’s obligation, its privilege and its opportunity for worthwhile promotion.

KFI delivers not only the largest audience of any station in the West—the result of its NBC programs, its Clear Channel, its 50,000 watts of power blanketing the nation’s third market...but it delivers listener loyalty as well—the result of dominance in the field of purposeful programming in the local public interest.

KFI...NBC for Los Angeles
50,000 Watts • Clear Channel • 640 Kilocycles

EDWARD PETRY AND COMPANY, INC., NATIONAL REPRESENTATIVES

* "On the Scouting Trail," which KFI has sponsored for four consecutive years, serves sixty thousand Scouts and Cubs in the seventeen Scout regions in Southern California. Dramatizations illustrate the value of Scout training in wartime. Actual experiences of former Scouts who have seen action in the various theatres of war are related. There are contests, projects in signaling, first aid, reports on Scout activities in this area, and a comedy routine by professional actors. The show plays to a full studio audience of Scouts each Saturday morning.

A recent KFI-Boy Scout Bond Drive was conducted on the program. It resulted in War Bond sales exceeding three million dollars.

"On the Scouting Trail" has won commendation from both local and national Scout executives and has resulted in Special Citation by the Institute of Education by Radio, Ohio State University.
Fighting the Air War in the Orient

Strange Capuchony of Propaganda Aimed At the Allies

The airwaves in the Orient are jammed with insidious, clever Axis propaganda broadcasts. Many of these listeners is George Grim, loaned to the Chinese Ministry of Information for his broadcasts from XGXY Chungking. St. Paul newseaster has also been Mutual's correspondent since January. In a transcribed broadcast on Mutual he described the Oriental propagandabattle. Following are excerpts from his broadcast:

By GEORGE GRIM

The AIR War that this report covers comes into my loudspeaker here in Chungking—the strangest radio line-up in the world. It goes on 22 hours a day, propagandabroadcasts that ranges from stupid to slick pours out of radio transmitters all over the Orient.

Every 15 minutes somewhere on the shortwave dial you bear a recorded trumpet fanfare followed by the words in English, or some other tongue, "This is the Broadcasting Corp. of Japan." I can't report on what Tojo's broadcasters do in other languages but I have heard plenty of English, and such English.

Little Orphan Annie

Take the girl who calls herself Little Orphan Annie. Every afternoon at 4 she comes on the air with a program for Americans interned in Jap prison camps or for any Americans listening in the Far East. Annie, who also calls herself "Your best enemy," has a brassy voice that talks about home-sick sergeantes, lovesick corporals.

Between semi-classical numbers she taunts the Japs in the war, making fun of what they're missing at home. Annie's program is interrupted once by a too-smooth English speaking announcer who gives what he calls "News from the American home front." It is a collection ofrikes, floods, crimes and trouble.

That blows over around 4:30 and is replaced by a loud Benny Goodman record of "I Know That You Know" which introduces the Zero-Hour. The smooth-toned gentlemaannies the m.c.'s the show talks glibly about the records. He can talk quite intelligently about swing but all his records are pre-Pearl Harbor. Nonetheless, his Zero-Hour does make pretty decent listening except when he interrupts it to bring you another dose of news from the American home front—the same big bag of troubles you heard a half-hour earlier.

That's just one daily hour show from Tokyo. There is a prestige show called Let's Listen To Japan that supposedly features great musical organizations in the Land of the Rising Sun. It is played at 6. A group called the Symphony Orchestra of Japan might, if we could inspect the record, reveal that it has been pressurized in the airship.

The current artist over radio Tokyo is Urichi Hirahoko who played the xylophone over a United States network every Sunday morning for more than a year. He plays classical music superbly and without any commercials about his boss in Japan. But right after that you get both commercially bombed with news from Japan. Right now the Japanese radio is telling you that the Germans were waiting for this invasion, that the Germans have said they would handle it and that Japan is sitting back to watch the Allied defeat. I suspect more than a faint note of doubt in some of the news copy. Tokyo is sitting back and wondering.

Anonymous Commentators

None of the news commentators on the Japanese station gives his name. Some of them sound astonishingly American with hardly a trace of trouble with l's and r's so common in the Orient. Their news programs consist of items from Lisbon and Buenos Aires which are the sources of United States news. Battle news from Transoceana, the German service, and Domel, the Japanese propaganda service.

Tokyo radio will sink our ships one day and have them turn up a week or two later to be bombed from the air by daring Japanese pilots. The sound carriers are of the hissing variety who sound as though they talked through their teeth instead of giving it to you. The voices of the Americans are undoubtably genuine—the Texas drawl, the Arkansas twang, the unmistakable Brooklyn accent. The repetition given these leads me to suspect that there's only a limited library of these messages from American war prisoners which are played over the radio. Tokyo gives you a very mock heroic talk about these records and then cold-bloodedly puts the needle down.

There is a German station in Shanghai which features Herbert Moi, an American-born Chinese who voice seems never to stop. Introduced by a typical German fanfare, Moi has a delivery that features a steady sneer. His news sources seem to be the same as those of radio Tokyo but this German station is played on classical music evening. Every two minutes.

Most annoying enemy radio broadcaster I ever heard is a Mrs. Henry Topping. She has a midwestern, motherly, folksy sort of voice. She talks on radio Hsinping and tells of her visits to Americans in prison camps—how the Americans tell her there's no use fighting anybody so delightful as the Japanese. It's the most dangerous corn I've ever heard. But, perhaps, nobody takes Mrs. Topping seriously. She sounds more like somebody making fun of your mother and you resent it.

Radio Saigon

Most puzzling station out here is Radio Saigon. French and English seem to be its two principal languages and the staff has to shift lingual gears several times a day. You hear a French program with an announcer calling himself Jacques Chateau. One minute later that same man informs you he's none other than John Kent. He has a voice that reminds you of an accordion stuffed full of mashed potatoes. But his news is the unfailling entertainment as he seesaws through reasonably fair war reporting and Jap and German distortions.

The recent landings in France have the French Radio Saigon baffled. They don't seem to know exactly which side of the fence they're on. Meantime, their news broadcasts sound like two different stations on the same wave.

Saigon has a good record for library and music—but not of it. You hear the Andrew Sisters and Connie Boswell—old records but played on good equipment. And there's another station run by John Kent where you'll find Paul Moi and Alias Jacques Chateau, talks with Jane Phillippe in a thing called Jack and Jane. It's a sort of American daytime serial without the climaxes. They chat in a matter that is oh so gay and debonair. Just what they talk about, I can't say because they are forever knocking themselves out laughing at their own jolts.

Another enemy station that drops into my loudspeaker here in Chungking is a station that calls (Continued on page 86)

1934 William A. Winterbottom

Two years after the Titanic disaster which focused attention on the importance of wireless, Mr. Winterbottom, on June 1, 1914, joined Marconi Telegraph & Wireless Co. of America as commercial manager. Born May 21, 1914 in Liverpool, England, Mr. Winterbottom had come to this country in 1903 as a cable telegraph operator for Commercial Cables Co., after deciding by a flip of the coin between that company and Western Union. He rose to director of traffic productions in New York for Commercial Cables.

Mr. Winterbottom

In 1919, when RCA was formed to give the United States a communications service independent of foreign interests, and acquired the properties of the Mr. Winterbottom was named traffic manager in charge of transoceanic and marine radio services.

Under his management, radio circuits were set up between the United States and France, Germany, Norway and other countries in Europe and South America. He was named vice-president in charge of communications in 1929, when RCAC was incorporated as a subsidiary of RCA, and he became a director of RCAC in 1932.

Mr. Winterbottom is credited with much of the efficiency of today's radio communications, having devoted considerable time to the establishment of the system of recording dots and dashes on high-speed, automatic recorders, which led to the development of the radio recorder used today. As vice-president of RCAC, Mr. Winterbottom has been instrumental in expanding the company's radio communications operations, now comprising a total of 52 international radio circuits.

Page 22 • July 17, 1944
FOR the first time, the Public Utilities Advertising Association award of merit has been given to a radio program originating on a station west of the Mississippi river.

"Women Commandos", sponsored by the Oklahoma Natural Gas Company and directed by Julie Benell, was originated and produced from idea to the air by WKY's idea-full and talented staff and has been on the air continuously for 21 months.

This is by no means the first instance of national recognition coming to WKY for its program production. Many another WKY program, on the other hand, of equal merit may never get national recognition, but wins the award that counts most: A large, responsive audience for the sponsors.

It is not the easiest way to program a station, but WKY will continue to originate and produce a lot of local programs and thereby continue to give Oklahoma listeners a radio service tailored more nearly to their liking than can any other station.
FCC Intervention On Song Withheld

FCC intervention in the networks' ban of the song "Don't Change Horses in the Middle of the Stream" is precluded under the Communications Act of 1934, as amended, Commission Chairman James Lawrence Fly last week advised the companies.

In a telegram June 30 Al Hoffman, Milton Drake and Jerry Livingston, authors of the song which has been banned by the Blue, CBS, Mutual and NBC because of its political significance, appealed to Chairman Fly. The trio, composers of the hit "Mairzy Doats," felt the networks were discriminating against them in not permitting the song. Following is text of Chairman Fly's letter:

"I have received your telegram of June 30, 1944, in which you allege that your musical composition "Don't Change Horses in the Middle of the Stream" has been barred by NBC, CBS, Mutual and the Blue Networks on the ground that it possesses political significance.

Under the Communications Act of 1934, as amended, the Commission possesses no affirmative powers with respect to particular presentations over radio stations, except broadcasts by candidates for public office which fall within the scope of Section 315 of that Act. The matter of which you complain is not within the purview of Section 315. The Commission's power with respect to the programs of existing station licensees is limited to determining in the light of the station's entire operation whether the station has been operating in the public interest.

The statutory duty to operate in the public interest includes the obligation to afford a well-rounded, and not one-sided presentation of controversial public issues. From the single incident which you recite it could not be concluded that the presentations involved are a one-sided and biased policy. The utmost which you contend is that the networks have made an erroneous and unwarranted judgment as to the character of the song.

You interest in selling this matter to our attention is appreciated.

Fibber & Molly Ahead In Hooper Coast Ratings

FIBBER McGEE & MOLLY are first in the list of "Top Ten" programs released in the Pacific Network ratings of C. E. Hooper Inc., covering May-June. Frank Morgan, Fanny Brice ranked second followed by Great Gildersleeve, Screen Guild Players, Aldrich Family, Take It or Leave It, Bob Burns, Radio Theatre, Blondie, Ellery Queen.

Data on average program ratings, sets-in-use and available audience for the evening show decreases both over previous report and the same period a year ago. Daytime figures, while registering a drop over the comparable period in 1943, show an increase over the last report in all three categories.

Caen Advance Told

DAVID ANDERSON, NBC war correspondent, on July 10 was heard on the network in a special report provided by him while the Allied troops advanced upon the French port, Caen. As Mr. Anderson described his experiences and observations while under fire, battle sounds were clearly heard.
WHY PORTLAND, OREGON PEOPLE PREFER KGW

Jack Benny faces the KGW microphone in his "acceptance" speech after being nominated for president of the U.S.A. by the "Republocrats" in a program staged by KGW. Mr. Short, who seems "pleased as Punch" over the proceedings, is at Mr. Benny's left.

Seated at the Portland Ad Federation luncheon table: (left to right) Ken Martin, executive manager Oregon War Finance Committee; Arden X Pangborn, manager of KGW; Mayor Earl Riley of Portland; the "Sage of Waukegan" himself; and president Ralph Lawler and vice-president R. F. Sersanous of the Portland Kiwanis club.

HAL E. SHORT* ...PRESIDENT OF PORTLAND ADVERTISING FEDERATION

SAYS: "KGW is always 'on the beam' when it comes to making public service interesting and entertaining.... For example, when Jack Benny and his troupe performed in Portland recently, KGW took an active part in the presentation and the Benny folks 'did their stuff' in a way that made hundreds of new friends for all concerned."

* Hal E. Short, successful young Portland advertising executive, is a partner in the Short & Baum Advertising Agency.
**WSIX LEADS**

*In Nashville*

All Day - 8 A.M. to 6 P.M.

The EIGHTH CONSECUTIVE Monthly

G A I N  G I V E S  W S I X

This Share of the

NASVILLE AUDIENCE

HOOPER INDEX, APRIL-MAY, 1944

---

<table>
<thead>
<tr>
<th>Station</th>
<th>WSIX</th>
<th>B</th>
<th>C</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mon. Thru Fri.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8:00—12:00 A.M.</td>
<td>46.0</td>
<td>21.8</td>
<td>32.2</td>
</tr>
<tr>
<td>Mon. Thru Fri.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>12:00—6:00 P.M.</td>
<td>36.4</td>
<td>33.7</td>
<td>29.9</td>
</tr>
</tbody>
</table>

For an Increasing Share of the Nashville Audience at Most Reasonable Rates

**BUY WSIX**

The Katz Agency, Inc., National Representatives
Member Station, The Blue Network and Mutual Broadcasting System

---

**Fighting Air War**

(Continued from page 22)

itself the voice of Free India. When it speaks English I'm afraid that English sounds like Hindustani. It's only after listening very closely that you discover that the announcer thinks he is speaking English. I have yet to understand what he's driving at except that he doesn't like things the way they are in India. It's like Donald Duck with a Hindustani accent.

**German Show**

Radio Berlin, while not in our neighborhood by any means, beams a show this way. Recently it stopped being boastful and started to play old American dance records with a modern woman chattering about nothing, very much like Saigon's Jack and Jane. The news reports are clipped and one sided but not long-winded. Radio Berlin is content to beam us lots of music and loud music at that.

And how about the radio transmitters on our side, what are they doing? Here in China we have a group of transmitters in principal cities which are programmed mostly from Chungking. Their job is to bring the news and Chinese music to their local audiences. There aren't many home radios in China so street corner radios are increasingly popular. One program is a nightly nine o'clock news in English which we broadcast to Chungking and which is picked up and rebroadcast by ten transmitters in China.

Our audience runs from American army units in the jungle to missionaries in remote sections to street corner crowds who hear the voice but don't understand a word it says. Our own international broadcasting station sends out news of the Allies in more than a dozen different languages. We have virtually no programs of music or other entertainment. We just keep endlessly at it doing the news in all these languages, including Japanese.

**Good India Service**

A big broadcasting factor in the Far East is our India radio which has a splendid news service and which often picks up and relays the BBC news from London. At night after we finish our North American service I go back to my room and turn on the radio. It is midnight here but the voice says it is ten a.m. San Francisco time. Then we hear how the Yankees are doing, what part of the League St. Paul holds, what race was won by which horse, a couple of Mutual shows. Lunchen with Lopes from New York's Hotel Taft bringing us pretty close to Fiftieth Street and the New York we hope to see again.

Radio here is a link with home, but it's also an unwanted link with our enemy. Their propaganda is clever, keyed up. But you folks in the states don't have to worry about us. One good session of Lunchen with Lopes and Orphan Annie from Tokyo, Jacques Cheateau from Saigon and Mrs. Henry Topping from Hsinking are just foolish voices crying in the wilderness.

---

**Tele Film Firm**

AIMED SOLELY at the television market, new Hollywood film production company, under firm name of Telecom Inc., has been organized with William Pine and William Thomas, producers, as financial backers. Utilizing PRC studios, first picture, which will run half a regular size reel in length, was built to commercial specifications for Lever Bros. (Rinso), under supervision of Lee Cooley, television director of Ruthrauff & Ryan Inc. New York, agency servicing the soap account. Maxwell Shane was writer-director. Film is scheduled for release on W2XWV New York.

---

**CBC Board Change**

RENE MORIN, Montreal, Chairman of the Board of the Canadian Broadcasting Corp., has resigned as chairman, though remaining as member, due to pressure of private business, it was announced last week by War Services Minister I. R. La Fleche at Ottawa. M. Morin's successor is Howard B. Chase, Montreal, president of the Canadian Brotherhood of Locomotive Engineers.

---

**OPERETTA** entitled The Boys From Boise, a television show, will be presented by Rayburn and associates on WARD New York Sept. 7. The two-hour production will be produced by Raymond E. Nelson, television director of Charles M. Storm Co., New York.

---
Favorite diversion of Mr. and Mrs. America and their offspring is to line up at Radio's Stage-Door... right in their own home! Truth, being stranger than fiction, sees the simple turning of a knob become the "Open Sesame" of the Arabian Nights, whereupon the stage-door swings wide open.

At the stations of Westinghouse, the line forms before dawn. It's still there long after midnight. The queue is waiting for (and getting) 9 of the first 10 most popular national programs; 20 of the first 25, and so on.

Top-notchers of the entertainment-world, the pick of the news-commentators, music, and (yes!) salesmen... welcome salesmen, who tell the people about things they need... and need to know about before they buy!

In primary areas alone, the stations of Westinghouse address a potential audience of 18,000,000 Americans... hold their attention and their loyalties with NBC's Parade of Stars, as well as local programs of high caliber. Wouldn't you like to introduce your line to our line? NBC Spot Sales is ready with helpful suggestions and further details.

WESTINGHOUSE RADIO STATIONS Inc

WBZ • WBZA • WOWO • WGL • KYW • KDKA
Represented nationally by NBC Spot Sales
House Select Committee Probers Eye Proposed WOV Sale to Mester Brothers

INTEREST of the House Select Committee to Investigate the FCC in the proposed sale by Arde Bulova and Maj. Harry D. Henshel of control in Wodaam Corp., New York, licensee of WOV, to Murray and Meyer Mester, owners of the Balbo Oil Co., Brooklyn, for $300,000 was disclosed last week, with trips to New York by John J. Sirica, Committee general counsel, and Harry S. Barger, chief investigator.

Meantime public hearings before Commissioner C. J. Durr have been concluded, subject to the transferees' right to request an order to take depositions of character witnesses. It was further disclosed last week that the Rev. Edward Lodge Curran, president of the International Catholic Truth Society, had written a five-page letter to each Commissioner protesting the sale of Bulova stations, particularly WPEN Philadelphia.

Presence of Mr. Sirica and Robert Barker, House Select Committee investigator, at hearings in the proposed transfer July 6-7, brought from Mr. Sirica the comment that he merely was familiarizing himself with Commission procedure. Mr. Barker, however, conferred frequently with Benjamin J. Lasky, New York, attorney for Hyla Kiczales, one-time manager of WOV. Mr. Lasky's verbal motion to intervene was denied at the outset by Commissioner Durr.

Mias Kiczales has given a statement to the Committee investigators.

The FCC on July 5 reversed Commissioner Paul A. Walker, motions chairman who on June 28 denied petition of Richard E. O'Dea, minority stockholder, to intervene. Mr. O'Dea, who was represented by McGroddy & Warren of New York, was called as the concluding witness by Philip J. Hennessey Jr., of Sagal, Smith & Hennessy, Washington counsel for the Mester brothers.

"Appearing for the Wodaam Corp. was Horace L. Lohnes, Washington attorney. Sanford Cohen, New York, attorney for Mr. Bulova, represented his client. Rosel Hyde, FCC assistant general counsel in charge of broadcasting, represented the FCC."

In New York Supreme Court, Mr. O'Dea has filed suit against Mr. Bulova and Milton Blouw, head of the New York agency bearing his name, charging breach of contract in the 1941 transfer of WNEW New York from Wodaam Corp. to the Greater New York Corp., in exchange for WOV. He asks $500,000 damages alleging that he consented to the exchange of stations on the promise of Mr. Bulova to turn over 25% of the Wodaam stock to Mr. Blouw, on Mr. Blouw's promise to "undertake the general direction of the policies and operations" of the WOV and on the promise of both defendants to convert WOV from Italian language to an English language station. Mr. O'Dea's petition charged none of the promises were carried out.

Charles E. McGroddy, who conducted Mr. O'Dea's case before the Commission, questioned Mr. Mester about his past affiliations.

Leonard Marks, FCC assistant general counsel, introduced into the record copies of several stipulations entered into by Mr. Mester with the FTC. Photostatic copies of the stipulations also have been obtained by the Lea Committee. When Mr. McGroddy asked Mr. Mester why the original petition to transfer control of WOV to him and his brother in 1942 was withdrawn, Commissioner Durr sustained objection by Mr. Cohen and Mr. Hyde.

Commission witnesses had testified before the House Select Committee that the application was withdrawn at the request of the Office of War Information.

Mr. Hyde questioned Mr. Mester at length as to the type programs he proposes as one of the prospective owners of WOV. Several times the witness replied that his programs would be "within Commission regulations," and Mr. Hyde explained that the FCC had no control over programs. When the FCC assistant general counsel questioned him closely about money-giveaways, Mr. Mester replied: "We all don't think alike. I would say if the people want that type of program and it's within the Commission's regulations, we'd use it."

Mr. Hyde previously had cross-examined Ralph N. Well, manager of WOV, on the program "People Know Everything," a money giveaway which Mr. Well likened to "Information Please." The other program, Mr. Well said, is owned by a Chicago firm and is carried on several other stations.

It was understood that members of the House Committee were interested in withdrawal of the transfer application in 1942 and in ownership of WAAM Inc. and B. I. O. W. Broadcasting Corp. Application for transfer shows B.I.O.W. Corp. owns all but three shares of WAAM Inc. and that Maj. Henshel owns all of the common stock of B. I. O. W. In the Wodaam Corp. WAAM Inc. holds 49% of preferred stock and B. I. O. W. owns 20% of B stock.

Charles E. McGroddy, who conducted Mr. O'Dea's case before the Commission, questioned Mr. Mester about his past affiliations.

Of course, that is the question Mr. Mester faced at the hearings before the House Select Committee. When Mr. McGroddy asked Mr. Mester why the original petition to transfer control of WOV to him and his brother in 1942 was withdrawn, Commissioner Durr sustained objection by Mr. Cohen and Mr. Hyde.

Commission witnesses had testified before the House Select Committee that the application was withdrawn at the request of the Office of War Information.

Mr. Hyde questioned Mr. Mester at length as to the type programs he proposes as one of the prospective owners of WOV. Several times the witness replied that his programs would be "within Commission regulations," and Mr. Hyde explained that the FCC had no control over programs. When the FCC assistant general counsel questioned him closely about money-giveaways, Mr. Mester replied: "We all don't think alike. I would say if the people want that type of program and it's within the Commission's regulations, we'd use it."

Mr. Hyde previously had cross-examined Ralph N. Well, manager of WOV, on the program "People Know Everything," a money giveaway which Mr. Well likened to "Information Please." The other program, Mr. Well said, is owned by a Chicago firm and is carried on several other stations.

It was understood that members of the House Committee were interested in withdrawal of the transfer application in 1942 and in ownership of WAAM Inc. and B. I. O. W. Broadcasting Corp. Application for transfer shows B.I.O.W. Corp. owns all but three shares of WAAM Inc. and that Maj. Henshel owns all of the common stock of B. I. O. W. In the Wodaam Corp. WAAM Inc. holds 49% of preferred stock and B. I. O. W. owns 20% of B stock.
“S-u-s-PENSE!” hisses the Man in Black. Millions of Thursday listeners shiver sideways at another thriller produced by that CBS-KNX master of mystery, William Spier—former producer of the March of Time, Columbia Forecast, and now a movie director for M-G-M.

Yet without one indispensable tool for mystery production, all Spier’s brilliance and Hollywood’s finest stars couldn’t contrive the intense realism that made Suspense one of America’s favorite gooseflesh series. That tool is skilled sound effect, made to order for mystery stories. And KNX has the most perfectly equipped workshop in radio, to put the final keenness on the razor edge of...S-u-s-PENSE!

In this same workshop—where 27 top transcontinental shows come into being—Romance of the Ranchos is polished with equal expertness for a local audience. At the command of its producer is every device of radio used on transcontinental shows. Small wonder every KNX local program becomes a fine piece of workmanship.

The drama of early California history is so well told on Romance of the Ranchos that the program has won praise from city and county schools for its unusual educational value. Saleswise, it worked so well for the sponsor that he’s brought it back for the second year.

That’s the way, again and again, with KNX shows. The network touch and quality is always there—not only in successfully-sold Romance of the Ranchos but in other KNX productions now available for equally productive sponsorship. We’re also good at building shows for an advertiser’s special needs. KNX showmanship, prestige and skill are ready to go to work for you. All it takes is to have you ask us or Radio Sales.
HOW BIG IS BROOKLYN'S TREE?
Brooklyn's three million population—greater than Philadelphia, much greater than Boston or Detroit or Los Angeles—gets a more intensive coverage of its buying public through WBYN, Brooklyn's only full-time radio station.

A PRE-SOLD AUDIENCE AWAITS YOU ON
WBYN 1430 on your dial
Brooklyn's Only Full Time Radio Station


MERCHANDISING & PROMOTION

Movie Promotion—Fish Rule—Nozzle
Program Promotion—KRNT Schedule

KCMO Movie Shorts

SERIES of 13 "Screen Broadcasts", one-minute movie trailer features showing Blue network personalities and programs, heard over KCMO Kansas City, are being presented by the station in leading neighborhood theaters in Kansas City area. Excerpts from program formats are among highlights of the visual listener appeal campaign. Exclusive contracts have been obtained for the series.

WIP Folder
WIP Philadelphia is distributing a promotion folder offering Alexander Griffin, commentator heard on Mutual from Philadelphia, as a good buy for local advertisers during the Democratic Convention when he will broadcast from Chicago. WIP, which handles the news program, suggests that advertisers sign for Mr. Griffin on a cooperative basis on Mutual stations, as their "own convention reporter.

NBC Manual
TO ACQUAINT employees of NBC with the functions of the network's branches, departments and personnel services, NBC has distributed a 124 page manual entitled NBC and You. Opening with a brief history of NBC and the broadcasting industry, the manual relates the story of each NBC department, station affiliations, and the present status and future prospects of television.

WWL Rules
FOR MEASURING "the fish that got away" WWL New Orleans has distributed a "Universal Fisherman's Rule" as its latest promotion piece. Approximately six inches long, the ruler is measured off into 23 "inches" of decreasing size. Copy tie-in says: "For full measure of listenership through the rich Deep South—headed for permanent prosperity, use WWL New Orleans".

Garden Hose Nozzle
PLASTIC fine spray hose nozzle "to help make your garden grow" is included in a promotion piece released by WIBW Topeka, Kan., which also says to "use WIBW to he- increase your sales." Reverse of promotion piece stresses importance of War Bond purchases.

KPRO Map
LATEST promotion piece of KPRO Riverside, Cal. is a map, 25 by 22 inches, titled "the Valley of Paradise", showing the KPRO area as a "new industrial empire". It points out that the valley is 60 miles from Los Angeles, representing a "separate and distinct market of cities, factories, citrus groves and homes".

WESTINGHOUSE

Radio portion of the promotion to be used by Westinghouse Electric & Mfg. Co. this summer to familiarize consumers with new Westinghouse innovations will include special announcements on the August 18 and August 28 Westinghouse special, "The Evening Edition" programs on the Blue network. August 20 science story broadcast by John Nesbit of NBC will be on Trio format will tie-in of the projected home freezing units. Campaign also includes extensive newpaper and magazine ads, trade publications, posters, and other media.

War Service Work
A SERIES of weekly stories titled War Tones, based on the work of the community war service agencies and featuring stage and screen stars, is being broadcast by WLAC Nashville. Extensive promotion, including mailing of 10,000 postcards by the Community Chest to contributors, distribution of 600 posters to manufacturing and business establishments, mention of the program on Community Chest statements, and news releases to daily and county papers in the WLAC area, preceded the first broadcast.

Program Promotion
"SIX KEYS to Unlock the Doors to Happier Living" is the title of a promotion booklet being sent out to housewives by WKY Oklahoma City to announce the addition of Mrs. Helen Barr as director of home-making programs. Inviting listeners to participate in the program, the booklet includes a form for sending in favorite recepies to be used on Mrs. Barr's program.

WIP Listener Ads
EXTENSIVE and consistent listener promotion campaign is being conducted by WIP Philadelphia in newspapers throughout the WIP area. Advertisers also are stressing their WIP programs in regular newspaper advertisements in line with the station's campaign. One program only is featured in each WIP ad.

KRNT Schedule
SUMMER listening schedules of KRNT Des Moines were being distributed last week to more than 35,000 Middle Iowa homes. Pictures and information are included about programs and personalities in the eight-page tabloid-size schedule, printed on lightweight.

ONE-and-a-half hour television anniversary program on WARD New York was presented by WOR New York on July 11 featuring an address by Jules Seebach and repeat viewings of past outstanding performances.

BROADCASTING • Broadcast Advertising
USUAL practice is to buy program time on the basis of Hooperatings for the city where the station is located. This is good procedure when the large metropolitan population is most important in the sales territory. But—

—Des Moines with 159,618 people has less than 5% of WHO's potential audience in its daytime primary coverage area. Hooperatings for the “city zone” do not give you the true picture of the “outside zone”.

We wanted to get the facts for you. So we asked Hooper to survey Des Moines and the eight Outside Zone cities shown on the map above—which have a population comparable to that of Des Moines.

The result: (1) Far greater percentages of radio sets were found “in use” in the eight Outside Zone cities than in Des Moines itself; (2) WHO dominates its important Outside Zone even more spectacularly than it does Des Moines!

Here are some interesting excerpts from the Report:

<table>
<thead>
<tr>
<th></th>
<th>Des Moines City Zone</th>
<th>Outside Zone</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Sets in use</td>
<td>WHO rating</td>
</tr>
<tr>
<td>8:00 A.M. to 6:00 P.M., Monday thru Friday</td>
<td>18.0</td>
<td>7.4</td>
</tr>
<tr>
<td>6:00 to 10:00 P.M., Sunday thru Saturday</td>
<td>38.5</td>
<td>18.3</td>
</tr>
</tbody>
</table>

Buy WHO for its Des Moines coverage, if you wish—but be prepared to merchandise your products on a very much wider scale than that, to utilize all of WHO's influence.

Ask us or Free & Peters to deliver the complete report. You'll find it a real eye-opener.
Formfit Air Copy Is Deftly Handled

MBS Gets First Net Show Plugging Undergarments

COMMERCIALS on the premiere broadcast of Formfit Co.'s MBS program Sunday, July 9, were the subject of much interest among radio advertising industry and trade press representatives at a send-off party in New York.

It was the first time the undergarment industry has attempted to promote "unnamable"s on network radio. Dick Brown, announcer, is featured on the program, heard Sundays, 6:45-7 p.m. Agency is Buchanan & Co., Chicago.

Steering clear at least for the first broadcast of such trade names as Pagan-Charm, Thrill, Breath-O-Spring and Panel Art, commercials mentioned only life bras and foundation garments. Excerpts from one of four commercials read by Jimmy Wallington, announcer, follow: "Like modern songs that do things for our hearts and minds, you well-groomed modern woman have superbly-styled Formfit Life bras and sleek foundation garments to keep you in the smart tempo of the times. For your figures, too, must be as smoothly and luxuriously streamlined... as perfect... as the part you play in your daily life."

"Yes, wherever you live, in hamlet, town or metropolitan center, you'll find a leading store that has the lovely, precision-cut Formfit Life or Formfit Foundation that's tailored to fit you... the beautifully-made figure moulder that will do the most for you."

WILLIAM E. KRESS has been appointed sales manager for Philco Corp., with headquarters in Chicago. He succeeds John M. Otter, who previously had been named sales manager of the home radio division.

N. Y. Office Expands

NEW YORK office of Botaford, Constantine & Gardner, which formerly operated from the office of one of its accounts, Jantzen Knitting Mills, in the Empire State Bldg., has taken separate offices in the same building and is now set up to handle other business of the agency as well. Elizabeth Eyerly, vice-president and head of fashion advertising, continues in charge. Firm has offices in Portland, Seattle, San Francisco and Los Angeles.

Dairy Renewal

AMERICAN DAIRY Assn., Chicago (butter & dairy products) will renew sponsorship July 30 of its quarter-hour news program, Voice of the Dairy Farmer, featuring Clifton Utley and Everett Mitchell, Sundays; on approximately 50 NBC network stations. Contract is for 12 weeks on a continuation basis. Agency is Campbell-Mithun, Chicago.

Another Bumper Crop—74% higher than originally estimated—is pouring still another staggering surplus of spendable CASH into WIBW's six state area.

WIBW Dominates This Market. Our straightforward, down-to-earth speech, entertainment and services have won us the absolute confidence of 4,811,511 farm and small town listeners. For almost two decades we have directed the lion's share of their income into the pockets of our advertisers... and we're still doing it.

Your Best Bet. If you have a selling job in Kansas and adjoining states, you can do it quicker, more economically, and more thoroughly with WIBW. Contract renewals prove it... 100%.

WIBW

IN TOPKEA-THE VOICE OF KANSAS

COLUMBIA'S OUTLET FOR KANSAS

NEW YORK CHICAGO KANSAS CITY SAN FRANCISCO

REPRESENTED BY CAPPERS PUBLICATIONS, INC.
Milwaukee and Wisconsin FM families are a normal cross-section. They represent every age and income group. And so your WMFM program will reach an audience that's typical in every respect . . . except one.

The one different thing about the WMFM audience is that they are even more discriminating than the average. Their discrimination led them to purchase FM sets, because they knew that WMFM (Wisconsin's only FM station) gave them a combination of crystal-clear, static-free FM reception, plus distinctive, quality programs keyed to their wants and needs.

By giving Wisconsin the finest in radio, WMFM has built an intensely loyal audience . . . an audience that is eager and receptive.

Remember the story of WMFM when you make your fall radio plans. Remember, too, that WMFM has several outstanding programs available for your sponsorship. And remember that a WMFM program will build prestige and stimulate sales for your company and your products.

Act now. Get full information on the job that WMFM can do for your company.

Write, wire, or phone.

WHAT TYPE OF AUDIENCE

will your WMFM program reach?

WMFM

THE MILWAUKEE JOURNAL FM STATION
Arthur B. Church, founder and president of KMBC, gives rich advice as radio pioneer to recommendations of his promotion-publicity director, E. P. J. Shurick.

From Research Findings of Mr. Smith, KMBC's program promotion is pointed with rifle shot exactness, not shot-gunned haphazardly across station's listening log.

Promotion planning board also consists of (l. to r.) Mark N. Smith, research director; Sam H. Bennett, v. p. and sales director; Karl Koerper, v. p. and managing director.

Field Research is fundamental at KMBC with Dr. C. F. Church, Jr., currently visiting nation's stations for ideas on improving KMBC's programming in education.
PROMOTION

At the roots of any successful advertising campaign can be found wide-awake and well-rounded promotional support. It has been said of radio that its high return and low per-inquiry cost result greatly from a rational approach by the broadcasting industry to utilizing every channel of promotional media. KMBC of Kansas City is an excellent example of what aggressive program promotion can mean in prestige throughout the market, not only for the radio station itself, but for those associated with it in commercial sponsorship. Thousands of dollars are spent each year by KMBC for program promotional purposes. This plus service, together with the promotion efforts of the advertiser and that of the Columbia Broadcasting System, of which KMBC is a basic affiliate, explain the prominence and following of KMBC programs and personalities throughout the Heart of America.

Specialized Experience backs all KMBC promotion, whether for radio, newspaper, direct mail or outdoor. Miss Ament, pin-up girl to the right, is assigned by Mr. Shurick to the preparation of radio plug copy and program highlights, while Miss McKay looks to the preparation of gossip columns and other newspaper publicity for dailies and weeklies.

Direct Mail is important cog at KMBC, including two monthly house organs. Mr. Shurick discusses copy with Miss Slater and mailings with Miss Ferril.
V-Day—Radio Way
HERE'S a suggestion for observance of V-Day that is made to order for radio. It comes to us via K. E. Warner, managing secretary of the American Radio Relay League, and radio's No. 1 amateur. He attributes the idea to a local amateur.

The idea:
A recording be made of the Liberty Bell, and pressings be distributed to all broadcast stations, so that all stations simultaneously can perform it on V-Day. Everyone then could hear the old bell ring, harking back to the liberation of these United States.

Mr. Warner recalled that the bell was rung, ever so lightly, for a select audience recently, and that it presumably retains a satisfactory tone. For the purpose of making a recording, he points out, the bell could be rung very lightly, so as not to endanger it, and the volume built up to anything necessary by amplifiers. The peals of the bell could be arranged in series of four clangs, with the last the loudest (cling-clang-clang-CLANG) so as to spell, in code, the letter V.

We heartily endorse the idea. The work should be done promptly under proper auspices. It will be an event that will go into the history books.

Job Opportunity
THOUSANDS of war veterans are being discharged for various reasons. Many of them were never employed in civil life, having entered the service from school. In these days of highly specialized war, a host of these released veterans have acquired technical training in military life which qualify them for varied pursuits—including radio.

The War Manpower Commission is compiling an occupational guide for placement of military personnel in civilian positions. Among typical posts in radio which can be filled: Communications dispatchers in Army service who can be trained for radio-news copy jobs; electricians, power-turret and gunnights specialists who should make good radio repair men; tank crewmen who might become radio operators or dispatchers, and radio and radar mechanics who could be trained as technicians or installation men. We can think of others; public relations men who would make announcers, promotion men or radio reporters; Signal Corps linemen, technicians and operators who should be ready material for technical jobs.

During the last few years radio has been called upon to train double-quick many men—and women—from scratch, to alleviate the manpower shortage, and almost miraculous jobs have been done. This same system of training can be adapted for discharged veterans.

Those who have served their country should be given every opportunity to qualify in radio—second only to those men who left radio to enter the service of their nation. There will be room for all of those valiant sons of radio—and more.

What Hath War Wrought?
THIS WAR of Liberation has wrought many things. The full impact won't be felt until the peace, when maps are redrawn and totalitarianism is rooted out.

Certain war effects are already evident. A resurgence of news-gathering media is apparent. For radio, which went to war for the first time, the conflict has brought into focus its tremendous force as a news medium.

The July 3 cover of Broadcasting, depicting the American microphone on the invasion front, has brought many expressions from broadcasters. To them it symbolized the part radio is playing as an offensive arm in combat.

"Radio stations individually are discovering their own importance, their own possibilities, as originators of news," writes Vadeboncoeur, vice-president of WSYR Syracuse and a veteran war correspondent (see page 12). He has just returned from the Pacific war theatre. A dozen other accredited correspondents from stations either are in the war theatres or enroute.

Radio's coverage of the political conventions has buttressed the original job of reporting the war. Networks for years have had correspondents as their news gatherers. But the awakening—Vadeboncoeur calls, "the miracle that really sticks"—is that individual stations have assigned reporters to various war theatres, as well as to the political conventions, as "by-lined" reporters.

Practically since Morse invented the telegraph 100 years ago newspapers have relied upon press association wires for national news. For the local, human interest or special, news media, for the postwar erection of a 10-story building on Michigan Ave. between Tribune Tower and the Chicago River, with Mr. Schreiber a member of the planning board and one of a jury of three men who will select the prize winning design for the main studio.

Frank Schreiber joined the Tribune in 1918 as a sports writer. By 1928 he was made assistant general purchasing agent, and three years later joined WGN as director of public relations. Since September 1940 he has been station manager.

He has more than a professional interest in WGN's network, Mutual. In fact Mr. Schreiber feels more like a parent of Mutual, since he was present at the birth of the network in 1936 when WGN formed the Quality Network, which, a short time later, became Mutual. Today the network has more than 220 affiliates. Mutual is a newspaper, Schreiber thanks for the arrangement several years ago with baseball authorities granting WGN and Mutual the exclusive annual rights to broadcast the World Series. He also is a member of the network's program board.

Frank is a dyed-in-the-wool Chicagoan, having been born there Dec. 31, 1901. His father was a banker who started with the Union Trust Co. Bank of Chicago as an office boy and ended up as vice-president. The Union Trust has since been consolidated with the First National Bank of Chicago.

While still attending Oak Park, Ill. High School in 1918, Frank Schreiber started his newspaper career as a writer on prep sports for the Chicago Tribune, continuing that job when he enrolled at Northwestern U. in 1919. He knew his sports first-hand, having participated in football, track, hockey and baseball in high school.

From 1919, when he joined the Tribune as a full-time employee, until 1928 Frank covered sports and general news. He reported his first World Series in 1919 and traveled with the ball clubs during the 1921-22-23 seasons. From 1924 to 1928, when he became assistant gen-

(Continued on page 44)
Eleven of the Nation’s Foremost Radio and Educational Authorities Contributed to this Page. “They Were There!”

The able “Faculty” and guest speakers for the KOIN “Radio Institute for Teachers” at Benson Polytechnic School, Portland, Oregon, June 12th to 30th, 1944, believe a new era in education by radio is launched. What they say, herewith, about the Institute is far more eloquent than any words of KOIN’s Educational Director, LUKE ROBERTS, or Public Relations Director, CHET DUNCAN, who were responsible for the idea and its execution, or KOIN President C. W. (Chuck) MYERS, who proudly paid the bills.

“This Conference is one of the most hopeful things I have yet seen in either radio or education—a brilliant example of cultural enterprise which might well serve as a model to communities throughout the country. There would be far less chance of stagnation in either radio or educational thinking if KOIN Conference were to become a prototype for similar sectional and regional meetings.”

—Norman Corwin

“Teachers Institute inspired and organized by staff of KOIN indicates next step in development of radio as cultural and social force showing how teachers can be helped to train discriminating listeners and build the audience of the future.”

—Lyman Bryson

“The KOIN Radio Institute for Teachers is one of the most significant events in radio history.”

—Harriet Hester

“The real value of the KOIN Institute will be realized in the classroom.”

—Kathleen N. Lardie

“The Radio Teachers Institute is a highly significant pioneering venture on the part of KOIN. The hearty support of the Portland Public Schools and the enthusiastic attendance of the 300 teachers is abundant evidence of the success of this enterprise. I hope other stations may undertake similar ventures.”

—I. Keith Tyler

“. . . Station KOIN, in presenting the First KOIN Institute in Radio for the teachers of the Portland Public Schools has broadened the stature of the entire radio industry . . .”

—George Jennings

“Large attendance at KOIN Institute and great interest of teachers indicates a happy union of radio and educators out of which will come mutual understanding and complimentary efforts giving great benefits to America’s school-going children and adults. KOIN has brilliantly lead the way and other stations are sure to follow bringing kudos and progress to our entire industry.”

—John Daley

“Found KOIN Institute a most stimulating experience for both radio personnel and teachers. It is a valuable instrument in bringing education and radio into a closer relationship for the future.”

—Francis Wilder

“KOIN’s Teacher’s Institute is one of the few opportunities offered to us who work on the near side of the mike to meet the people who not only listen to radio but who use it, the real radio consumers, the men and women who use radio as an instrument of teaching.”

—John F. Becker

“The Radio Teachers Institute as organized and presented by the management and staff of KOIN in my opinion is a pioneer step in creating better understanding of American broadcasting among the most influential advisory groups.”

—John J. Karol

This page is published in the hope that such activities may be encouraged in other cities.
KATZ Back at Post

EUGENE KATZ, for more than two years with OWI in Washington and London, and before that with the Office of Facts & Figures, has returned to his post as secretary of the Katz Agency Inc., newspaper and station representatives, headquartered in New York. He was Chief of the Bureau of Overseas Intelligence in Washington and afterwards Chief of Operations Intelligence in London.

STEPHEN GAYLORD has been named advertising director of KHOW Oakland, Cal.

CURTIS A. HAINES, formerly manager of the Mill Hall and Altoona plants of Sylvania Electric Product Inc., has been promoted to general manufacturing manager of these plants, and of new plants at Huntington, W. Va., and Lexington, Ky., according to H. Ward Zimmer, general manager of operations of the radio division. W. Herbert Lamb has been promoted to manager at Huntington, and John M. Palmer to the post of manager at Mill Hall and Altoona.

BEN LUDY, general manager of WHB Worcester and KCKN Kansas City, Mo., who married Elizabeth Harris of Chicago June 13, has been in the East on a honeymoon. Mr. Ludy formerly was in social work in Chicago.

GENE ROUSE, head of news and special features of the Blue’s central division since January 1943, has been named program director of that division, succeeding James Sturdevant, resigned to join the Marine Corps as a second lieutenant. Now in his 231 year in radio, Mr. Rouse headed NBC’s central division as a staff announcer, later becoming night announcer and supervisor of the Blue’s central division.

WILLIAM F. BROOKS, director of news and special events of NBC, and the Marquise Louise de Palavicini, of New York, were married July 10 in Washington by Chief Justice Edward C. Echols of the District Court. Following the marriage, the couple, who are given by Frank N. Russel, NBC Washington vice president, at the Statler.

JAMES O. PARSONS Jr., until recently assistant manager of station reports of C. E. Hooper Inc, New York, has joined the New York office of Edward Petry & Co., station representatives, as a member of the statistical and promotion department.

WENT (Gloverville, N. Y.), has acquired the special AP radio wire.

DIXIE'S 24 hour station
Exclusive Memphis Station to Present ASSOCIATED PRESS NEWS News Every Hour on the Hour

WHBQ your MUTUAL friend MEMPHIS, TENNESSEE Represented by RAMBEAU

Page 38 • July 17, 1944
Why AMPEREX

WATER AND AIR COOLED

TRANSMITTING and RECTIFYING TUBES

Singular care and precision are demanded in Ampex small glass lathe operations. Ever cautious, our engineers designed ingenious holders and fires which were developed in the Ampex Tool Shop. In the hands of finely trained technicians, these holders and fires are utilized to assure the high degree of satisfaction well known to Ampex tube users. In broadcasting and transmission applications, in industrial, electro-medical and military assignments such “Amperextas” substantially influence efficiency and economy of operation.

AMPEREX ELECTRONIC CORPORATION

79 WASHINGTON STREET BROOKLYN 1, N. Y.
EXPORT DIVISION: 13 EAST 40th STREET, NEW YORK 16, N. Y., CABLES: “ARLAB”

BROADCASTING • Broadcast Advertising

July 17, 1944 • Page 39
JOHN BLAKE, former program director of WSAU Wausau, Wis., has joined the announcing staff of WTMJ-WMFM Milwaukee.
ROMONA WYMAN, formerly of KSTP St. Paul, has been named assistant to Esther Kravitz of the WINX Washington traffic and special services department, who has taken on additional duties handling publicity.
TED LE VQUER of the program department of CBR Vancouver has married Elizabeth, former of Vancouver.
J. RICHARD JESSESEN, formerly of WWSW and KQV Pittsburgh, has joined the announcing staff of WPEN Philadelphia.
LOUIS MUHL has replaced Louis Lang on the continuity staff of WIS Columbus. S. C. Mr. Lang is studying with the radio workshop of New York U.
MARGE KERR, head of production of Tom Fiddale Inc. for the past seven years, resigns July 21 to devote full time to free lance script and magazine writing.
NEAL EDMONDSON, formerly of KKB Berkeley, Cal. and KYA San Francisco, has joined KROW Oakland as an announcer.
JOE DILLON, announcer of WHAT Philadelphia, is recovering from a stroke at the University Hospital.
JUDITH MAGUIRE, Los Angeles, has replaced Dick Ray as chief of continuity of KDB Santa Barbara, Cal.
CLIFFORD PETERSON, former member of the Escorts and Betty singing group, has joined the production department of the Blue Network central division.
JOHN CALLAGHAN, WGN Chicago staff announcer, was inducted into the Navy July 10th.

Religion Coordinator
WHAS Louisville, recognizing the need for improvement in radio technical programs, has appointed a religion coordinator in the person of C. E. Burns, for the past four years president of Milligan College, Tennessee, according to W. Lee Coulson, WHAS manager. Starting Aug. 1 Mr. Burns will conduct a daily 15-minute program Monday through Friday, devoted to current social problems and to religion on a broad scale. Program will be non-denominational.

Stoess Heads Music
WILLIAM C. STOESS, who resigned from WVL-WSAI Cincinnati early this month after 23 years with the Crosley organization [BROADCASTING, July 10], will be in charge of all music on shows produced by Transameric Broad- casting & production Corp., New York, John Clark, Transameric president, announced last week. Mr. Stoess will take over his new duties late this month after a vacation.

JIM STONE, new to radio, has joined the announcing staff of WGES Chicago.

KING PARKS, sales promotion manager of WBBM Chicago, joins the Marines July 22 as second lieutenant. He will be replaced by Jonathan Snow, formerly in the sales promotion department.

ADOLPH J. SCHNEIDER, manager of operations of NBC's newroom, is the father of a boy.

HUGH SANDERS, formerly in St. Louis radio, has joined the production staff of WNEW New York.

BILL KELTY, NBC correspondent in Australia, and Madeleine Hancock were married in June.

WILLIAM DowDell, formerly news editor of WLW-WSAI Cincinnati, has taken an editorial post with the New York office of Earle Ferris, publicity firm.

(Continued on page 44)
Every station has spots that are "hotter" than others. The advantage of Spot Broadcasting is that you can buy just these spots and no others. You aren't limited to networks, to across-the-board timing, to markets you don't want but have to have.

Buy only what you want, where and when you want it—make every minute do an hour's work.

A John Blair Man knows the hottest spots. On the hottest stations. And he knows marketing. He'll help make your money talk profit language.

For "hot" spots that pay off in cold cash

Talk to a John Blair man

John Blair & Company

Representing Leading Radio Stations
Primary circulation: 364,182 radio families
Secondary circulation: 39,014 radio families
Total circulation: 403,196 radio families

Omaha, Nebraska
5,000 watts 590 kilocycles

NBC 1942 Nationwide Survey of Listening Habits - Regular Coverage

SEE OPPOSITE PAGE FOR WOW'S OWN MAIL-MAP
Check and Double Check!

TIME-BUYERS who are skeptical about station coverage maps will find it interesting to compare the NBC Daytime\(^*\) coverage map for WOW (opposite) with WOW's own Daytime Coverage map. Here is a case where coverage was computed on two entirely different bases. The remarkable similarity of the results seems to establish WOW coverage claims on a sound and conservative footing. Write for copies of maps, and complete circulation and market data.

* WOW Nighttime maps will appear in Broadcasting, July 31 issue.
LISTENERS

HAL NELSON, former Seattle newspaperman, is now news editor and continuity chief of KBLA Centralia, Wash. Ellen Swanye, new to radio, has joined the continuity department.

HENRY HICKMAN, assist ant program manager of WFBR Baltimore, is the father of a boy. Mrs. Hickman is a former WFRP receptionist.

SECOND LT. JUD COLLINS, Army Air Force, former director of special events and sportscaster of WSM Nashville, Tenn., has been assigned to Honolulu, T.T.

HANK CURTH has been promoted to program director of WDNC Durham, N. C. Larry Johns, formerly with WDNC, has returned to the station as news editor.

RICHARD STARK, freelance, has given up announcing assignments, which included Alie's Irish Rose on NBC and Irene Beasley's program on CBS, to accept a commission in the U. S. Marine Corps. While awaiting word from the Marine Corps, expected the end of this week, he continues as head of Richard Stark & Co., New York radio production firm, which will continue operations in his absence.

CHARLES L. HALTEMANN, former program manager of WTOL Toledo, O., has joined the production staff of the Blue Network central division.

PAUL SNIDER, formerly with WBNX Chicago, has joined the announcing staff of WCFL Chicago.

BOB GUILBERT, continuity acceptance editor of the NBC central division, is in the Edgewater Beach Hospital with an arm infection.

SALES

Lower rates than the second station... lowest cost per listener of all stations!

PROGRAMS

39 out of 50 network Firsts and most highly rated local programs!

NBC Names McDonagh

RICHARD P. MCDONAGH, until recently acting manager of the NBC script division, on July 10 was appointed head of the division. He succeeds Lewis Titterton, who recently resigned to join Compton Adv. Agency, New York. Mr. McDonagh joined NBC in 1937 as a staff writer and was made assistant manager of the division in February of this year.

Carl Reed

CARL REED, former newscaster of WHER Portsmouth, N. H., died July 4 at Burbank, Calif., from a malignant growth. He was 17, a veteran of World War II, spent more than 20 years in the theatre, before joining WHER in 1943. He resigned his station duties effective early in June of this year to go West.

RYE RICHINS has been appointed director of special events at KUYL Salt Lake City. Charles Harrington becomes director of public service programs.

RAY L. MOSS, formerly with WMC Memphis, Tenn., has joined Midland Radio & Television Schools, Kansas City, as director of publicity.

CRAN CHAMBREIN, writer of CBS Hollywood, is the father of a boy.

BILL RAY, program manager of KFWI Hollywood, is in New York.

KEN BAXTER, narrator on NBC Across the Threshold, and Mars Myers, commercial artist, were married in Hollywood in June.

JOHN REDDY has resigned from the CBS Hollywood news bureau to free lance as writer. Albert Gail and George Edwards have been added to the news writing staff.

BETH BARNES and Jack Neuman have been added to CBS Hollywood continuity staff.

HARRY MITCHELL, m. c. at the Palladium, Hollywood ballroom, and one time newscaster of KFAC Los Angeles, has rejoined that station as program director.

WILLIAM N. ROBBSON, CBS New York producer, has shifted to Hollywood for eight weeks and has been assigned by Fote, Cone & Belding as producer of the weekly mystery The Man United X on that network. Lockheed Aircraft Corp. is sponsor. Sam Serrotta, assistant program director of WPX Philadelphia, is the father of a boy.

Our Respects to

(Continued from page 15)

eral purchasing agent of the Tribune organization. Scheller was assistant sports editor.

In his sporting reports days, he vacationed in winter on the skate circuits in Canada. For one year he was secretary of the International Skating Union, the governing body of speed skating in Canada and the United States. His interest in skating still is great, and he would rather watch an ice hockey game than eat.

For his own exercise, Frank used to play golf. But he gave up the game after the time of Pearl Har bor attack and avows he won't swing a golf club again until peace is restored.

Frank married Ann Walker, then working for the Hearst newspapers in Chicago, in 1925. They live in suburban Riverside, Ill.

If he has any hobby in all these years of reporting and station management, it is golf and making firm friendships with the great cross-section of people with which his work has brought him in contact. He calls governors, mayors and congressmen by their first names with the same ease that he can tell the family histories of almost any Chicago headwaiter, sports figure, dance band leader, banker or newspaperman.

FRED JORGENSEN, formerly of KXL Oakland, has joined KPO San Francisco as announcer.

FRED HEIDER, former radio script writer for the American Red Cross in Washington, has joined the script staff of the Blue Network.

LOUISE KADISON, former publicity director of WHYN Brooklyn, N. Y., has returned to the station.

JOHN DRAKE, sales promotion manager of KSO-KRNT Des Moines, has resigned effective August 8 to join the promotion staff of WLS Chicago.

JAMES L. REPPERT, formerly of WMBO Auburn, N. Y., and Grant Turner, formerly of WLR Knoxville, are new members of the announcing staff of WSM Nashville, Tenn.

LEE BROOKS, transcription librarian of KIRO Seattle, has married Ruth Petersen.
The Pacific Coast, too,  
IS SAWED IN TWO!

Are you sawing the Pacific Coast in half? You are if you aren’t using Don Lee on the Pacific Coast. For half of the retail sales on the Pacific Coast are made outside the counties in which Los Angeles, San Francisco, Oakland, Portland and Seattle are located and only Don Lee completely covers the outside half.

Why, you ask? Easy! Most markets in the outside half are surrounded by mountains, and long range broadcasting won’t work. (Watts do just fine until they hit mountains.) However, with 36 stations, Don Lee broadcasts locally from within these mountain-surrounded areas. A recent Hooper coincidental telephone survey, largest ever made on the Pacific Coast, revealed 60 to 100% of the listeners in many of these “outside” markets are tuned to Don Lee stations.

As for the inside half—Hooper ratings prove that a good show on Don Lee will reach more people than the same show on other networks. Two notable examples: Point Sublime and the Jack Benny show.

Don’t saw the Pacific Coast in half! Buy Don Lee, the only network that covers it completely!

The Nation’s Greatest Regional Network

Mutual
DON LEE

THOMAS S. LEE, President
LEWIS ALLEN WEISS, Vice-Pres. & Gen. Mgr.
5515 MELROSE AVE., HOLLYWOOD 38, CAL.
Represented Nationally by John Blair & Co.
BUFFALO’S
GREATEST REGIONAL COVERAGE

CAPT. TED STEELE, former Benton & Bowles, New York account executive, has been transferred from the AAF Radio Production Unit, Santa Ana, Calif., to the Air Forces Group, where he is a radio officer attached to Headquarters, War Dept.

GEORGE H. ALLEN, former account executive of McCann-Erickson, New York, has joined the service staff of Arthur Kudner Inc., New York.


Mindlim Acquired
ABBOTT KIMBALL Co., New York, has acquired ownership of the David B. Mindlim Adv. Agency of Kansas City and all its accounts. Firm name is Abbott Kimball Co. Mr. Mindlim will operate the Kansas City office. He is due in New York next week to confer with Abbott Kimball executives to determine what accounts will be transferred to the Kansas City office. Another branch of the agency is in Chicago.

BERNARD HOWARD, former continuity chief at W. E. Long Co., Chicago, has joined the Arthur Meyerhoff Agency, Chicago, as assistant to Nelson Shaw, radio director. Mr. Howard is also the new publicity director of the midwestern region of the Radio Writers Guild.

Opportunity Knocks Louder
in Knoxville!

Sell America’s New Industrial Frontier
With

WROL

★ WROL primary area covers some of the world’s greatest industrial operations—TVA, CEW, ALCOA.

★ WROL for 14 years has been the home town station for Knoxville, now more than 200,000 population. Knoxville continues first in U. S. business activity according to Sales Management, and has topped all S-M High Spot Cities for five consecutive months.

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

LYN HOLMBERG, formerly in the advertising department of Western Business Papers, has joined Harry J. Wendland Adv., Los Angeles, as production manager.

BESS HARRISON, timebuyer and business manager of Foote, Cone & Belding, Hollywood, has been transferred to the Los Angeles office for conferences with agency executives, will hold similar Chicago sessions before returning to the West Coast.

EDWARD D. KEELER, account executive of Don Lee Broadcasting System, Hollywood, has resigned to rejoin Western Adv., Los Angeles, as a partner and general manager. Wallace Ramsey, former radio director and timebuyer of Dan B. Miner Co., Los Angeles, has joined Western Adv. in a similar capacity. Jack Reynolds has been added to the staff as copy writer.

FRANCES BROWN, formerly with the copy staff of Ivan Hill Adv. Co., Chicago, and prior to that with William Eady & Co., New York, has joined the copy staff of Goldmann & Gross, Chicago.

CLIFF KNOBLE, former president of the Buzza Co., Minneapolis (publishers), and prior to that advertising manager of Chrysler Corp. and Chrysler Sales Corp., has joined Ruthrauff & Ryan, Chicago, as account executive.

DICK GIBSON, Hollywood radio talent buyer of Ruthrauff & Ryan, has been shifted to the agency’s New York office as head of the new business department.

MURIEL FARMER, former fashion reporter and copy writer of Mutual Buying Syndicate, has joined the creative staff of Fuller & Smith & Rose, New York.

JULIA NYE has joined Bofors, Constantine & Gardner, Los Angeles, as copy writer and account contact. She succeeds Marian Bailey, resigned.

SUMER (Buck) SINGER, account executive of Buchanan & Co., New York, is in Hollywood for conferences with film company clients on future advertising campaigns.

ROBERT J. LAY, copy chief of Gotham Adv., New York, for the past two years, has joined the copy staff of Benton & Bowles, New York.

MARIJAS NEYDAN has resigned from Donhue & Coe, New York, as account executive and copy writer, to join Buchanan & Co., New York, in a similar capacity.

ROBERT E. MASON, formerly of Howard Swink Adv., Marion, Ind., has joined the Mayers Co., Los Angeles, as copy writer and account contact.

GEORGE D. WEVER, formerly in charge of the creative staff of Fuller & Siff & Ross, New York, has been appointed promotion director of Life magazine.

“Maybe I should talk it over with WFDF Flint.”
OWI PACKET, WEEK Aug. 7

Check the list below to find the war-message announcements you will broadcast during the week beginning Aug. 7. All station announcements are 50 seconds and available for sponsorship. Tell your clients about them. Plan schedules for best timing of these important war messages. Each X stands for three announcements per day or 21 per week.

<table>
<thead>
<tr>
<th>WAR MESSAGE</th>
<th>NET. WORK PLAN</th>
<th>STATION ANNOUNCEMENTS GROUP</th>
<th>GROUP</th>
<th>GROUP</th>
<th>NAT. SPOT PLAN</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cadet News</td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Crop Corps</td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Save Paper</td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>V-Mail</td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Prepare for Winter</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

See OWI Schedule of War Messages 150 for names and time of programs carrying war messages under National Spot and Network Allocation Plans.

**BEAUMONT MEANS BUSINESS!**

Food Canneries

POST-WAR AND POST-NOW

- Food canning is but one of the many important industries which for years have helped to make the Sabine area a rich and substantial market. Now made up of more than 250,000 people, steel and iron works, shipyards, huge oil refineries, synthetic rubber plants, rice mills, and canneries are humming now and will continue to hum after the war.

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

Food canning is but one of the many important industries which for years have helped to make the Sabine area a rich and substantial market. Now made up of more than 250,000 people, steel and iron works, shipyards, huge oil refineries, synthetic rubber plants, rice mills, and canneries are humming now and will continue to hum after the war.

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

Food canning is but one of the many important industries which for years have helped to make the Sabine area a rich and substantial market. Now made up of more than 250,000 people, steel and iron works, shipyards, huge oil refineries, synthetic rubber plants, rice mills, and canneries are humming now and will continue to hum after the war.

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

Food canning is but one of the many important industries which for years have helped to make the Sabine area a rich and substantial market. Now made up of more than 250,000 people, steel and iron works, shipyards, huge oil refineries, synthetic rubber plants, rice mills, and canneries are humming now and will continue to hum after the war.

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

Food canning is but one of the many important industries which for years have helped to make the Sabine area a rich and substantial market. Now made up of more than 250,000 people, steel and iron works, shipyards, huge oil refineries, synthetic rubber plants, rice mills, and canneries are humming now and will continue to hum after the war.

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

Food canning is but one of the many important industries which for years have helped to make the Sabine area a rich and substantial market. Now made up of more than 250,000 people, steel and iron works, shipyards, huge oil refineries, synthetic rubber plants, rice mills, and canneries are humming now and will continue to hum after the war.

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

Food canning is but one of the many important industries which for years have helped to make the Sabine area a rich and substantial market. Now made up of more than 250,000 people, steel and iron works, shipyards, huge oil refineries, synthetic rubber plants, rice mills, and canneries are humming now and will continue to hum after the war.

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

Food canning is but one of the many important industries which for years have helped to make the Sabine area a rich and substantial market. Now made up of more than 250,000 people, steel and iron works, shipyards, huge oil refineries, synthetic rubber plants, rice mills, and canneries are humming now and will continue to hum after the war.

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

Food canning is but one of the many important industries which for years have helped to make the Sabine area a rich and substantial market. Now made up of more than 250,000 people, steel and iron works, shipyards, huge oil refineries, synthetic rubber plants, rice mills, and canneries are humming now and will continue to hum after the war.

KFDM is the major network station which really gives you coverage and penetration of the rich Sabine area. Located in Beaumont, one of America's fastest growing cities. KFDM offers a Hooper-authenticated listening audience such as no other station enjoys in this great market. It will pay you to "hook-up" with KFDM. Ask for the facts today.
CONCLAVE OF AGENCY, sponsors, network officials and talent gathered to inaugurate Earl Godwin's first commercial broadcast for Hastings Mfg. Co. July 7. Seated (1 to r): A. E. Johnson, president of Hastings; Mr. Godwin, Blue commentator; H. R. Keeling, president of Keeling & Co., agency handling the account. Standing are: D. H. Collins, vice-president of Keeling & Co.; James L. Sturton, Blue network; now in Marines; E. K. Hartenbauer, sales manager of the Blue's Chicago office; Bob McKee, Blue salesmen; Ross Dunn, of Hastings.

RADIO ADVERTISERS

GALLOWHUR Chemical Corp., New York, has appointed the Richard C. Mark Co., New York, to handle advertising for its insect repellent, and on July 12 started one-minute spot announcements three times weekly on WABC New York. Plans are under way to extend the campaign to stations throughout the South.

NORTON R. COTTERILL, sales production and advertising manager of Sheffield Farms Co., New York, has been promoted to retail sales manager. He succeeded A. E. Stevens who has transferred to the National Dairy Products Co., Chicago, as sales manager for Hydrox Ice Cream Co., a subsidiary.

AMERICAN OIL Co., Baltimore, has started a 15-minute Sunday news comm. by Robert Hecker on WOR, Philadelphia. Contract for 52 weeks was placed by the Joseph Katz Agency, Boston.

BURNHAM & MORRIS, Co., Portland, Me., is resuming promotion of fresh beans on Mary Margaret Meade's program of WEAP New York, under a 52-week contract starting July 31. No additional radio is planned. Agency is Charles W. Hoyt Co., New York.

OWL DRUG Co., San Francisco (drugs), has begun sponsorship of a five-minute, twice-weekly musical program Monday through Friday on Radio station KFRC San Francisco. Contract for 52 weeks was placed by R. Stevens Agency.

NEPHRON Co., Tacoma, Wash. (Arna Drug vapoizing), has named Condon Co., Tacoma, Wash., agency. Plans are said to be included.

MICHIGAN Mutual Liability Co., Detroit, has begun sponsorship of The Stump Game, Sundays, 12-12 15, on WXYZ Detroit. Program is produced by Neff Radio Productions on the Michigan State station.

MYSTIC FOAM Corp., Cleveland (Mystic Foam cleaner), has placed its account with Carpenter Adv. Co., New York. Plans are said to be included.

RIVOLI CORSET Co., New York, has named AW Adv., New York, as agency. Radio is said to be included.

TWENTIETH Century-Fox Studios, Los Angeles, appropriating approximately $10,000 for radio advertising, in a five-week campaign to promote local showings of the film "Winner," on July 20 starts a heavy daily schedule of spot announcements and participation programs on seven Los Angeles-area stations. List includes KZEN, KNX, KHJ, KMPC, KFAC, KFBW, Western Ad., Los Angeles, has the account.

TUCKERTY'S Ltd., Hamilton, Ont., (Lee and Chappell), on July 17 starts three transmitted spots daily on a number of western Canadian stations. Agreement was placed by MacLaren Adv. Co., Toronto.

CLARENCE M. SULLIVAN, formerly on the advertising staff of Ditty Inc., and Wilson Jones Co., both of Chicago, has joined A. Rich & Co., Chicago dress manufacturers, as assistant advertising manager.

MONROE DISTRIBUTING Co., Los Angeles (shave lotion, shaving), has named Frederick L. Richards Adv., Los Angeles, as agency. Radio is said to be included.

BROADCASTING • Broadcast Advertising

ALASKA

More listeners per $ through KFQD

COVERING METROPOLITAN AREA OF ALASKA

790 KC - 1000 W

First in Alaska

ALASKA BROADCASTING CO.

Anchorage, Alaska

National Representatives:
Pan American Broadcasting Co.

New York 17, New York

1000 WATTS DAY & NIGHT

EPPENS-SMITH Co., New York, for Hollywood House Coffee, has added three-weekly news programs on WQXR New York to its New York spot schedule now comprising women's participation and recorded music programs on WNEW. Additional radio is planned for July 31. No further radio expansion is planned for 1944. The new drives through the network. The schedule will be placed through Schedel Adv. Newark.

L. J. LAGOMARINO & Sons, Sacramento, Cal. (seeds and bulbs), has placed its account with Benning Adv., Sacramento. Plans are said to be included.

ARCH R. KEELER & Co., Council Bluffs, Ia., has placed its advertising account with Buchanan-Thomas Adv. Omaha. Plans are said to be included.

DIXIE FOOD Products Co., Los Angeles (luncheon meats), has named Glaser-Galley & Co., Los Angeles, agency. Radio is said to be included.

DOVER Retail Merchants Assn., Portsmouth, N. H., has expanded its twice-weekly Song About Summer program on WHEB Portsmouth, to a five-minute schedule.

DORSET FOODS Ltd., Long Island City, N. Y., has named S. Druze Lyon Inc., New York, to handle advertising for its canned and glass packed chicken products and soups. Continuing live spot announcements on WQXR New York, firm will add spots on WMCA New York shortly and plans to expand in other outlets in a later date.

DOMINION OF CANADA, Dept. of Munitions & Supply, Ottawa (gasoline conservation), on July 7 to Aug. 31 sponsors 45 transcribed spot announcements stressing the need for gasoline conservation, on all Canadian stations on a staggered schedule. Account was placed through MacLaren Adv. Co., Toronto.


AMERICAN Professional Football League, Los Angeles, newly organized and to promote professional sports on the Pacific Coast, on July 6 started two daily, 5-minute spot programs on five stations in metropolitan areas. List includes KRSC KXL KYA KFMM KMPC. Contracts are for 13 weeks.

MILANI PENDING

LOUIS MILANI FOODS, Chicago (salad dressing), has named the Jerome Kalom Co., Chicago, to handle its radio and newspaper advertising. Radio schedule has not been announced. Tentative campaign plans include spot radio to begin in September.

WAVES • Broadcast Advertising

Page 48 • July 17, 1944

DON'T PLACE AN "X" ON BALLOT (Ky.)

Far be it from us to try to influence your vote—but we think you ought to know that Ballot (Ky.) is sort of weak on its buying platform. WAVE's candidate is the Louisville Trading Area, which offers 35.5% more purchasing power than the rest of Kentucky combined! And WAVE reaches every radio home in the area—gets listeners because it's the only NBC station within 100 miles! How's for climbing on the bandwagon now?
How Happiness came to Mu hammed the Miserable

Harken to a tale of Bagdad-on-the-Cuyahoga, which is called Cleveland. There dwelt in that wealthy city one Muhammed, a merchant disconsolate. The people shunned his shop as the bulbul flies from winter. Convinced that his unsought wares would turn to dust, he took desperate measures.

Before dawn he crept to the banks of the Cuyahoga, thinking to drown his sorrows and himself. But, gazing into the swirling depths of the river, he espied a bottle of strange design. He studied its curious seal—a cunningly interwined monogram of the letters W and H and K. He opened it . . .

. . . and instantly there poured forth a cloud of enchanted power and from it came a voice crying, "Salaam, O Master! Thou hast set me free. I am a powerful jinni. What wouldst thou have as reward? Speak—and it shall be yours."

Because it SOLD goods before the war . . . and is SELLING them now . . . and WILL SELL after the war—

WHK

is

"RETAILERS' CHOICE IN CLEVELAND"

Represented by Paul H. Raymer Co.

United Broadcasting Co., Operators of WHK-WCLE, Cleveland; WHKC, Columbus

Long the merchant pondered; and made this humble plea: "I wish, O Jinni, only that my store should prosper." Quoth the jinni, "Holy cats! Why don't you ask me a hard one? Here, then, is the secret of success: Speak of your wares to the people over WHK. Never did Suleiman himself command such potent magic!"
FROM THE FIRST SCHEDULED BROADCAST in the nation to the first over KGNC, Amarillo, on May 16, 1922... was only eighteen months. Northwest Texas was a rich, distinct radio market then. Now, with the subsequent Panhandle oil and gas field, tremendous war industry and army aviation development and other natural growth factors... it has become one of the truly important Southwestern markets.

KGNC, Amarillo, has more than kept apace. Broadcasting facilities, personnel, programs... all have been strengthened and improved constantly. In a word, KGNC today is a strong habit with practically all Northwest Texas radio listeners! That means 57,486 radio homes... 81.34% of the occupied dwellings. NBC Network, 5,000 watts daytime, 1,000 watts nights. National representatives: Howard H. Wilson Co.
Radio News Comes of Age

(Continued from page 12)

sat one afternoon in a tent, with
rain beating dismally on the can-
vus and sneaked a glance at a B-25
pilot, lying on a damp cot, listen-
ing to a small radio set close to
his ear.

He had been married only a few
weeks before he left the States and
he was listening to one of those
glorious Fred Waring Chester-
field shows, with a deep baritone
lifting above the background of
male voices, singing, "This world’s
a lovelier world by far, when I re-
member how sweet you are." He
never opened his eyes, but his
cheeks were wet and I knew what
he was thinking.

Entertain Troops

I was never more proud of radio
than I was one night when I
climbed a steep flight of steps to a
little box of a shack in the middle
of a knee-deep, muddy jungle
clearing and stepped inside Sta-
tion 1-GI. It was about 10 feet
square, built on stilts 20 feet above
the matted bamboo and in it were
three cots and three GI’s who lived
and worked there and broadcast to
the troops.

I was there that night to inter-
view one of the best combat pilots
on the Pacific and in many ways, and
millions of GI’s will remember that
when they get home. Radio re-
porters are being seen everywhere
with the newspaper correspondents,
and radio, spurred into doing
reportorial long troupers by the
war, is taking its place as source
of news, not just a voice for it.

I came back from the Southwest
Pacific, 7,500 miles in 44 hours, 5
minutes. We had an early break-
fast in an Australian city before
dawn on a Sunday and, thanks to
the international dateline, we had
lunch Monday noon in San Fran-
cisco.

But the miracle that really
sticks in my crop is this: Radio
stations, individually, are discov-
ering their own importance, their
owners, profit possibilities, as origins-
tors of news. It has taken them a long
time, but as news mediums they
are now coming of age.

Before the Army took them over
and there they were, in the middle
of a crawling, dank-smelling wild-
erness, playing jive music for the
troops on their one turntable, do-
ing little news shows—and mighty
good ones, too—with their lone
mike and all the intent devotion to
their job that they might have dis-
played if they were working be-
fore an audience in Radio City.

Radio is all over the Southwest
Pacific and in many ways, and
millions of GI’s will remember that
when they get home. Radio re-
porters are being seen everywhere
with the newspaper correspondents,
and radio, spurred into doing
reportorial long troupers by the
war, is taking its place as source
of news, not just a voice for it.

ALL-ROUND APPROVAL of
scripts for CBS Maxwell House
Coffee Time was voiced by this
executive group during recent
backstage conference. Endorsers
are (1 to r): Al Raye, West Coast
production manager of Benton &
Bowles; Betty Buckler, Hollywood
manager of B & B; Walter Craig,
New York vice-president in charge
of radio for the agency; Robert
Bennett, advertising manager for
Maxwell House Coffee division of
General Foods, New York.

20th Century Expands

20TH CENTURY FOX Film
Corp., New York, in expanding ra-
dio advertising for its motion pic-
tures last week began a weekly
five-minute news program on
WEAF New York for 62 weeks, at
the same time renewing a weekly
quarter-hour world news roundup
for 13 weeks on the same station.
Firm also has increased sponsor-
ship of a five-minute midnight
news show on WABC New York
from two to three times weekly.
Company continues to use radio
from time to time for special films
through Kayton-Spiro Co., New
York, and is placing an extensive
spot drive for "Wilson" in the New
York area through M. H. Hackett
Co., New York.

Allen Joins Compton

CHRISTY ALLEN, a vice-presi-
dent of A. C. Nielsen Co., New
York, last week joined Compton
Adv., New York, as an executive.
He has been with the research
firm for the last 10 years, handling
everal accounts, and doing some
work with the audimeter. Lawrence
Drake, former director of market
research of Kroger Grocery & Bak-
ing Co., Cincinnati, has joined
Compton as market analyst and
merchandising executive.

Page 52 • July 17, 1944
The campaign HE makes

... will surprise a lot of Republicans!

Hot, hilarious Republicans jammed Chicago’s mammoth stadium to nominate Dewey and Bricker. The show made a big impression on twenty-two thousand delegates and spectators. But the total number of Republicans packed in Chicago’s Stadium is dwarfed by a 15-minute WBBM-built show that goes on the air every afternoon at 2:15.

We call it “Meet the Missus.” Just a show where a man interviews some ladies over a luncheon table... plus WBBM showmanship.

But to equal its monthly record for impressions the Republicans would have to jam their regular four-day conventions into the Chicago Stadium from now until the year 2008. Because...

For years “Meet the Missus” has been making over a million advertising impressions a month. Over 200,000 women have actually attended the broadcasts.

If you act quickly you can put “Meet the Missus” showmanship to work making impressions for you...by the million. As this is written, this 15-minute bellringer is sponsorable on Tuesday, Thursday and Saturday.

Find out for yourself why advertisers have bought more time on WBBM for 19 straight years than on any other Chicago station.

Talk to us or Radio Sales.

*“He” is Harold Isbell, genial 260-pound master of ceremonies for WBBM’s popular program, “Meet the Missus,” now available.

Represented by Radio Sales, the SPOT Broadcasting Division of CBS
NAB By-Laws
(Continued from page 11)

names of two persons from among the names appearing on the certified list in each classification. The representative shall then sign his name to such nominating ballot and deposit the same in a receptacle to be conveniently provided therefor.

At the opening of the general sessions on the second and third days of said Annual Membership meeting the Secretary-Treasurer shall post on a bulletin board located in the room where the sessions are held a complete list of all nominations deposited during the previous day. Provided, that the Election Committee, hereafter provided for shall certify to the Secretary-Treasurer the eligibility of the persons nominated for election in the class for which they are nominated. In the business session of said membership meeting, which shall be held not earlier than the afternoon session of the second day thereof, additional nominations for Director-At-Large in any classification may be made from the floor. Nominations thus made shall be posted as nominated.

Craven's Office

COMDR. T. A. M. CRAVEN, who retired from the FCC July 1 to become first vice-president of Iowa Broadcasting Co., in charge of eastern operations, has established an office at 1627 K St., N.W., Washington, Comdr. Craven, in addition to his policy functions, will become general manager of WOI Washington upon FCC approval of exchanging of that station for WMT Cedar Rapids, Ia., now licensed to the Cowles group [Broadcasting, July 10].

Editing of Speech

May Face Probers

N. Y. State Senator Charges

Station Owners Fear FCC

DELETION by WMCA New York of portions of an address delivered July 7 by State Sen. Frederick R. Coudert, New York Republican leader, before the New York County American Legion convention in the Hotel Pennsylvania, New York City, last week to provoke issues the FCC and the House Select Committee to Investigate the Commission will be called upon to investigate.

Following his edited broadcast speech, Sen. Coudert charged that the FCC exercises control over radio. In a statement last Monday Nathan Straus, WMCA president, said the speech as submitted was "unacceptable" because it contained "denunciations of one of our Allies" and because it constituted a "campaign speech" rather than a "non-partisan patriotic talk".

John J. Sirica, general counsel of the House Select Committee, was in conference with Sen. Coudert Monday following publication of reports of the Senator's charges of FCC control. On Wednesday the Catholic War Veterans wired FCC Chairman James Lawrence Flug demanding that the Commission conduct "public hearings in New York City to investigate the deplorable action of the management of WMCA in censoring part of the text of an official of New York State."

The telegram, signed by National Commander Edward T. McCaffrey and Past National Commanders John M. Dealy, Thomas Walsh and Charles H. A. Brophy, charged that WMCA "eliminates contributors to utter anti-Catholic talks" and that no opportunity had been given "to answer the criticism or attacks on the church."

Those charges Mr. Straus said: "I am willing to abide by the views of the Archdiocese of New York as to WMCA's attitude toward Catholic Churches and Catholic causes. So long as I am connected with WMCA there will be no attacks on any individual because of race, creed or color."

Sen. Coudert on Thursday declared: "If the FCC or a station owner is to be allowed to determine what the American people hear, then we shall be no better off than Hitler's Germans. I do not know whether Mr. Straus and WMCA acted in accordance with regulations of the FCC or on their own responsibility. The fact remains, however, as I recall the law, that licenses have to be renewed periodically by the FCC. Under these circumstances it is not obvious that any station owner is likely to have constantly in mind the views and prejudices of the FCC and the Administration which it represents. How can there be freedom of air under these conditions?"

In his earlier statement Mr. Straus said portions of Sen. Coudert's speech were "unacceptable" for broadcast by the station on free time for two reasons: (1) The speech denounced our ally, the Soviet Union, and blamed it, by inference, for all of our social and economic ills, while there was not one word of denunciation of our enemies, Germany and Japan. Our Allies will not be attacked over WMCA so long as their soldiers are dying to save the lives of American soldiers. (2) Sen. Coudert's speech was not a non-partisan patriotic talk but was a campaign speech sent out in envelopes bearing the imprint of the National Republican Club. As such it was not eligible for free time on the air."

Mr. Sirica, back in Washington last week, declined to comment other than to say that if the FCC, as charged by Sen. Coudert, exercised control over radio, the House Committee certainly wanted to know it. He added, however, that should complaints involving alleged FCC control over programs be filed with the Committee, the House investigation would be conducted.

Cover the Rich Lehigh Valley

FIRST PROGRAM originating west of the Mississippi to win the Highest Award of Merit for Women Commandos, given by the Public Utility Adv. Assn. was Women Commandos, sponsored daily on WMCA. By Guilder by the Oklahoma Natural Gas Co. Julie Benell, writer-producer-director, admires the award with Gable Grubb, general manager of the NBC outlet.

Freedom of air under these conditions!?
SO SHALL WE SERVE

To Secure Victory Sooner

WESTERN UNION

E. L. DILLARD
COMMERCIAL RADIO EQUIPMENT COMPANY
331 GREGORY BLVD.
KANSAS CITY, MISSOURI

CONGRATULATIONS TO THE MANAGEMENT AND EMPLOYEES OF THE COMMERCIAL RADIO EQUIPMENT COMPANY ON WINNING THE ARMY-Navy "E". YOU MAY TAKE DOUBLE SATISFACTION FOR YOU HAVE EARNED THE HIGHEST HONOR THAT CAN BE ACCORDED TO THE MEN AND WOMEN OF AMERICAN INDUSTRY, AND YOUR EFFORTS REPRESENT A DIRECT CONTRIBUTION TO VICTORY. I AM PLEASED TO COMMANDER PARROTT WILL REPRESENT THE NAVY DEPARTMENT AT YOUR CEREMONY.

JAMES FORRESTAL
SECRETARY OF THE NAVY.

SO SHALL WE DESERVE

Productive Progress Tomorrow

"We, as Radio Engineering Consultants, are now concerned only with providing our Fighting Forces with the finest equipment our ingenuity and enterprise can devise and provide. We are, at the same time, learning new ways and means to develop pacemaking performance for the increased tempo of AM-FM service to the postwar public that is sure to come."

COMMERCIAL RADIO EQUIPMENT COMPANY

EVERETT L. DILLARD, Owner and General Manager


Broadcasting * Broadcast Advertising
July 17, 1944 * Page 55
Feldman Returns

ARTHUR FELDMAN, assistant to George Hicks in the Blue London news bureau, has returned this country for a rest. Following a vacation he will confer with George W. Johnstone, Blue director of news and special events, and Clete Roberts, Blue correspondent just returned from assignment at General MacArthur's headquarters in the Southwest Pacific. The trio will then leave New York for San Francisco to continue conferences prior to Mr. Feldman's departure for the Southwest Pacific, where he will be attached to the General's headquarters.

Absorbine Jr. Spots

W. F. YOUNG Inc., Springfield, Mass., in a gradually expanding spot campaign for Absorbine Jr., launched several months ago, is using one-minute live and transcribed spots at varying frequencies on WSRF WNBF WSYR WBRC WBEM WBSR WHO. Agency is J. Walter Thompson Co., New York.

Spratt's Mapping

SPRATT'S PATENT (America) Ltd., Newark, is considering a national spot campaign in the fall for its dog food in markets where the product has distribution. Contract has been signed with WABC, New York, effective Aug. 28 for participations on Arthur Godfrey's program. Agency is Paris & Pearl, New York.

Coverage of Rural Areas P4a Topic

DISCUSSION of the possible use of the 200-400 kc band and 3-17 mc band for rural coverage was among items taken up last Tuesday by the Allocation Committee (P4a) of Panel 4 on Standard Broadcasting of the Radio Technical Planning Board at its second meeting in the Hotel Statler, Washington.

Although no action was taken, the discussion disclosed that signals transmitted on the 200-400 band have good groundwave while those on the 3-17 mc band have good skywave both day and night. At present the low frequencies are used for safety transmissions while police, aviation and kindred services are allocated the 3-17 mc band.

Preliminary studies indicate that use of the 3-17 mc band for rural coverage would go far toward solving the problem of providing full-time radio service to remote farm areas, it was reported. The Committee plans further study before making any reports or recommendations.

Soap Plans


Pillsbury Spots

PILLSBURY FLOUR MILLS Co., Minneapolis, on July 24 starts sponsorship of one-minute transcribed spots, four times a week on WIRE Indianapolis, and five times a week, starting July 31, on KWTO Springfield, Mo. Ten-month contract was placed by McCann Erickson, Minneapolis.

Beau Brummell Expands

BEAU BRUMMELL TIES, Cincinnati, has appointed Rathrauff & Ryan, Chicago, to handle its advertising. Firm uses spot announcements and quarter-hour programs on KYW WMAQ WJZ and is planning further expansion in radio.

WEBR President Named To Succeed Jim Farley

PAUL E. FITZPATRICK, president of WEBR Inc., licensee of WEBR Buffalo, and part-owner of the station, last Tuesday was elected Democratic State chairman of New York, succeeding James A. Farley, who resigned three months after his re-election for a two-year term. Mr. Fitzpatrick, a New Dealer, was the unanimous choice of the Democratic State Committee.

P&G Drops Drama

PROCTOR & GAMBLE Co., Cincinnati, which has signed Rud Yar Vallee for a musical variety program to start in the fall for KMA, Sept. 2, will discontinue Abie's Irish Rose, which has been promoting that product on NBC, Saturdays at 8-8:30 p.m., for three years. Although no announcement has been made by H. W. Kastor & Son, Chicago, agency for KMA, the Rudy Vallee program will probably be heard in the 8 p.m. Saturday spot on NBC. Meanwhile program, which has had a consistent 15 Hooperrating over a period of months, has been approached by four agencies by potential sponsors. H. W. Kastor & Sons has a 48-hour first refusal on the show.

KOBH, KINY Grant

KOBH Rapid City, S. D., last week was granted a construction permit by the FCC to change frequency from 1400 to 1380 kc and to increase power from 250 w. to 5,000 w. Authority also was granted to install new transmitter and a directional antenna for night use and for change of transmitter site. KINY Juneau, Alaska, was granted reinstatement of CP to increase from 1000 to 5000 w. and install new transmitter.

Wadham's 16th Season

FOR THE SIXTEENTH consecutive year Wadham's Division of Socony-Vacuum Oil Co. will resume sponsorship this September on WTMJ Milwaukee of the fall schedule of the U. of Wisconsin and Green Bay Packers football games.

IF YOU HAVE AN AUDIENCE SELL IT!
NET CANCELLATIONS

FOLLOWING commercial programs will be cancelled by the four major networks for simultaneous coverage of the Democratic Convention Wednesday and Thursday, 1-2 p.m. and 10-11 p.m. (EWT). Other network commercials also will be cancelled if necessary to provide full radio coverage:

MUTUAL

WEDNESDAY — Ray Dady, 1 p.m. (Grove Labs); Jack Berch, 1:15 p.m. (Kellogg Co.); Lunchom With Lopat, 1:30 p.m. (Van Camp).

THURSDAY — Ray Dady, 1 p.m. (Grove Labs); Jack Berch, 1:15 p.m. (Kellogg Co.); American Woman's Jury, 1:45 p.m. (Lewis Howe Co.); Henry Gladstone, 10 p.m. (General Cigar Co.); Tiny Buffner, 10:15 p.m. (Lee Hat Co.).

BLUE

WEDNESDAY — H. R. Bankage, 1 p.m. (locally sponsored); Tony More, News, 1 p.m. (Pacific Coast only (Kellogg Co.); My True Story, 1:30 p.m. (Libby McNeill & Libby); Aunt Jemima, 1:45 p.m. (Quaker Oats Co.); Raymond Gram, Swing, 10 p.m. (Snoopy Vacuum Oil Co.); Ted Malone, 10:15 p.m. (Westinghouse Electric Co.); Scramby Ambly, 10:30 p.m., repeat (Manhattan Soap Co.).

THURSDAY — 1-2 p.m. (same as Wednesday); Swing, 10 p.m. (Snoopy); Stop or Go, 10:15 p.m. (McKeown & Robbins).

CBS

WEDNESDAY — Life Can Be Beautiful, 1 p.m.; Mx Perkins, 1:15 p.m. (New Orleans); The Goldbergs, 1:45 p.m. (Procter & Gamble Co.); Great Moments in Music, 10 p.m. (Celanese Corp.); Report to the Nation, 10:15 p.m. (electric companies).

THURSDAY — 1-2 p.m. (same as Wednesday); The First Love, 10 p.m. (Wm. Wrigley Co.); Here's to Romance, 10:15 p.m. (Bourjois Inc.).

NBC

WEDNESDAY — Aunty Mary, 1:30 p.m., Pacific Coast only (Ben-Hur Productions); Art Baker, 1:45 p.m., Pacific Coast only (Los Angeles Soap Co.), College of Musical Knowledge, 10 p.m. (American Tobacco Co.).

THURSDAY — 1-2 p.m. (same as Wednesday), Harry Savor, 10 p.m. (R. J. Reynolds Tobacco Co.).

CAB Expands Service

COOPERATIVE Analysis of Broadcasting this month will begin regular reporting on the makeup of the family radio audience, accumulating data on the number of men, women and children listening to radio programs in the 81 cities in which the CAB now conducts twice-monthly interviews. In announcing this expansion of its service, the CAB points out that this is the first step toward a "Telerating" service which is planned for the postwar era when the CAB has formulated a program for surveying television program audiences.

Cresta Blanca Auditions

CRESTA BLANCA WINE Co., division of Schenley Distillers Corp., New York, is auditioning several programs to go into the Tuesday 9:30-10 p.m. period on CBS, following completion a 13-week summer run for the Schenley Penicillin show The Doctor Fights, Aug. 29. Cresta Blanca agency is BBDO New York.

Trenner to Weintraub

HARRY TRENNER, since May 1942 account executive in the sales department of Mutual, on July 17 joined William H. Weintraub Co., New York, as business manager of the radio department, a new post. Before joining MBS, Mr. Trenner was commercial manager of WBNF Binghamton, N. Y.

Still Climbing!

WOAI's Hooperatings exceed the national Hooperatings on 75 of the 82 network programs carried and measured in the most recent Hooper report (Winter-Spring, 1943-44)!

Listeners mean sales. That's why, year in and year out, WOAI continues to sell more merchandise to more people in Central and South Texas than any other station — at a lower cost per sale!

50,000 WATTS - - CLEAR CHANNEL

NBC AFFILIATE - - MEMBER TQN

WOAI San Antonio

Represented Nationally by EDWARD PETRY & CO.

THE POWERFUL ADVERTISING INFLUENCE OF THE SOUTHWEST

BROADCASTING • Broadcast Advertising

July 17, 1944 • Page 57
WOODYARD RESIGNS; WILLIAMS NAMED
RESIGNATION of Ronald B. Woodyard as general manager of WING Dayton, effective Jan. 1, and appointment of J. P. Williams, of the sales staff of WIZE Springfield, sister-station, as his successor, was announced last week.

Mr. Woodyard, who is president and owner of WINK (formerly WAAC) Ft. Myers, Fla., said he would maintain his home in Dayton and continue in the radio business in that city. He also is executive vice-president of WIZE and holds a minority interest in that station.

President and principal owner of WING and WIZE is Charles Sawyer, Cincinnati attorney and Democratic National Committeeman. Mr. Williams is his son-in-law.

Mr. Woodyard has pending an application for a new station in Utica, N. Y. Before joining WING five years ago, he was with WHIZ Zanesville, which was sold to Ford Industry Co.

Mrs. Raymond Clapper, wife of the Mutual commentator and Scripps-Howard correspondent, who was killed in a plane crash in the South Pacific, has edited a book containing her husband's articles and dispatches, and a 80-page biography. Publisher is Whitteley House, New York (Watching the World, $3).

In
Winston-Salem
The Station
MOST People
Listen To
MOST* is
WSJS

5000 Watts
600 on the Dial

* Crossley Survey,
Feb. 28-March 18, 1944

* Represented by
HEADLEY-REED COMPANY

Paley 1942 Income
Exceeds $185,800

Treasury Lists Radio Heads
In Higher Income Brackets

WILLIAM S. PALEY, president of CBS on leave as radio chief of psychological warfare with SHAEF in London, received compensation from CBS for the calendar year ending Dec. 31, 1942, aggregating $185,820, according to a compilation of corporation compensation made public July 17 by Secretary of the Treasury Morgenthau.

The list, covering individuals receiving from corporations compensation for personal services in excess of $75,000 for the calendar year 1942 or the fiscal year ending in 1943, was made public by the Treasury in compliance with the Revenue Act of 1938. It shows the amounts paid to officers and employees by reporting corporations in the form of salary, commission, bonus or other compensation for personal services.

Other High Income

Following are some of the compensations identified with radio:

W. E. McFarlane, business manager of the Chicago Tribune and chairman of the executive committee of Mutual, $106,362; Edward Petry, president of Edward Petry & Co., station representatives, $79,062,50, of which $68,750 was salary; David Sarnoff, president of RCA and chairman of the board of NBC, now on leave as colonel in the Army Signal Corps attached to SHAEF on Gen. Eisenhowers staff, $100,000, of which $100,000 was salary.

Chester LaRoche Jr., former Chairman of Young & Rubicam, now chairman of the executive committee of Blue Network Co., $96,000; R. C. Cogan, vice-president and general manager of the manufacturing division, Coralay Corp., $93,000, of which $50,000 was salary and the balance bonus.

The late John S. McCarren, president of the Forest City Publishing Co., Cleveland Plain Dealer which owns WHK WHKC and WCLE, $244,774,35, of which $60,000 was salary.

Edwin Conrad, former senior attorney with the FCC Broadcast Division, has joined the law firm of Sanborn, Blake & Aberg, of Madison, Wis., as a partner, according to an announcement last week. He was with the FCC during 1943. A graduate of the University of Wisconsin in 1934, Mr. Conrad holds a radio telephone first class operators license and had a year of radio engineering at the U. of Wisconsin. He will specialize in the practice of radio law in the North Central States as well as in practice before the FCC.

JOINS LAW FIRM

Clyde Melville Appointed
By Texas Radio Group

CLYDE MELVILLE has been appointed manager of the Dallas office of Taylor-Howe-Snowdon Radio Sales, and managing director of the Lone Star Chain, according to Alex Keesee, general manager of the firm.

Mr. Melville was territorial representative for Pepsi-Cola Co., Long Island City, N. Y., for the state of Florida, later serving simultaneously as manager of Dallas and Paris, Texas bottling plants. In 1942 he enlisted in the U. S. Army Air Transport Command and was placed on reserve status in 1943.

Borden Eyes Wynn

BORDEN CO. Sales Division, New York, may have two network programs on the air in the fall. A second network series starring Ed Wynn in a half-hour variety show is now being considered, in addition to Pannie Hurst program, which started recently on the Blue Saturday 10-10:30 a.m. Borden also sponsors Louis Sobel on WOR New York. Agency is Young & Rubicam, New York.

JOINS LAW FIRM

"EVERYBODY'S TALKING ABOUT LANG-WORTHY"

Page 58 • July 17, 1944

BROADCASTING • Broadcast Advertising
Network Accounts
All time Eastern Wartime unless indicated

New Business
GILLETTE SAFETY RAZOR CORP., New York (shave products), on July 29, 10 p.m.
only, sponsors Lee U. Murray vs. L. (Turkey) Thompson boxing bout on over 300
ANDREW JERGENS Co., Cincinnati (bottle), on July 28 for 13 weeks starts moya-
tory drama on 7 CBS Pacific stations.
Thu., 9-9:30 p.m. (PFT). Agency: Len-
nen & Mitchell, N.Y.
PERALTA WINE Co., San Francisco
(Monte Cristo wine), on Aug. 8 for 13
weeks, starts Count of Monte Cristo on 16
Don Lee California stations. Tues., 8-8:30
p.m. (PFT) with transcribed repeat on 10
Don Lee Oregon stations, Tues., 10-10:30
p.m. (PFT). Agency: Foote, Cone & Belding, San Francisco.
KNOX Co., Hollywood (Cystex), on July
14 for 13 weeks started What's the Name
of That Soup on 36 Don Lee Pacific
stations. Fri., 8:30-9 p.m. (PFT). Agen-

TABLE PRODUCTS Co., Oakland, Cal.
(No-Made mayonnaise), on July 25 for 15
weeks starts Hoppy Carmichael Show on 16
Don Lee California stations, Sundays,
5:30-6 p.m. (PFT). Agency: Foote, Cone
& Belding, San Francisco.

OWENS-ILLINOIS GLASS Co., Toledo
(Duraglass) on Sept. 7 starts Fred Waring
and His Pennsylvanians on 160 Blue sta-
tions, Thurs., 7-7:30 p.m. (repeat, 11:30-
12 a.m.). Agency: J. Walter Thompson
Co., N.Y.

A. G. SPALDING & BROS., New York
(institutional), on July 29 for 13 weeks
starts Babe Ruth on about 186 NBC sta-
tions, Sat., 10:30-10:45 a.m. Agency:
Ferry-Hansy Co., N.Y.

Renewal Accounts
SCHUTTER CANDY Co., Chicago (old
Nicks, Bit-O-Honey candy bars), on July
22 for 13 weeks renewed Fitzsimmons Frolics on 21
Don Lee California stations (KJH KFXM)
Mon. thru Fri., 4:45-5 p.m. (PFT). Agency:
McElroy Adv., Los Angeles.

FITSIMMONS STORES, Los Angeles
(chain grocers), on July 10 for 18 weeks
renewed Fitzsimmons Frolics on 2 Don
Lee California stations (KJH KFXM)
Mon. thru Fri., 4:45-5 p.m. (PFT). Agency:
McElroy Adv., Los Angeles.

PROCTER & GAMBLE Co., Cincinnati
on July 3 for 82 weeks renews Starlight
Maezy on the full NBC network. Sat.,
5-5:15 p.m. Agency: Schwimmer
& Co., Chicago.

Network Changes
ELECTRIC COMPANIES advertising pro-
gram (institutional), on July 19 perma-
nently discontinues Report to the Nation
on 182 CBS stations, Wed., 10:30-11 p.m.
and starts musical show on 192 CBS sta-
tions Wed., 10:30-11 p.m. in October.
Agency: N. W. Ayer & Son, N.Y.
LIBBY MCNEILL & LIBBY, Chicago
(canned foods), on July 17 shifts My
True Story from Mon. thru Fri., 10-10:
10:40 a.m. to 10-10:25 a.m. on 184 Blue
stations (continuing repeat 1:30-1:45
p.m.). Agency: J. Walter Thompson Co.,
Chicago.

QUAKER OATS Co., Chicago (Aunt
Jenius flour) moves its musical Aunt
Jenius Show from 9:30-9:45 a.m. to
9:40-9:45 a.m. CWT, Mondays thru
Fridays on Blue Network effective July 17.

H. J. HEINZ Co. of Canada, Toronto
(food products), on July 10 replaced In-
formation Please with Vacation Serenade
for eight weeks on 23 CBC Dominion net-
twork stations. Mon. am. 7:30-8 a.m. with
LANCENDORF, United Bakeries, San
Francisco (bread), starting August 8 shifts
Red Ryder serial on Pacific Coast Blue
stations to seven Don Lee outlets, Tues.
- Thurs., Sat., 7:30-8 p.m. (PFT). Agen-
cy: Pacific Coast Adv., San Francisco.

We're not advertising

...a course in ventriloquism.

We mean that by having an

announcer on your radio pro-

gram step to WENR you can

throw the voice of your com-

pany and your product from

Upper Wisconsin to deep in

Illinois—from the farms of

Indiana to the manufacturing

centers of rich Michigan.

More advertisers all the time

are doing that very thing

over WENR. They've learned

that WENR is not merely

a "Chicago Station" but a sta-
tion reaching over 13,000,000

Americans—roughly, One-

Tenth of the Nation—and

reaching them at the lowest

cost per 1000.

That's economical voice-

throwing—don't you think?

WENR, THE ONE-TENTH OF THE NATION—OWNED AND OPERATED BY THE BLUE NETWORK COMPANY

Chicago's Basic Blue Network Station
890 kc.—50,000 watts—clear channel

Owned and Operated by The Blue Network Company • Represented Nationally by Blue Spot Sales'
NEW YORK • CHICAGO • HOLLYWOOD • DETROIT • PITTSBURGH

BROADCASTING • Broadcast Advertising
July 17, 1944 • Page 59
Democratic Plans Still Enigma

(Continued from page 9)

are the broadcast plans as announced last week, supplementing those in the July 10 BROADCASTING:

Blue Network

The Blue Network set aside afternoons and evenings totaling about two hours for special pre-Convention commentator programs July 15-18, in addition to participation in the four-network broadcasts during the 1944 sessions feature Chicago pickups on about seven of its regular network newscasts, July 19-21.

Commentators were heard from Chicago in individual or in roundup Saturday, 7-7:15 p.m.; Sunday, 3-3:45 p.m.; Monday, 10-10:30-11 p.m. The schedule includes 11:35-11:30 p.m. Monday and Tuesday.

During the convention itself, the following will broadcast from Chicago during regularly scheduled Blue newscasts: Briefs Roberts, WGAR; Ray Henle, Walter Kiernan, H. R. Rauchhaus, Henry J. Taylor. Time TV News the network will dedicate Chicago pickups July 19 and 20.

G. W. (Johnny) Johnstone, Blue director of news and special features, will supervise the network's activities, with an hour and a half hours a day. in Chicago, network chief engineer; Gene Rouse, central division news and special features manager. Elmgren; and Ralph Worden, WGAR, Blue special features manager in Washington, Ernest K. Linder, WNMC Blue, special news manager in New York, and maintenance engineer, has been released as special commentator. Edward L. Morris, Blue general manager, will round up the Blue's commentator-reporter staff.

Columbia's Schedule

At the opening of the twice-daily broadcasts CBS special events reporter will take their handle-talkies and pack transmitters to the Stadium floor for brief interviews with Democratic delegates. The same CBS personnel which reported the Republican Convention June 29-29 will cover the Democratic conclave.

Paul White, CBS director of news broadcasts, will be in charge of. Howard Shulman, CBS news chief in Chicago, and Bob Wood, New York's Washington news chief, Bob Trout, reporter and analyst, and John Daly, foreign correspondent, will be chief announcers.

Major events will be analyzed and described by Mr. Trout and Reporters Bill Henry, Dally, John Harrington and Tris Colfin. Assisting Mr. Shulman in special events will be John Chase, an additional two hours each day will be recorded on film and broadcast at midnight 25-minute newscasts.

Roundtables on WGAN

Two roundtable discussions with Ohio delegates participating are being arranged through the National Broadcasting Co. Cleveland as well as three direct newscasts daily by Ralph Worden, WGAN news editor. Overhead coverage also will be provided by Mr. Worden and Bill Neel of the Washington News Bureau, which services the Richards-Fitpatrick stations.

WOW Newscast Service

Two men will cover the Convention in the regular WOW transmission. Although no direct pickups other than those of NBC are planned, a staff of 60 newsmen, executives and engineers will cover for Mutual under the supervision of Dolph Hoover, manager; Tom Slater, director of special features and sports; Frank P. Schreiber, general manager of WGN, and Dale O'Brien, WGN public relations director.


Television Schedules

NBC's television coverage will follow much the same pattern as during the Republican Convention. HKO television Corp. cameramen will cover the Convention sessions, while the film from New York with be shown 60 minutes daily. A 25-minute newscast will be broadcast each evening with the night's events and interviewing Maryland delegates. He also plans to transcribe interviews with Maryland delegates for supplemental broadcasts. WOW will cut in at any time with direct bulletins from Mr. MacFarlane should developments warrant.

Features of the WOW special coverage will be a presentation Tuesday night at station's suite in the Hotel Algonquin of Mr. and Mrs. MacFarlane and alternates. Tom Tinsley, WOW president, and Mrs. Tinsley will be hosts, assisted by Mr. and Mrs. MacFarlane. Station also will record all interviews and present records to the delegates.

Griffin for WIP

Alexander Griffin, WIP Philadelphian, commentator, will do a special daily program on Monday at 2:30 p.m., emphasizing the Pennsylvania angle. His regular 6 a.m. spot, originating at WIP's new station, will be heard from Chicago during the Convention.

KGLO to Record

A series of interviews with Iowa delegates will be transcribed by WIP.

Mutual Plans

Again Mutual plans a series of special Convention broadcasts, in addition to the transmission, which will cover a pattern similar to that of the Republican coverage. The WOW New York, Martha Davis network program will originate from Chicago, beginning Tuesday, July 16.

A staff of 40 newsmen, executives and engineers will cover for Mutual under the supervision of Dolph Hoover, program director; Tom Slater, director of special features and sports; Frank P. Schreiber, general manager of WGN, and Dale O'Brien, WGN publicity director.


Specialized Recordings

"It's RADIO Market." 17, 1944

Manager E. Alburty Grauer. Mr. Brooks arrangements also are guest experts commentator, will do a special daily program on Monday at 2:30 p.m., emphasizing the Pennsylvania angle. His regular 6 a.m. spot, originating at WIP's new station, will be heard from Chicago during the Convention.

K-1121 to Record

A series of interviews with Iowa delegates will be transcribed by WIP.

United Manufacturing Corp.

Custom Built Broadcast and Laboratory Equipment

Jergens in West
ANDREW JERGENS Co., Cincinnati, Ohio, is adding, effective July 15th, a half-hour comedy-mystery, "Hollywood Mystery Theatre," on CBS Pacific Transmissions (KNX KGW KARM KROY KGDM KIRO KPBY KOIN), Thursday, 9:30 p.m. (F.W.T.). Contract is for 52 weeks. George Jergens, vice president and sales manager of the Duquesne Brewing Co., plans also to originate weekly spot announcements of sponsor's choice for the station.

Earl Killian, production manager, says that KUOA Uses Headline News from the radio news gallery for the KUOA area. Mr. Whaley will also maintain a sales desk and a sales staff.

KUOA Uses Overhead

Storm Whaley, manager of KUOA Sioux Falls, S.D., says that the station is going over to overhead wires this fall. He plans to cut quarter-hour transmissions of interviews with delegates from the KUOA area. Mr. Whaley said the transcriptions probably will be sponsored locally.

Dobyns Files for KGER
C. Merwyn Dobyns, president and general manager of KGER Long Beach, Cal., and his wife, Mrs. Evelyn Dobyns, station educational director, will cover the Democratic Convention as they did the Republican conventions. KGER listeners informed by daily telegraphic stories. Mrs. Dobyns will emphasize the Convention from a woman's viewpoint.

Gleeson for K PRO
W. L. (Bill) Gleeson will be in the radio news gallery for KPRO Riverside, Cal., according to W. W. Wilson, manager of KGER Long Beach, who represents the station at the GOP Convention. Mr. Kline's copy will emphasize business and local angles not included in regular news wire services.

Two Daily on WCCO
Cedric Adams, WCCO Minneapolis-St. Paul commentator, will be heard daily on KUOA.

"EVERYBODY'S TALKING ABOUT LANG-WORTH!!"

BROADCASTING • Broadcast Advertising

BLACKHAWK BREWING Co., Davenport, Ia., will add a series of chain breaks to its schedule of spot announcements now being carried by WOC KRR KXEL KBIZ WFIB KROI, effective July 17. Contract is for 26 weeks. Agency is H. W. Kastor & Sons, Chicago.

WILLIAM P. ADAMS, Horse Lame, Jay Jostyn, Anne Seymour, Alex Mckee, Ben Grauer, George A. Putnam, were elected members of the national board of AFFIA to fill vacancies among the New York locals allotment, 0 in a tabulation of the mail ballots, just announced.

"MAKE CONTRACT 52 WEEKS"
says BARRON HOWARD-WRA

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

PROFESSIONAL DIRECTORY

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

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

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

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

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

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

BUY WAR BONDS!
CIO Handbook Denounces NAB Code, Urges Protests to Fly on Denial of Time

A CHARGE that the NAB Code “contains many provisions which violate the most fundamental rights of free speech and in practice has become a dead letter except in the hands of a few stations which still drag it up as an excuse for denying labor a fair break on the air,” is contained in a radio handbook soon to be issued by the CIO Political Action Committee.

Most of the volume is devoted to a straightforward explanation of how local unions can get radio time, the kind of programs they might plan and some pointers on the preparation of those programs. Appended are sample continuities for one-minute announcements and five-minute dramatic scripts and the Committee offers to send scripts on general labor topics on request from unions, also sending the unions to send copies of scripts prepared and used locally to the Committee.

Denunciation of the NAB Code follows an explanation that while the transmitters, studios and equipment belong to the broadcasters, the air belongs to the public and that “any trade union, like any civic organization, has the right to use the radio to discuss workers’ issues which are of public interest.

If a station manager refuses to give or to sell time to a union, the handbook suggests the following procedure: “You ask the station manager to give you his reason for refusing in writing and reason for refusing. Copy that letter and attach to it your explanations why you think time was refused you unfairly. Send copies of his and your letter to James Lawrence with Chairman, FCC, Washington, D. C. Send copies to the CIO Political Action Committee for our attention and action.”

“Let the station manager know how widely you are distributing your protest of his unfair treatment. Let your local newspaper know about it. If there are other radio stations in your community, approach them for time while your protest is publicized.”

This section of the handbook concludes: “If enough union leaders ask for time on the radio and protest vigorously enough when they are denied, there would soon be no need for protesting.”

Press Women Awards

SIX NETWORK religious programs will receive certificates of merit for “distinguished service in behalf of national morale in the midst of war,” at the annual meeting of the National Federation of Press Women, New York, to be held at the Orrington Hotel, Evanston, Ill., July 29. Other radio awards will be conferred, according to Mrs. Joseph E. Goodbar, chairman of radio. Singled out for their “inspirational influence” by the Federation were the following non-commercial religious programs: National Radio Pulpit, and The Catholic Hour, NBC; National Vesper Program, and United Jewish Layman’s Committee, Blue; Tabernacle Choir of Salt Lake City, CBS, and the Feb. 20, 1944, broadcast of CBS’ Church of the Air from Colorado Springs, La, under the auspices of The Mother Church, First Church of Christ Scientist, Boston.

Republic on 150

REPUBLIC PICTURES Corp., New York, will promote “Atlantic City,” soon to be released, on more than 150 stations, using a series of five-minute records featuring Paul Whiteman and six one-minute spot announcements, in various communities as the film makes its local premiere. Republic promoted “Yellow Rose of Texas,” released two weeks ago, through one-minute transcribed spots on about 50 stations. Agency is Donalhue & Co., New York.

Mirra Expanding

MIRRA CHEMICAL Labs., Columbus, has appointed First United Broadcasters, Chicago, to handle its radio advertising. Agency plans expansion of Mirra participation on women’s cooperative programs campaign. Now using WCAE, WJAR, WBEN and WMBD.

Schedule will be announced at a later date.
Turnbull Heads GOP Radio

(Continued from page 9)

Dewey's two gubernatorial radio campaigns and who served on his staff before the Convention, is on leave as chairman of planning of the Duane Jones Co., New York. [BROADCASTING, July 3]. In accepting the post of radio director, he paid high tribute to Mr. Church for the splendid job done by the pre-Convention radio chief and made it plain that he would accept the post only on condition that Mr. Church share the responsibilities. In that regard Mr. Church declared he considered it a privilege to serve with Mr. Turnbull.

Mr. Turnbull will devote much of his time to Gov. Dewey's personal activities, while Mr. Church will coordinate the overall radio campaign. Regional directors will be attached to Republican headquarters in Washington, Chicago and the West Coast, as well as to the staff of Gov. John W. Bricker of Ohio, Republican Vice-Presidential nominee.

Carr Is Mentioned

Although regional appointments probably won't be announced until sometime this week, the name of Eugene Carr, assistant to G. A. (Dick) Richards, president of the Richards-Fitzpatrick stations (WGAR WJR KMPC), has been mentioned as the likely man to head up the regional directors, with headquarters in Washington. Mr. Carr returned to the Richards-Fitzpatrick stations Oct. 1, 1943, to become assistant to the president after 16 months as assistant to J. Harold Ryan, then Assistant Director of Censorship in charge of broadcasting. [BROADCASTING, Aug. 30, 1943].

The Republican radio campaign will be mapped to make the most effective use of radio with the least possible disturbance to normal schedules of networks and stations, according to Mr. Turnbull.

Schedule Problems

"We appreciate the problems of broadcasters," he said, "and while some of the radios of Gov. Dewey and Gov. Bricker will necessarily come during the mid-evening hours which are most popular with commercial sponsors, we shall try to arrange our schedules so that no network, no station, no sponsor shall be asked to clear commercially occupied time for consecutive broadcasts.

"In our spot schedule we shall attempt to buy time not already sold to advertisers, as far as is compatible with our goal of having our candidates for President and Vice-President heard by every man, woman and child in the country." Broadcasters will receive the same consideration from Gov. Dewey, Mr. Turnbull said, adding that they need have no fears that he will run past his scheduled time. His radio talks will be timed.

The headquarters radio staff in New York will include a publicity man, to keep the papers up to date on speakers, dates and times of the Republican broadcasts, and a newswriter who will supply campaign material both to political writers on newspapers and to newsmen and commentators. "We plan to give radio newsmen the same type of material that has always been supplied to newspapers," Mr. Turnbull explained, "not to attempt to influence them, but to give them the facts for whatever use they may have occasion to make of them."

To guide the local Republican committees—state, county and city—in the use of radio time, the national radio office is preparing a handbook explaining what information broadcasters will expect. Starting with such fundamentals as the fact that a 16-minute broadcast does not actually run for 15 minutes' speaking time, but has to allow time for station identification, and describing the use of transcriptions, announcements and various types of programs, the book will remove some of the broadcasters' headaches, the committee hopes.

CANCELLING commercial programs as they did for the Republican Convention last month, the four major networks will use combined facilities to broadcast two sessions daily from the Democratic National Convention. Broadcasts follow:

Wednesday, July 19
1 p.m.—Address of welcome by Mayor Edward J. Kelly of Chicago. Sen. Scott Lucas, senior Senator from Illinois, will introduce Robert E. Hannegan, Democratic National Committee Chairman who will call the Convention to order.

Thursday, July 20
1 p.m.—Gov. Kerr to present the Convention's permanent chairman, Sen. Samuel D. Jackson of Indiana. Democratic platform and report of the Committee on Platform and Resolutions will be read.
10 p.m.—Sen. Jackson will introduce Helen Gabagan Douglas, delegate from California and wife of Melvin Douglass, movie actor, who will speak. Following her address, roll call for nominations for President and (if President Roosevelt is nominated on the first ballot as expected) nominations for Vice-Presidential candidate.

Friday, July 21
Continuation of balloting should candidates not be selected Thursday night.

Downtowns*

... in the valuable 136-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 1,045,717 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.
Actions of the FEDERAL COMMUNICATIONS COMMISSION
JULY 8 TO JULY 14 INCLUSIVE

Decisions...

JULY 10
WSAY Rochester, N. Y.—Granted mod. CP authorizing change in frequency, increase power, etc., for 360 day extension completion date from 8-1-44.
WSBP Springfield, Mass.—Granted li- cense to cover CP authorizing increased power D to 1 kw changes in equip- ment.
Birmingham News Co., Birmingham, Ala.—Granted in pending file application for new FM station.

Blue Network Co., Los Angeles—Granted in pending file application for new FM station.

Birch Broadcasting Co., Columbus, Ohio—Same.

Carroll University, University, N. Y.—Same. Florida Broadcasting Co., Jacksonville, Florida—Same.

Send in pending file application for new television station.

Applications...

JULY 11
KOBH Rapid City, S. D.—Granted CP change 166 kw to 1,800 kw, increase in power D to 1 kw and changes in transmitter site.

WLBI Lawrence, Mass.—Granted CP increase in power of synchronous amplifiers from 100 kw to 250 kw, make changes in transmitting equipment.

REMD Shreveport, La.—Granted assignment of license from Radio Station KRMK Inc. to R. A. Laflord, T. B. Landon, R. M. Dean and Mrs. R. M. Dean 67/8 Kenner Station.

KINY Juneau, Alaska—Granted rein- statement of CP as modified, authorizing installation of 1 kw D to 6 kw D at new transmitter and changes in equipment.

WFLA Tampa, Fla.—Granted license renewal for period ending 5-1-46.

WBCS Schenectady, N. Y.—Granted li- cense renewal for period ending 5-1-46.

JULY 12
Beauregard H. Jester, et al., Waco, Tex.—Granted license for authority to take depositions in re application for new station, which has been designated for consolidated hearing with applications of KDNT, WACO, and WICN.

Washingtow Broadcasting Co., Ann Ar- bor, Mich.—Granted motion for order to take depositions in re application for new station, scheduled for consolidated hearing with application of James F. Hopkins Inc.

Forney Ines Jr., Meridian, Miss.—Granted petition for order to take depositions in re application for new station.

JULY 13
KABC Los Angeles, Calif.—Granted CP application for change 1,450 kw to 600 kw, increase in power D to 10 kw D to 12 kw N. In- stall new transmitter, D.A.N., and change transmitter location; granted in re- approval of antenna by Commission’s chief engineer, subject to hearing on Jan. 29, 1945.

KTHT Houston, Texas.—Granted authority to begin program tests.

Tentative Calendar...


To begin plans for establishment of new television station.

KQW San Jose, Calif.—License to cover CP authorizing increase in power and changes in transmitter and antenna.

WRNA Round Brook, N. J.—License to cover CP authorizing increase in power and changes in transmitter and antenna.

Cincinnati Broadcasting Co., Cincinnati—CP new FM station, 45,700 kc, 10,000 sq. mi, $194,410 estimated cost.

KWG Stockton Cal.—License to cover CP authorizing increase in power and changes in transmitter and antenna.

KNR Wellington, Ore.—CP move trans- mission and studio locally.

School District of City of Bay City, Mich.—CP new non-commercial educational station (incomplete).

JULY 14

Columbia Broadcasting System, New York —CP new experimental television station, 401,000 to 417,000 kc.

WMT Cedar Rapids, Ia.—Voluntary assign- ment of license to American Broad- casting Co.

KOWH Omaha, Neb.—Special service authorization operate on 660 kc, unlimited, using 250 w. 7,000 w.

KFWF Hollywood, Calif.—CP new FM station, 44,000 kc, 3,150 sq. mi, $600,000 estimated cost.

KOB Albuquerque, N. M.—CP new ex- perimental television station, channel 4 (dismissed at request of applicant).

JULY 15
Rochester Broadcasting Corp., Rochester, N. Y.—CP new standard station amended to include station for Ham- mered brand Persian lamb, using participation on women’s programs on 23 stations, including the eight CBS Pacific Coast stations. Schedule includes WEFN WABC WGN WLS KYW WEE WXYE WOKO WHK KDKA WBBM WMAL WTMW WBN WCCO KFAY KRAK KQED KGW KBOY KFYY. Drive will continue through the summer, according to Kelly, Nason Inc.

PRESENTATION to the American Red Cross of a check for $600, representing the balance of funds of the Foreign Language Radio War- time Control, is made by Arthur Simon (i), general manager of WPEN Philadelphia and chairman of the organization which has dis- solved upon completion of its work in relation to the Code of War- time Practices for American Broad- casters. Accepting check is Dr. George Rea for Red Cross.

Blue Pact Approved

NATIONAL War Labor Board last week approved a contract between the National Assn. of Broadcast Engineers and Technicians and the Blue network calling for a 5% in- crease in wages, retroactive to June 1, 1943. The agreement covers op- erations at WJZ New York, WENR Chicago, KGQ San Francisco and the Blue studios in Hollywood. Con- tract retains jurisdiction over plat- ter turning except at WENR where an exception was granted for four years temporarily relin- quishing this function to musicians. NABET has filed an unfair labor practice charge against the network with the National Labor Relations Board to recover this jurisdiction. The union is required to give 30 days notice for reopening.

On 23 Stations

HERMAN BASCH & Co., New York, during the week of July 24 will start a campaign for Ham- mered brand Persian lamb, using participations on women’s pro- grams on 23 stations, including the eight CBS Pacific Coast stations.

Schedule includes WEFN WABC WGN WLS KYW WEE WXYE WOKO WHK KDKA WBBM WMAL WTMW WBN WCCO KFAY KRAK KQED KGW KBOY KFYY. Drive will continue through the summer, according to Kelly, Nason Inc.

Do you know

Ultra low-drift crystals
are now available for prompt shipment

HOLLISTER CRYSTAL CO.
Boulder Colorado • Broadcast Advertising
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 Magazine, 870 National Press Bldg., Washington, D. C.

Help Wanted
Washington Engineering Firms need draftsmen, typists, map men. Good pay. State starting salary desired and classification. Box 209, BROADCASTING.

Transmitter engineer, licensed, desired. Prefer experience in microwave conditions. Midwest & N. W. network affiliate. Give previous experience and salary expected in first letter. All replies confidential. Box 383, BROADCASTING.

Wanted—Engineer for North Florida station with first class license. Previous broadcasting experience. Top pay. Not a wartime job. Reply to Box 414, BROADCASTING.

KW CBS affiliate wants continuity writer. This man will supervise continuity staff of 5-6 people. Job offers opportunity for promotions. Box 441, BROADCASTING.

First class licensee will be given position of Announcer in Southern city. Local station, Congenial work. No annoucer experience necessary. Full salary. Box 483, BROADCASTING.

Wanted—First class license holder with excellent broadcasting experience. Top pay. Reply to Box 404, BROADCASTING.

Program writer and producer wanted by a Western network affiliate. Must be capable of doing a good programming job with transcription, and other production facilities which are at the disposal of the station. Must be pleasant and well paid job. Give complete details in first letter. Box 460, BROADCASTING.

Assistant chief engineer—alert, capable first class. Experienced in transmitter, control, and production work. Must be alert to local and regional network operation. State all in first reply. WLYA, Grand Rapids, Michigan.

Experienced studio director and announcer. Send complete details in application. KPAC, Port Arthur, Texas.

Announcer-Operator wanted. Must have first class radio experience. Excellent news and commercial talent. Good voice. Must have permanent position and salary required first letter. Radio Station KBLL, Georgia. Box 445, BROADCASTING.

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

Announcer—All-round man, news, record engine. Station small in power; big in audience, prestige, ambition. Single man preferred—housing situation badly tied. Send audition disc to Program Director, WBIR, Knoxville, Tennessee.

Wanted—2 experienced announcers. No boomtown, thousands more for the right kind. $40.00 for 40 hours. Talent fee immediately. WURL, Boston, Mass.

A hard working gal who knows a thing or two about commercial copy, who can write an idea, has a pleasant personality, Oxford's oldest script agency has a place for you. Say with samples—photo and a brief biography. Write to M. Miller, Radio Writers Laboratory, R.W. L. Script Laboratory, Lancaster, Pa.

One announcer and one operator wanted hourly by WDRB. Apply at once WDRB, Huntington, Ind.

Program director wanted by CBS affiliate in Midwest. Have immediate opening for an experienced and letter-free man. Must coach announcers, develop and produce idea programs. Also must go head of the department. Prefer man capable of doing some public relations work. $450 per month. Box 468, BROADCASTING.

General Manager for new 250 watt local station opening in lowa. Must be an expert, give detailed station, salary required, snapshot in first letter. Box 470, BROADCASTING.

Situation Wanted (Cont'd)

Can you put to use my five years experience in programming, traffic, promotion, publicity, continuity? I have university degree, have up-to-date college diploma. Desire to get ahead! Girl, 26, now located at another network regionally. Box 471, BROADCASTING.

Radio Engineer and technician available. Call or write Box 472, BROADCASTING. Age 30, 12+ years experience in operating electronic equipment. Prefer work in Northern U. S. Will consider radio contract. Box 473, BROADCASTING.

Announcer—Three years experience. Desires permanent connection with progressive, successful station. Must be alert, immediate. Give full details. Box 474, BROADCASTING.

Wanted to buy—bargain or 500 watt station. Give full particulars. Box 451, BROADCASTING.

Wanted to buy—100 or 500 watt station. Give full particulars. Box 452, BROADCASTING.

Wanted to buy—Two water jacks complete with mounting insulators for 220 C. W. Volunteers. Will pay freight. Box 453, BROADCASTING.

Will purchase radio station. Reliable, experienced full references. Replied confidential. Write details of station, price. Box 454, BROADCASTING.

Wanted to buy—An insulated tower 500 to 750 feet high with good equipment; and 50,000 feet bare copper wire suitable for ground system. P. O. Box 826, Chattanooga, Tenn.

For Sale

For sale—550 watt transmitter with tubes and crystals. Approximately 100 hours service. Excellent condition. Box 455, BROADCASTING.

For sale—Transmitter suitable for 500 or 500 watt broadcast use. Will meet FCC requirements with minor modifications. Well built, rugged construction. Box 456, BROADCASTING.

For sale—Converting interest in Midwest due to help, 250 watt local. Box 457, BROADCASTING.

Miscellaneous

Will swap: General Radio Type 608A, General Radio Type 373B or any FCC approved modulation monitor or frequency monitor. Box 458, BROADCASTING.

HOW WOULD YOU LIKE AN IDEAL AUDIENCE PARTICIPATION SHOW BROADCAST? PATRONIZE OUR ADVERTISEMENT SUITABLE ANY SIZE COMMUNITY A CINCH TO SELL NO OBLIGATION FOR DETAILS WRITE BERT LONGFELLOW, 421 COCHRAN AVE., LOS ANGELES 26, CAL.

For sale or swap by Radio Station WMFF, Plattsburg, N. Y.—1 3ED Presto portable receiver or 450 watt 300 volt model 2400 magnetic microphones with four stands (dine key) and twenty five ft. of cable etc. RCA. RCA portable tape recorder (complete with tubes), 4 Deluxe Audax pickups and too many areas.

ANNOUNCER WANTED

CBS - 5 W - YOUNGSTOWN, O.
Seasoned, experienced, capable man for new, interesting, control announcing. Not a won't-time position but a permanent opportunity for the right man. Immediate vacancy. Personnel—Director of Production. Box 460, BROADCASTING.

Chief engineer's position desired: 10 years experience. Permanent only—contingent on getting good. Box 461, BROADCASTING.

Experienced station manager, outstanding ten year record, reference, seeks new opportunity to use full of station. Full experience. Am prepared and desire investment privileges. Full details upon query. Box 462, BROADCASTING.

Melvin Drake to KFOR; Powell to Head KGGF

APPOINTMENT of Melvin Drake, manager of KGGF Coffeyville, Kan., as manager of KFOR Lincoln, Neb., was announced last week by Gordon Gray, general manager of KOIL and KBAB. The change becomes effective Aug. 1. Bert Powell, chief engineer and continuity department of KGGF, will succeed Mr. Drake in Coffeyville, according to H. J. Powell, president.

Mr. Drake started in radio in 1929, with KOIL, and except for a year at KTUL Tulsa, has had no other experience. He later became manager in 1940. Mr. Powell has been with KGGF nine years, as rector of radio publicity and continuity departments.

Block Resting

BLOCK DRUG CO., Jersey City, on July 15 discontinued for the summer its entire spot advertising schedule on about 80 stations, with plans to resumne in the fall. Firm, which deviated from its customary radio line last year as an experiment, decided to revert to the usual lay-off this season. Account handled by J. Walter Thompson Co., Redfield-Johnston and Cecil & Presley, all New York.

O'Brannon to MBS

JIM O'BRONN, acting director of radio publicity of Young & Rubicam, New York, will leave that post the end of the week to join MBS on July 24 as director of publicity relations and publicity. He succeeds Lester Gottlieb, who became manager of Young & Rubicam (Broadcasting, July 3).

PROMOTION MAN WANTED

A man familiar with both station promotion and merchandising is wanted as promotion manager of KOIL, Omaha and KFGF, Lincoln. An idea man or expert in the field of radio is afraid of work, capable of running his own show. Must have a high idea for this job. Send complete details regarding experience, pictures, references, salary requirements to Gordon Gray, KOIL, Omaha National Bank Bldg., Omaha, Neb.
Gamble Lauds 5th Loan Effort; WFD Initiates Expanded Policy

Industry Committee to Be Named, Stress Placed
On Closer Cooperation
With Broadcasters

"THE FIFTH was the biggest Loan so far, and the radio industry has done a bigger job than ever before," Theodore Gamble, national director of the Treasury War Finance Division, said last week in praise of the broadcaster's role in the Campaign. He continued to want every person connected with the industry to know all of us in the War Finance Division appreciate this help. Without it, he knew the Fifth would not have been the success it is. Not only has the greatest goal ever set been reached, but I am confident that, when all the reports are in, this goal will be oversubscribed more than any previous one."

$20 Billion Seen

Treasury statistics, compiled from Federal Reserve reports of July 11, showed that Bond sales stood at $18,811,000,000. Sales to individuals, partnerships and persons other than tranche were $4,702,000,000, yet shy of the $6,000,000,000 quota. With sales from the first of June to the last of July to be counted, all quotas not yet met according to figures are expected to be met and topped, with the inclusive total possibly to surpass the $20,000,000,000 mark.

Looking ahead to problems yet to be faced, Mr. Gamble added, "But I want to warn you all of one thing. As the end of the war gets closer, our job gets tougher. And that means we'll need more and more cooperation from the radio industry, as well as everyone else. I look upon the radio job not as an individual, Government, or industry job, but as a job of everyone concerned. For that reason we radio industry is already planning expanded operations for the Sixth War Loan, which will come this fall."

The latter reference is made regarding plans now underway by Robert J. Smith, new chief of the radio section who came to WFD following extensive broadcasting experience with WOR and Mutual, to bring about even closer relationship between the industry and Treasury.

Proposed is the establishment of an Industry Relations Committee, to be composed of prominent executives from the networks and NAB who will advise on general policy and assist on specific assignments. Details for the committee and other planning are now under discussion with Associate Secretary of the Treasury radio consultant, vice-president of D'Arcy Advertising and consultant for OWI and War Ad Council. Appointments made to the committee will be announced later.

In line with the expanded policy, George Allen, secretary-manager of the Cooperative Analysis of Broadcasting, already has been named as Mr. Smith's assistant in charge of radio research and will be retained as a dollar-a-year man.

According to Mr. Smith, a greater reliance on agencies and broadcasters will make it possible to reduce the WFD paid production staff in New York. The radio section will maintain a New York office only to service agencies and networks and to handle routine relations. The Washington radio section will include an information service, music production unit, special features division, exploitation department, budget and traffic management office and a production unit. Heads of these units will be named later along with planning and organization developments.

Report Not Confirmed

Report early last week that the Treasury was contemplating a "Victory Loan Drive" when the war is won and that such might be the first in a series of peace-time Government fiscal operations to stimulate continued public participation in Federal financing, was not confirmed by official sources, although it was pointed out that war expenses would not end with the Armistice and that such a program "might be a solution to the problem." It was made certain, however, that the Government will be ready and able to redeem all of the War Bonds which have been sold and will be sold. Emphasis was placed on this point to correct impressions that Bonds may be frozen in peace-time to stem any premature rush to redeem them.

The cast of Sunday in Happy Valley, mountain folk-lure program heard Sunday evenings over WCED DuBois, Pa., sold $60,000 during a half-hour broadcast presented as part of local Fifth Loan activities on July 5. Program is presented regularly on WCED by the Nelson Fur Co., DuBois. Hour show prepared by Lt. L. A. Breault of the Eighth Service Command and presented over WFAA Dallas, Tex. for the Fifth Loan told the story behind the Purple Heart military decoration and was titled The Beat of the Purple Heart. Program was followed by William B. Doolph, WOL Washington general manager and chairman of the Washington (D. C.) Radio Committee of the District's War Finance Division, announced last week that the employees of the Washington stations comprising the committee had surpassed their $30,400 quota by more than 400%, purchasing $133,703 worth of extra Bonds. In addition WRC, NBC Washington key, purchased $100,000 in Bonds, it is reported.

Bond purchase of $5,000,000 by Plough Inc., manufacturer of St. Joseph aspirin and other products, and a large user of radio time, brought purchases to date by that company of Treasury certificates to a total of $17,200,000 for all five Loans.

Recording of a "$50,000 Breakfast" sponsored by the Lions Club of Gulfport, Miss. and featuring entertainment of the Breakfast at Sardi's variety, was presented by WGCM Gulfport, and broadcast by the station later in the day. Breakfast topped its $50,000 goal. The July 4 Funny Money program sponsored by Kay Jewelry Co. over WSPD Toledo, O., featured War Bond plugs in five different languages with appropriate musical background.

KXOK St. Louis reports in a summary of its Fifth Loan activities which were devoted exclusively to sale of Bonds, promotion including 196 spot announcements, a one hour and 48 min. program, three one-hour shows, eight half-hour broadcasts and 14 quarter-hour programs.

Motion picture industry used radio July 5 to thank the broadcasting industry for its cooperation during the "One Man to Three Movie Day," (July 6) when thousands of theatres admitted patrons in return for the purchase of War Bonds. Participating in a special broadcast of WNEB New York, J. R. O'Donnell, vice-president and general manager of Interstate Theaters of Texas, and national chairman of the War Bond Loan Campaign, War Activities Committee, MPI, made a point of thanking radio for telling their listeners about the event. Five network programs were broadcast the day, and in addition the four major broadcast special announcements at the request of the Treasury War Finance Division. MPI also distributed to over 600 radio stations material for spot announcements to be broadcast July 6.

A total of $14,177,292 in "E" Bonds announced by Edward Edwards and his Truth or Consequences troupe in a five week broadcast Bond tour that ended with a final broadcast at Raleigh, N. C. on July 1. Five-city six-day non-broadcast tour just completed sold an additional $5,164,740 in Bonds to raise a total of $19,342,032 to date, nearly four times the quota set for the tour. Program is regularly heard on NBC for Procter & Gamble Co., Cincinnati.

Ceremonies of the launching of a Navy LST 753 tank landing ship was prepared by WWVA Wheeling, W. Va., through recordings made on the ship while in operation on the Ohio River, including installation of a shipboard disc jockey and copy of a Blaw-Knox plant who had made them. Interview with the employees of the plant also were featured.

LST on WWVA

HALF-HOUR broadcast commemorating the launching of the Navy LST 753 tank landing ship was prepared by WWVA Wheeling, W. Va., through recordings made on the ship while in operation on the Ohio River, including installation of a shipboard disc jockey and copy of a Blaw-Knox plant who had made them. Interview with the employees of the plant also were featured.

"I'll Take One of Them Good Humors, Bab!"

Page 66 • July 17, 1944

BROADCASTING • Broadcast Advertising
Save for the whimsy of its name,
No one would ever notice Rabbithash.
Even the placid Ohio,
Flowing endlessly down its valley,
Sparce but a sidelong glance as it passes...
So many similar places has it seen
Along its banks.

The general store;
Its bench of boxes with a plank across;
The unshod youth beside his ancient car;
The leisurely villagers,
Lolling in the heat of day,
Suggest, not merely Rabbithash in 1944,
But any one of thousands of such towns,
On any summer day
Of any year within a generation.

Only the rusting petrol pump, unused since rationing,
And the starred flag in the window,
Speak of today.
Only the topics of debate
Around the forum of the general store—
Cherbourg, Saipan; the hateful rocket bomb;
Or Dewey's presidential chances—
Remind that this is 1944.

Yes... Rabbithash is just another place
Without importance in a big and busy world...
Except to those whose world begins and ends
right here,
And to us.

**WLW**

*The Nation's Most Merchandisable Station*

*Division of the Crosley Corporation*
BACTERIOLOGISTS are able to watch the attack as penicillin comes in contact with clusters of disease-causing bacteria. Looking through the RCA electron microscope, they see how the infectious germs vanish as the new wonder drug destroys them.

New RCA electron microscopes—including a desk-size model with the same power of magnification as the standard instrument—bring this super-eye within reach of schools, hospitals, and laboratories at the same time extending its use in science and industry.

The electron microscope, acclaimed as one of the most important scientific tools of the Twentieth Century, makes possible magnifications of 100,000 diameters—50 to 100 times more powerful than the strongest optical microscope. Electronically it promises to make the peacetime world a happier, healthier place in which to live.