the uniquely successful programming of one of America's great stations is built around a four-point formula that every advertiser, agencyman and broadcaster should know.

please turn to pages 26-27
ONE HUNDRED YEARS

OF ENGINEERING

Five Operators with WLS Since 1924!

Even engineers at WLS are well known to the radio audience, for in the early days of radio, it was commonplace for operators to participate in programs. Five WLS engineers have been with the station since the “early days” — since 1924, when the station first began broadcasting. Chief Engineer Tommy Rowe, Homer Courchene, Charley Nehlsen, Burr Whyland, Bill Anderson — all five of the men pictured here came to WLS in 1924; some of them helped build our first transmitter!

In the past 20 years they, as well as the veteran entertainers, announcers and executives of WLS, have learned to know the Midwest America radio audience, have developed a mutual friendship with WLS listeners. Such friendly listeners are naturally loyal to the station ... loyal and responsive. That’s why WLS Gets Results!
TRY THIS

"right combination"

FOR UNLOCKING THE

Philadelphia Market

The Station that Sells

WPEN

PHILADELPHIA • PA • 950 ON THE DIAL • 5000 WATTS
One flew East...

H. R. Ekins of WSYR
accredited war correspondent

Now with General Eisenhower's Headquarters in Europe.

Vadeboncoeur of WSYR
accredited war correspondent

Just returned from General MacArthur's Headquarters in the Pacific.
One flew West...

BUT... both accredited war correspondents flew from WSYR, in Syracuse, New York to the Eastern and Western theatres of war operations.

Not only was the accreditation of the two correspondents from WSYR an accomplishment for the news personnel of WSYR, but the performance of the two journeys indicates an outstanding news policy for this aggressive, up-state New York radio station.

This news policy is in accordance with the Lewis Carroll observation attributed to the Walrus—"the time has come"—The time, WSYR feels, has come for individual radio stations in addition to the major networks, to do a special news-service for its listeners.

Thus, the management of WSYR in cooperation with the War Department, arranged these trips of Vadeboncoeur and Ekins, specifically for the listening audience of WSYR. To the people of Central New York, Vadeboncoeur brought the activities of General MacArthur's Headquarters, familiarizing his audience with his own colorful, imitable version of this vital war front. So popular were his dispatches that requests for more than 20,000 copies have been received to date.

Now, H. R. Ekins, famous war correspondent and WSYR news commentator, is sending his daily dispatches from the Normandy front to a large and ever-growing WSYR audience.

As a result of such a news policy... it is to WSYR, the voice of Central New York, that thousands of listeners dial for the best in news services.

On D-Day, in a city served with four radio stations and two newspapers, a recall survey conducted by the impartial Syracuse Statistics Bureau showed that 32% of the people interviewed got their original news of the Invasion on WSYR.

A further coincidental listening survey indicated that with Vadeboncoeur and Ekins handling a special news forum at regular forty-five minute intervals, in addition to the fine NBC news coverage, 40% of the people interviewed were currently getting all of their war news on WSYR.
KOIL Columbia, of course
The Radio Buy of OMAHA

Hot Springs
has its
Health Resorts

Omaha has its
Modern Drug Stores

Omahans Believe in Good Health
and Good Appearance

You can find everything
from vitamins to nail polish
in Omaha's well-stocked,
up-to-date drugstores. In fact
the average Omaha family
invests more than $125 per year
in good grooming and health,
creating a retail drug business
of nearly $9,000,000 per year.

This concern over good health
and smart appearance demonstrates Omaha's general prosperity
and its possibilities as a
rich market. Get your share of
this active market directly,
daily, through KOIL at low
cost.

A PROSPEROUS MARKET

In 1943 Omaha's effective
buying income per capita
was $1,907. This figure is
among the highest in the
nation.

Represented Nationally by Edward Petry Co., Inc.

KOIL CBS in Omaha
5000 WATTS...1290 KILOCYCLES
When you think of America's 4th Largest Market you must think of WAAT

Because - Between 8 A.M. and 6 P.M. WAAT delivers more listeners per dollar in America's 4th Largest Market than any other station - including all 50,000 watters! See latest surveys! Check availabilities! National Representatives, Spot Sales, Inc.

"DOLLAR FOR DOLLAR NEW JERSEY'S BEST RADIO BUY"
You can judge a station
The method is fool-proof.

Take the case of Thom McAn Shoes.

In shoe business, Thom McAn is tops (as WABC is in radio business). More people buy their shoes from Thom McAn than from any other retail shoe chain in all America.

In radio, you couldn’t ask for a better sponsor than Thom McAn. This company has sponsored WABC’s 7:45 AM News for nearly six years. Never a week missed in the 294 weeks since its first broadcast.

At least three fundamental reasons why Thom McAn and WABC have found it profitable to “go steady” for so long:

1. Thom McAn’s agency, Neff-Rogow, Inc., likes WABC for its results. Neff-Rogow has bought time for more of its clients on WABC than on any other station in the country.

2. Consistently, year after year, WABC’s early-morning programs have led all New York competition in listener popularity.

3. The influence of the 7:45 AM News has been measured by both agency and advertiser at the point where it counts most—the point of sale or on the hoof. Thom McAn’s cash registers show in big black finite totals that WABC gets exceptional results.

What’s happened with Thom McAn has been duplicated over and over with other WABC sponsors. If you’re the practical type who likes to gauge advertising results by cash in the till, trust your sales problem to WABC. We’ll try to turn it into another success story.

Represented by Radio Sales, the SPOT Broadcasting Division of CBS

Says—"Spot broadcasting can often supplement and reinforce even a big network job"

- Right you are, Mr. Nelson. We're glad you brought up that point because it seems to us that spot broadcasting has as great potential usefulness to network advertisers as to anybody else!
- For instance, why isn't it a good idea for any big nighttime network advertiser to select his stronger markets, where his sales costs are low, and use spot broadcasting to make these markets even more productive? With spot broadcasting you can control to a large degree the success or failure of your markets. As a matter of fact, spot broadcasting is an obvious solution for markets where sales aren't up to par or where the network station involved isn't as hot as it might be.
- It seems to us that every kind of radio usage has proved its economic value—and that the smart thing is for advertisers to use each kind for its own particular advantages.

FREE & PETERS, INC.
Pioneer Radio Station Representatives
Since May, 1932

EXCLUSIVE REPRESENTATIVES:
WGR-WKBW BUFFALO
WCKY CINCINNATI
KDAL DULUTH
WDAY FARGO
WISH INDIANAPOLIS
WEZD KALAMAZOO
KMBC KANSAS CITY
WAYE LOUISVILLE
WTCN MINNEAPOLIS-ST. PAUL
WHRB PEORIA
KSD ST. LOUIS
WFIL STRACUSE
IOWA
WHO DES MOINES
WOC DAVENPORT
KMA SHENANDOAH
SOUTHEAST
WCBM BALTIMORE
WCSC CHARLESTON
WIS COLUMBIA
WPTF RALEIGH
WDBJ ROANOKE
SOUTHWEST
KOB ALBUQUERQUE
KRIS CORPUS CHRISTI
KTTZ HOUSTON
KOMA OKLAHOMA CITY
KTUL TULSA
PACIFIC COAST
KECA LOS ANGELES
KORI PORTLAND
KIRO SEATTLE
KFAR FAIRBANKS, ALASKA
and WRIGHT-SONOVEX, INC.
Democratic Platform Ignores Air Freedom

Only Generalized Mention Made At Chicago

FERVENT HOPE that the Democratic National Convention would strike a strong blow for freedom of radio, paralleling the action of the Republican Convention, went out the window with the adoption last Thursday night of the streamlined Democratic platform. There was nary a mention of radio.

Before the Resolutions Committee completed its deliberation there was some slight hope that a free radio plank would be included in the platform. The original "thumb-nail" platform endorsed by President Roosevelt made generalized mention of the "four freedoms" but no specific reference to radio or the need for legislation. The 1500-word platform as adopted following a bitter fight on the racial issue, while somewhat more detailed than that originally proposed, nevertheless avoided any mention of radio.

Deemed Repudiation

Efforts of the NAB and of a number of broadcasters to have radio included in the platform, offsetting the direct Republican thrust in favor of new legislation, evidently fell upon deaf ears. This was attributed to the view that a free radio plank espousing legislation would be viewed as a repudiation of the FCC's Democratic majority to spell out the Commission's powers. Such a repudiation, it was said, would have been embarrassing to President Roosevelt in his Fourth Term candidacy.

The view was freely expressed by radio men attending the Chicago sessions, that radio, as an entity, finds itself left with no alternative but to applaud the Republican platform and frown upon the Democratic. The Republican plank acted as a revised law which would define "in clear and unmistakable language the role of the FCC."

Several Democratic spokesmen essayed to brush aside the radio complaint by asserting that platform pledges are meaningless anyway. They inferred that radio's troubles were man-made and could be cured by changes in FCC personnel. In Chicago as well as in Washington the report was widely prevalent that FCC Chairman James Lawrence Fly would resign to enter private radio practice. [BROADCASTING, July 11] are expected to report links him with Muzak Corp., which provides transcribed service to hotels, restaurants and other public places but which aspires essentially to establish a noncommercial radio service to homes on a subscription basis. Presumably this would be done by FM rather than wired radio.

President and owner of Muzak is William B. Benton, vice-president of the U. of Chicago and former head of Benton & Bowles, one of the top agencies in radio placement. Mr. Benton, like Mr. Fly, is an extreme liberal. They have been close friends for years. These new reports linked Mr. Fly with the Muzak operation either as counsel or as an operating executive. Confirmation could not be procured from either principal. Mr. Fly has avoided all inquiries regarding his plans.

Because of the President's absence from Washington and the Congressional recess, occupied with his war activities investigating committee, which has won him national prominence, the Missouri has taken more than cursory interest of radio and participated in a number of the hearings last November and December on the White-Wheeler bill (S-814), to amend the Communications Act of 1934. The Missouri has taken more than cursory interest of radio and participated in a number of the hearings last November and December on the White-Wheeler bill (S-814), to amend the Communications Act of 1934.

Truman Nominated

Although there are a half-dozen known candidates for the Craven post, the only name still mentioned is that of Rosel H. Hyde, assistant general counsel in charge of broadcast activities. A Republican from Idaho, Mr. Hyde would be appointed to the Commission since there are now only two Republican members (Case and Wakefield), as against three Democrats (Fly, Walker and Durr) and one Independent (Jett). The law specifies there shall not be more than five members of a single political party. Nomination of Sen. Truman as Roosevelt's running mate augurs for a more rapid reorganization of the FCC. A right-wing Democrat, Sen. Truman is a member of the Senate Interstate Commerce Committee, in which radio legislation is pending. He has been a close friend of the Missouri and is credited with the Missouri's willingness to work with the FCC.

Radio in Front as Spot News Medium

Worldwide and National Events Provide New Role

By BILL BAILEY

PRECEDENTS in radio news reporting, established last week during the Democratic National Convention in Chicago, are expected to serve as a guidepost for broadcasting's future role as the top spot news medium.

In the not far distant future important conferences of high-ranking officials will be brought at first hand directly into the homes of American listeners, who heretofore have been given the news through radio newscasts and newspapers.

News Conference Aired

Considered by radio newsmen as the "ice-breaking" episode needed to encourage more "direct-to-the-people" coverage were several "firsts" in broadcasting at the Democratic Convention. Foremost of the foundation events in radio's news reporting career was the broadcast last Tuesday night by CBS of a news conference by Sen. Samuel Jackson (D-Ill.), the convention's permanent chairman.

Word had gone out to radio and the press that Sen. Jackson would read, at a p.m. news conference, a letter President Roosevelt had written regarding his wishes about Vice-President Wallace as a running mate in the coming election. Networks as a whole were told prior to the conference that the news conference be aired because of its informality.

Paul White, CBS director of news broadcasts, had other ideas. CBS newsmen contacted Sen. Jackson and were told to read the letter (at his news conference) over the microphone so the American people would get the information first-hand. Sen. Jackson, it is reported, not only had no objections but thought it a good idea.

CBS engineers dropped a line from the network's headquarters in the Stevens Hotel to the news conference room in the Committee publicity quarters. Engineers had to tie a weight to the end of the line and toss it across a court.

Engineers and newsmen of other networks saw the line dropping but paid little heed. The line terminated at a section of a wall. Proceedings of the conference. John Daly, CBS reporter-analyst, took his place beside Sen. Jackson. A moment before the news conference opened, Mr. Daly brought in a microphone. It was a black bag, line trailing from the other room, but still nobody paid much heed. At the appointed moment the Senate opened his news conference, speaking to what appeared to be a roomful of reporters. Actually he addressed CBS listeners who (Continued on page 68)

BROADCASTING • Broadcast Advertising

Vol. 27, No. 4
WASHINGTON, D. C., JULY 24, 1944
$0.00 A YEAR—15c A COPY

July 24, 1944 • Page 11
NAB Halts Radio Aid for WAC Drive

Spot Drives Given Movie Premieres

Heavy Radio Promotion Used By Studios, Theatres in N. Y. FILM COMPANIES and local house distributors are going in for unusually heavy picture promotion in the New York area this summer, blanketing the city with spot announcements ranging from 250 per week to 1,800 per week. The latter high frequency is being used by 20th Century-Fox Film Corp. for a special campaign for "Wilson" ending July 3.

Rockefeller Center Inc., New York, to promote the world premiere July 20 at Radio City Music Hall of the Metro-Goldwyn-Mayer film "Dragon Seed", is using a total of 250 one-minute transcribed announcements weekly on 11 New York stations. Drive started July 14 for a run of about two weeks. Agency is Donahue & Coe, New York.

Capitol Theatre, New York, is also using some 250 transcribed spot announcements weekly on 11 New York stations, to promote the world premiere of "Since You Went Away", a production of David O. Selznick International Pictures, released through United Artists Corp. Discs, featuring the film's stars, were prepared by the Selznick company. The theatre's campaign started the week of July 13, building to a peak of July 20 and will continue until July 26. Donahue & Coe, New York, handles Capitol advertising. This drive dovetailed with a 10-day preopening run for the film itself, placed by Foote, Cone & Belding, New York, agency for D. O. S. International Pictures, using 30 and 60-second participations on from 10 to 12 New York stations.

Jaques on NBC

JACQUES MFG. Co. (KC baking powder), begins sponsorship Aug. 15 of an evening network program, "KC Jamborees" Saturdays, on 6 NBC stations, originating out of WMAQ Chicago. Featuring Curley Bradley, cowboy singer and actor, locale of "KC Jamborees" will be a western hotel and night club. Ed Allen will announce. Contract is for 52 weeks, and agency is Leo Burnett Co., Chicago.

Wright Shoe Spurs

E. T. WRIGHT SHOE CO., Rockland, Mass., will distribute to about 100 dealers throughout the country 250 one-minute transcribed commercials for placement on local stations as part of a fall campaign emphasizing shoe styles in relation to the wardrobe. Interviews are being handled by World Broadcasting System, New York. Agency is H. B. Humphrey Co., Boston.

QUENTIN REYNOLDS, CBS analyst, went to the summer conference on CBS, will be heard on the Jerreis Journal on the Blue Network, July 27 with Johnnie Dourler, from New York, and Louelle Parsons, from Hollywood, substituting for Walter Winchell during his vacation.

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Wright Shoe Spots

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LISTENERS CRAVE ‘SIMPLE’ BROADCASTS

String Trios and Solo Programs of Past Years Still Have Appeal

By WALTER J. NEFF
President, Neff-Rogow Inc., New York

WALTER NEFF is well qualified to talk about radio’s early days, for he was there. Active in New York radio since 1923 and before that a singer at WWJ Detroit, to say nothing of his boyhood ham operator days—Mr. Neff sang, acted, announced, produced programs and sometimes handled the controls, pioneered in sportscasting, making the first prizefight, circus and professional football broadcasts ever heard, working on half a dozen stations in as many years. In 1928 he joined WOR as an announcer, resigning the post of sales manager in 1936 to help found Neff-Rogow Inc., radio advertising agency.

The actual listeners per available set was in its earlier days. This, of course, was partly due to the novelty of radio—but I don’t believe entirely so. I think that with the advent of big shows, much of the intimacy between a listener and the radio station was lost. Wouldn’t you, yourself, appreciate hearing a half-hour of good piano music, either popular or classical, in the course of an evening?

FLINT BANK SOLD ON RADIO
Signs Third 52-Week Contract for Daily Noon NewsCast!

IN FIVE MINUTES a contract was “signed, sealed and delivered” with WFDF Flint, Mich. for the Citizens Commercial & Savings Bank of Flint, calling for a daily noon newscast. This was the third time since 1942 that Arthur H. Satterfield, vice president of the bank, has signed a yearly contract with WFDF and the speed with which it was done is evidence of the success of the past two years of bank radio advertising, according to the July Bulletin of the Financial Advertisers’ Association.

The Citizens Bank started in radio with a dignified transcribed series of good music, the Bulletin says. After 14 weeks, on the advice of the station program staff, the bank decided to change the pace of its program because the classical angle had failed to sell the bank to WFDF listeners.

Together with bank officials, the WFDF programmers suggested a newscast. After a few months of the daily news at noon, the bank signed a full 52-week contract. The Citizens Bank is now in its third yearly contract with WFDF.

According to the station’s advertising counsel, Thurston S. Jenkins, “Radio advertising . . . has produced really remarkable results. This is largely due to an intelligent use of the medium by following the advice and counsel of the radio men themselves and to the faith and patience of the bank’s executive officers in radio advertising.”

The bank offered a Family Budget Book that had been available to the customers with no response until it was mentioned on the air. With 12 commercials devoted to the book, 11,000 have been distributed, according to the Bulletin. They also offered a war map to service men, with outstanding results and responses coming in from all over the world.

The bank, from experience now feels that the best advice to an advertiser seeking a radio program is to give it direct to the radio station executives—and abide by their decision. Local advertisers in Flint have found the executives of station WFDF to be most helpful . . .”

Macfadden on 112

MACFADDEN Publications, New York, in promoting True Story magazine, is now using a series of five-minute transcribed dramatizations on 112 stations throughout the country. Series, starting about the 15th of each month, runs monthly from four to eight days at varying intervals. Agency is Raymond Spec-tor Co., New York.

Morton Salt on 150

MORTON SALT Co., Chicago begins sponsorship July 31 of a spot campaign promoting the use of salt in home canning, using two 15-second announcements daily, Mondays through Fridays, on approximately 150 stations. Contract is for four weeks, placed by Ken-ny & Eckhardt, Chicago.
Seven Station Transfers Granted by FCC

Times, Post, Louis Get WQXR, WINX
Ariz. Net

CONCERN OVER a possible FCC policy to withhold approval of station sales because of price factors, was disclosed along with the granting of seven station transfers involving an aggregate of nearly three million dollars by the FCC. The approvals constituted the largest single schedule of station transactions to be sanctioned at one time. Some two score applications for transfers are pending before the Commission, while another dozen are understood to be in the negotiating stage—most of them resulting from the FCC’s “duopoly” rule banning dual ownership of stations in the same or overlapping areas.

Two to Newspapers

The fact that two of the transfers involved sales to important newspapers—WQXR New York to the New York Times for about $1,100,000, and WINX Washington to the Washington Post, at the unprecedented figure of $500,000 for local radio—should make FCC’s actions infinitely more significant.

Transactions approved were as follows:

1. WQXR and WQXQ (FM) from Jett and Elliott Snugger, to the New York Times Co., for approximately $1,100,000.

2. WINX Washington from Lawrence J. Hittner and his family and L. Richard K. Lyon, UNNR., to Eugene and James Meyer, doing business as the Washington Post, for $300,000 cash.

3. KECA Los Angeles from Eirie and Edith Welsh, owners of KFI, to Blue Network Co., for $800,000.

4. Sale by Arizons Publishing Co. of controlling interest in KTAV Phoenix and KYAV Tucson, along with minority interests in KTCA Prescott and KTVI Yuma, to Chairman of the Board, Mr. Richard J. Doss, former president of Needham, Louis & Rorby, Chicago advertising agency, for $375,000.

5. Acquisition by Mr. Louis of control of KXUX, for $15,485 from R. N. Calland, D. Mortaza Campbell, and Eleanor McCoy.

6. Acquisition of control of KYA by KTAR Broadcasting Co., for approximately $85,000.

7. Sale of WJLD Bessemer, Ala., by J. Leslie Doss, former general manager of WJLD Bessemer-Ala., to George Jonathan, real estate and investment banker, for $100,000.

Commissioner C. J. Durr, extreme liberal Democrat, voted against the newspaper transfers as well as that involving WJLD, in his hope that the FCC would block the transfers. The votes in these three cases were 4 to 1, with Chairman James Lawrence, Jr., Commissioner Norman S. Cohn, a Chicago industrialist, and Commissioner A. F. Jett voting affirmatively. Commissioner Paul A. Walker was on vacation. It is understood that there was some discussion about postponement of consideration of the transactions last Tuesday in view of Mr. Durr’s action.

Commissioner Walker at the meeting the preceding week had questioned the prices on the stations—notably those which went to the Times. Moreover, it is generally known that Rep. Richard E. Wigglesworth (R-Mass.), who consistently has sought details of any sales and made inquiries about the pending applications, Rep. Wigglesworth is a member of the House Select Committee Investigating the FCC.

The Commission’s actions last Tuesday followed approval a fortnight earlier of the sale of WJJJD Chicago by the Atlas brothers and minority associates, to Marshall Field, New Deal publisher of the Chicago Sun and PM, for $750,000 [BROADCASTING, July 10]. That was the largest single transaction of the week, and involved the sale of a local station without network affiliation, irrespective of market.

Under the New York Times transactions, which brings into radio the nation’s foremost daily newspaper, Messrs. Hogan, who was president and principal owner, and Sanger, executive vice-president and part owner, remain as directing heads under a five-year contract. Nicholas Roosevelt, former chairman of the year’s outstanding change in executive control was the liaison executive between the newspaper and the stations.

Arthur Hays Sulzberger, president and publisher of the Times, last week reaffirmed the statement he made in March when the sales agreement was reached, that there would be no change in executive control of WQXR. He announced that houry news bulletins provided by The Times, will continue to be broadcast over WMCA, but that the WQXR news will be expanded.

“As pointed out when the announcement was made that The Times had entered into an agreement to purchase these stations, we are proud to acquire a broadcasting medium which throughout its history has consistently maintained high standards of quality,” he said.

“As broadcasting is a new business for us, we expect to grow slowly while learning about it. We look forward, however, to the time when WQXR, as The Times’ own radio station, will expand its news presentation so as to be of still greater service to its listeners and our readers.”

The WINX transaction was completed last April, subject to FCC approval. The station began operation in 1940. Commissioner Durr’s dissent in this case occasioned considerable surprise. The Post editorially has championed Mr. Durr’s position in connection with the House Select Committee investigating the FCC.

The Arizona actions give to Mr. Louis, whose agency is prominently identified with placement of radio business, control of KTAR KVOA, Mr. Lk. and KYC. The transfer of ownership will be consummated within 30 days, it was announced. Richard O. (Dick) Lewis, general manager of Arizona Broadcasting Co., will continue with the operation and, it is understood, will increase his present 3% minority holdings in KTAR Broadcasting Co. Mr. Lewis was president of Phoenix for some seven years. Among other radio programs, he is credited with having originated Fiber Mecree & Molly and The Great Gildersleeve.

In announcing the action last February, Charles A. Stauffer, chairman of the board of Arizona chairman of the board and majority owner, Alman, David, H. E. Walker’s House Select Committee In-

WLIB Purchased By New York Post

DOROTHY SCHIFF THACKREY, owner and publisher of the New York Post, has acquired ownership control of WLIB Brooklyn, subject to FCC approval, at a reported price of around $500,000. Application for the transfer will be made within a few weeks, the station shifting from Elies I. Godofsky, president, and general manager, and five co-owners, each owning 1 1/2% of the stock.

The owners in addition to Mr. Godofsky include Irwin Stengut chairman of the board and Republican Democratic leader in the New York State Assembly; William Weisman, treasurer and counsel and former vice-president of WMC; Abe Jacoby, vice-president; and Louis W. Berner, secretary and sales promotion manager.

No Change Expected

While all will relinquish full financial control, several of those connected with the actual operation of the station are expected to continue at their posts, although a decision has been reached or this point. Mr. Godofsky, however, in association with Mr. Weisman, is planning to switch WFB to broadcasting and is preparing to go over with construction permit for an FM station in New York City within the next few weeks. The pair may go into the television field at a later date.

Effective July 1, 1942, WLIB is operated by WLIB Inc. with 1,000 w on 1190 kc and limited time with WOWO. Station has featured semi-classical and light music and the announcement in the New York Post July 17, 1944, no changes in personnel or “drastic modification of the station’s program policy” is expected.
This time MacFarlane covers the Democratic Convention

Ian Ross MacFarlane, exclusive news analyst for W-I-T-H, the independent in Baltimore, returns to Chicago this week. Once again, he'll give Baltimore the story behind the story of Maryland's own delegates.

It's another example of W-I-T-H's regard for what the station's audience wants.

That MacFarlane does a bang-up job is found in that box at the right.

Is it any wonder that W-I-T-H is called "The People's Voice In Baltimore"? Or that W-I-T-H has a listener loyalty that enables it to deliver the greatest Baltimore sales results per dollar spent in this . . . the 6th largest market?

What Billboard Says:
"One of the best jobs at the Republican Convention was done by Ian MacFarlane of W-I-T-H. He did four 15-minute shows a day for his Baltimore sponsor direct from the station's Stadium studio in addition to a running commentary and personality patter of the talks and convention by-play.
"MacFarlane did a bang-up job. He was familiar with political convention routine, had a legman, did some prowling on his own, and had a tap onto the house public-address system. From this and his own savvy he welded a crackajack chore."

W-I-T-H
Baltimore, Md.
Tom Tinsley, President    Represented Nationally by Headley-Reed
American Radio Sets World Pattern, Says Feldman, Back in This Country

HOW American radio technique is making its impact on the people of foreign lands, and is admired and imitated by friend and foe alike, was told by Mr. Feldman last week shortly after his return from London where he has been serving as assistant manager of the British network's London news office.

British listeners listening in on American programs directed to U. S. servicemen through the American forces network and other channels, are keen about this radio fare, particularly such programs as Charlie McCarthy, Jack Benny (NBO), and Chamber Music Society of Lower S. East Street (Blue) which at one time had its British counterpart on BBC, but Mr. Feldman pointed out they don't realize they are hearing only the top-cream — the best culled from the best material of the four major networks. Despite opposition from various directions — Brendan Bracken, British Ministry of Information head — of course, the BBC itself, commercial radio in Britain is likely to develop after the war, he predicted.

Operations in India

Reporting on a five-week visit to India, Mr. Feldman described the set-up of All-India Radio Corp., stating, in answer to a question, that operations are carried on almost entirely by Indians, but that the posts of news editor and chief engineer are held by Englishmen.

Outstanding radio event in India, where there is limited distribution of radio stations among the masses, no set manufacturing, and stations are linked through the shortwave relay system — is the erection of a 100,000-w transmitter in New Delhi, operated jointly by AIRC and the British Ministry of Information. Station operates as the propaganda voice of the Supreme Command in the Far East and as a source of news on that area for listeners in England. Lord Louis Mountbatten told Mr. Feldman while in India that he strongly approves of the setting up of a high-powered station which would bring the Far Eastern war much closer to the British public.

Radio Metropole, in Belgrade, which Mr. Feldman ranks as one of the shrewdest propaganda voices of the Axis, is borrowing liberally from American radio in its effort to appeal to the American soldiers, he said. Station has its own Make Believe Ballroom cumbered after Martin Block's recorded music show on WNEW New York, and offers the latest recordings — Oklahoma records were on the air two weeks after they were released in this country.

RM calls the shortwave bands for the latest American news commentaries, which are recorded and broadcast as part of its daily world news round-up. Mr. Feldman had the experience while in England of hearing his own voice broadcasting from this enemy station — the program so edited that a slightly critical commentary on an English official appeared to be an all-out tirade against him. Metropole offers English-language dramas, and news of American sports, interspersed with casual references of propaganda intent.

How does Axis radio material measure up with the the genuine American programs in appealing to listeners in the armed forces? Mr. Feldman was asked. He was vehement in stating that servicemen are enthusiastic listeners to American-issue programs, such as Command Performance, and for the most part make great sport, particularly in group listening, of news and general announcements. Although they do listen some to popular music offered by the Axis radio stations, G.I. radio tastes run to a steady diet of jazz, he said.

Mr. Feldman was assistant director of news and special events at NBC from 1939 until November, 1942 when he joined BBC in London as advisor on programs beamed to the U. S. In September, 1943 he joined the Blue network in London as assistant manager of the news office. He leaves New York Aug. 1 for San Francisco with G.W. Johnstone, director of news and special features, and Clete Roberts, proceeding to MacArthur's headquarters, replacing Mr. Roberts, whose new assignment has not been revealed.

Navy Honors Barry

LT. NORMAN BARRY, NBC Chicago announcer on leave with the U. S. Navy, has been awarded a Navy citation for meritorious service in enemy areas during May, according to word received by his wife.

POSTWAR SERIES

WRC Starts Programs on Plans For Peace-time Washington

POSTWAR series to be presented on WRC Washington in cooperation with the Washington Daily News started 8:30 p.m. Thursday, July 20. The programs, titled Tomorrow's Washington are a public service feature designed to stimulate postwar planning in the Nation's Capital, according to Carleton D. Smith, WRC general manager.

Tomorrow's Washington will cover those phases of Washington life and business which organizations anticipate will be most affected by peace-time expansion. In June, the series was previewed with an introductory broadcast, with Mr. Smith and Charles Stevenson, News city editor, explaining the aims of the program. Listeners are encouraged to submit ideas on post-war discussions.

Radio Group Formed

RADIO and radio parts manufacturers in the New York metropolitan area met last week to draft plans for the organization of Electronic Manufacturers Assn. to deal with industry labor problems. These companies have already applied for membership and are in effect charter members in EMA, for which incorporation papers will be filed this week, according to David Wald, president of United Scientific Labs, and temporary chairman of the association. Group will meet again during the week of Aug. 7 to elect a board.

Bendix Catalog Acquired

CATALOG of Bendix Publishing Co., including a number of favorite radio tunes, has been acquired by National Music Co., an affiliate of SESAC, and is available for use by stations licensed by SESAC. SESAC has also reported long-term renewals of its contracts with CBS and NBC, adding that the Blue contract was renegotiated at the time of the networks sale by RCA.

Trent's 12th Year

WITH THE slaying of the 2260th script, The Romance of Helen Trent on July 24 started its 12th year on the air. Sponsored by Bell Products for Anacin and Bidosol, Program is produced by Frank and Anne Hummert of Hummert Productions, New York. Agency is Dancer-Fitzgerald-Sample, New York.

SEP Article Calls Fly 'Controversial'

Henry F. Pringle Traces FCC Head's Career Since TVA

"A JITTERY industry at best, radio has come close to nervous hysterics during the five-year incumbency of Fly as head of the FCC," writes Henry F. Pringle in "The Controversial Mr. Fly," lead article in the Saturday Evening Post for July 22.

In 1939, when Mr. Fly was appointed FCC chairman, he "did a stroke of genius which made the FCC more efficient," the article states, adding, "Fly did little, though, to make his own path smoother. It is traditional that Government officials should be easy going and amiable. They are not supposed to work too hard. Fly, for all his outer softness, was often intolerable. He did not backslapping, either on the Hill or in the radio industry."

Traces Fly's Career

Tracing Fly's battle with the major networks and the NAB at some length, Mr. Pringle says that the industry's opinion of Fly is unanimous on two points — that he wants to run radio and that he is a lawyer and administrator of vast ability. Mr. Pringle also cites the comment of Wendell Willkie following his defeat by Fly, when Fly was chief counsel of TVA and Willkie led the attack of Commonwealth & Southern against TVA, terms Fly the "most dangerous man in the United States—to have on the other side."

The article, which sketches in some detail Fly's pre-FCC career as well as his history as chairman of the Commission, concludes with a look into the postwar world when, Mr. Pringle says, "The air wave seems to be with any number of things." Optimistic predictions that FM broadcasting will make available all necessary radio channels for the first time will be found factually inaccurate. The danger of monopolistic control may continue, after all. Then, however busy, Lawrence Fly will be very happy lambasting anybody who tries it."

Omár Adds

OMAR Inc., Omaha (four, cereal), has added four new stations — WMMN KLRA KODY KLCN — to the original schedule of its half-dozen children's program, Adventures of Omar, Saturdays, making a total of 18 stations, beginning Sept. 5 and continuing for 89 weeks, placed by MacFarland Aveyard & Co., Chicago.

MBS Adds Three

KBIZ Ottumwa, Ia., on July 1 became a Mutual affiliate. The outlet operates with 250 w on 1240 kc. Another addition is KPAE Laredo, Tex., which operates with 250 w on 1410 kc. Mutual and its affiliate Mutual Radio are operated as a joint project.

Early July 7, WTLA Tallahassee, Fla., joined MBS July 19. The station operates with 250 w on 1540 kc.
In war production, from December 31, 1939 to December 31, 1943, Michigan advanced from FIFTH place to FIRST, displacing New York, Pennsylvania, Illinois and Ohio in that order.

In 1942, manufacturers in Michigan received 12.9% of all contracts awarded in the country. That figure increased to 13.1% in 1943, and during the first quarter of 1944, jumped to 22.8%.

The dollar value of Michigan's war supply contracts received up to April 1, 1944, was nearly 19 BILLION DOLLARS. Approximately two-thirds of the contracts were concentrated in the Detroit industrial area.

Because of this tremendous production for war, and the resulting factory payrolls, Detroit savings deposits are now at an all-time peak . . . more than 90% above 1937, the city's best peacetime year. Per person "E" War Bond purchases in Wayne County (which is largely Detroit) are substantially higher than for the key county in any other of the Country's five largest markets.

Advertisers and time buyers will remember that fact when Detroit's war production may have been forgotten. They will want to remember, too, that WWJ is the most listened-to radio station in this great market. Keep your sights trained on Detroit . . . and on WWJ.
Need for Postwar Services Surveyed

Frazier Calls for Data on High Frequencies for RTPB

TO ASSIST the Radio Technical Planning Board in making its recommendations for postwar frequency allocations, Howard S. Frazier, NAB Director of Engineering, last week asked licensees of all domestic broadcast stations, including FM and television, to submit information on present and proposed use of supplementary frequencies.

Mr. Frazier, who is also chairman of Panel 4 on Standard Broadcasting of RTPB, wrote broadcasters that requests of various permits and utilities for frequency allocations "will far exceed the spectrum space available for non-government communication.'

"Broadcasters are now assigned certain frequencies outside the regular broadcast bands for relay, studio transmitter link, experimental, emergency use, etc. In order to estimate present and future needs for these supplementary frequencies, information is urgently needed." Promising that no disclosure of individual information, Mr. Frazier asked that forms be returned promptly so that overall industry requirements can be tabulated.

WMC RULES EXEMPT FREELANCE ARTISTS

FREELANCE radio artists in New York City, as well as performers in other entertainment fields in that area, are exempted from the provisions of the War Manpower Commission priority regulations, requiring men between 18 and 46 to get referrals from the local Selective Service for all changes of employment, under a ruling last week by Stephen S. Morgan, District Director of the WMC television outlet.

Effect of the exemption, allowing "the free movement of artists from job to job within that industry. It does not permit free movement into or out of that industry in non-essential work for 18-46 year-old men without USES referral." In radio, the exemption covers only freelance artists, but not staff employees of stations or networks, which are classed as essential industries.

NAB Sees More Tubes

ACTUAL production of radio tubes for civilian use is under way at a sharply increased rate, according to an estimate of Arthur Stringer, NAB director of circulation. Mr. Stringer's estimate is that at least 100% and possibly 200% of all civilian tubes will be delivered in the last half of 1944 than in the first half, with between 35% and 40% of the increased production expected to be shipped in July, August and September.

INSPECTING PROGRESS on the construction of the million dollar shortwave plant being built by NBC at Dixon, Cal., for OWI operations in the Asiatic theatre, officials of the network, OWI Overseas Branch, and Dr. H. W. Elwood, manager KPO-NBC; H. H. Rohwer, mayor of Dixon; Dr. Donald Morgan, DPC; B. F. Modgil of McDonald & Kahn, contractors; Charles D. Morgan, Great Britain, will be coming. 25,000 of the 30,000 promised Great Britain have now been received there and distributed, though no sets were manufactured in the U.S. for civilians after April, 1942. Distribution of the first 30,000 sets started in April when the sets had been overhauled by British makers and adjusted to their requirements.

Actually, the sets are not likely to solve the shortage of useful sets, since in terms of sets per dealer the 25,000 works out at about one and a half sets each. While welcome, the report stated, the sets have uncertain value, as they cannot be readily repaired owing to the lack of components suitable, nor does Dixon deliver sets with the free service which is allowed on most British sets for a given period after installation. What is of great importance to the British listeners is the fact that the government has authorized the release of a portion of the equipment for the first time in the war years. Not since 1940 have any sets been made available for civilians, and British sets in the number of 5,500 were given to civilians, the report states, indicating a saturation point in military requirements.

U. S. SETS VIEWED AS AID TO ENGLAND

AN INDICATION that British military radio requirements have reached the saturation point is revealed by Broadcasting stating that no further supplies of U.S. home sets for Great Britain will be coming. 25,000 of the 30,000 promised Great Britain have now been received there and distributed, though no sets were manufactured in the U.S. for civilians after April, 1942. Distribution of the first 30,000 sets started in April when the sets had been overhauled by British makers and adjusted to their requirements.

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Campbell Expands

CAMPBELL SOUP Co., Camden, New Jersey, has added five stations carrying transcribed 15-second commercial announcements for Campbell Soups in a spot campaign which started June 15, bringing total number of stations to 40, and increasing markets used from 12 to 17. Agency is Foote, Cone & Belding, New York.

WLW Names Robinson To Head Chicago Office

APPOINTMENT of William P. Robinson as manager of the Chicago office of WLW, Cincinnati, overseas. Regarding postwar frequencies, he says "the construction of the site recently. The plant, housing the construction of the station, will be divided among Mr. Frazier recently addressed the National Association of Broadcasters, New York, and other broadcasters.

New ASCAP High

ASCAP distribution for the second quarter is running high in the Society's history, with $1,576,000 divided among writer and publisher members for the three-month period.

Sees Postwar Expansion

THE DRAMATIC story of the importance of the electronic tube in turning the tide of war is graphically told in a booklet issued by Amperex Electronic Products, Brooklyn. The folder was prepared by Shepple-Wilkus, advertising agency, New York. The electronic tube is given credit for playing a vital role in helping the German Luftwaffe from England. Improved designs were manufactured here in "astonishing quantities", the booklet declares, and then rushed to the fighters in that tight little island, it adds. As postwar developments, Amperex sees wider use of tubes in communications, medicine, science, agriculture and industry, including such applications as metal analysis, metal surface, metal gaging, induction heating, and motor control.

WCLB Receives DPC

THE DISTRIBUTION of WCLB and WCLF, New York, was transferred to the Government at the request of the War Manpower Commission, effective July 1.

Video Shows Boost Morale of Wounded

Naval Chaplain Tells TBA That Patients Enjoy Telecasts

TELEVISION programs are "becoming increasingly more popular" with wounded servicemen convalescing in the U.S. naval hospital, St. Albans, L. I., and "contribute much toward the general morale" of the patients, according to E. B. HARP JR., Naval chaplain. Television receivers were installed in St. Albans Navy hospital early this year.

In a letter addressed to the Television Broadcasters Assn. Inc., Mr. HARP said that increased appreciation of the patients at the Naval Hospital for television programs transmitted daily by three New York stations WNET, WABD, WCBW. His letter follows:

A Letter of Praise

I want to take this opportunity to thank the television broadcasters in behalf of our many patients, for the splendid service that is being rendered to them in the various wards of this hospital. We have found television increasingly more popular, and they do contribute much toward the general morale of our sick and wounded.

You are to be congratulated in knowing to the kind of programs most appealing to the majority of our patients. We have found the cartoons, movies and sports programs particularly popular. Talent and variety shows do not appeal to our patients, as other features. This is not a criticism, but rather a general statement of the likes and dislikes of our patient personnel.

However, I feel it is important to know that these services in the field of television were sponsored by both the patients and staff personnel of this hospital.

NAB Course Extended

INITIATED in New York this year for engineers of NBC and the Blue Networks' eastern divisions, the 50-week course in technical television will be extended to central division engineers, starting July 24.

Television Guild

TELEVISION GUILD, organized in 1940 has resumed activities "to advance the study and appreciation of television as a creative art and entertainment medium," according to Mabel Cobb, one-timer writer of the Lens Specialty Co. and president of the Guild. She says "Mr. WALTER THOMPSON Co., who is director of the Guild, Guild headquarters are at 11 W. 46th St., New York."

Mayor's Guests

WORKING radio newsmen were on hand to stand crowded aisles or to mill about in the City-Chicago stadium coutyard that night might be because their seats were given to "special guests" of Chicago's Mayor Kelly. Workers were wearing badges handed out tickets, saying: "Compliments of Mayor Kelly." Ushers did not unseat the Mayor's guests, even in the 140-seat section set aside for radio. Broadcasting person- nel moved into the box out of the stadium between events were informed, when they find their seats, that strangers were guests of Mayor Kelly.

Broadcast Advertising
“OUR RELIANCE is in the love of liberty which God has planted in us. Our defense is in the spirit which prized liberty as the heritage of all men, in all lands everywhere. Destroy this spirit and you have planted the seeds of despotism at your own doors.”

ABRAHAM LINCOLN

HEAR
“VICTORY F.O.B.”
CBS COAST TO COAST
SATURDAYS 3:00 PM E.W.T.

FREE SPEECH
“MIKE”

RADIO STATIONS
WJR * WGAR * KMPC
DETROIT * CLEVELAND * LOS ANGELES
WHAT ABOUT POST-WAR RADIO?

Conversion is in the air. It will affect what goes on the air with great impact as war-time restrictions on construction of FM and television are lifted.

In its August 28th issue, BROADCASTING will run an impressive series of articles by experts designed to answer many of the post-war radio problems. Features on FM and television constructions costs, allocations, production, talent, programming and prospective “circulation” are scheduled. Case-histories of advertiser-agency experiences in using the visual media will be presented in this War Conference issue which will serve as a constant reference on post-war radio for advertising executives everywhere.
Capital Bureau Proves Successful


By HOWARD CHERNOFF
Managing Director
The West Virginia Network

THE West Virginia Network's Washington Bureau report is the most talked of program on our station. It brings down wrath upon our heads, but it also has been responsible for many kind words. In any event, the reaction is steady, and there is no sign that Miss Stephenson is ready to lose her job as a network manager who has a program like this.

Presented on Sunday, 6:15-6:30 p.m., the weekly broadcasts are supplemented by special dispatches to catch flash news breaks. Coverage is under the direction of Ray Henle, chief of the bureau, and Malvina Stephenson, his assistant.

Radio Must Create Success of our experiment with a Washington News Bureau definitely establishes the trend in the development of new, independent, radio coverage. Radio stations will have to realize that they must dig up their own stuff. They must make their own initiative and create, instead of being content to take handouts and rip dispatches from a news machine.

We were astounded and said to each other that we had caught the West Virginians in Washington and news in Washington affecting West Virginia that we were missing.

Early response to the new idea particularly gratified our business office. Our Washington Bureau report was sponsored on two of our stations before it hit the air, and on the other two after the first program. Telephone surveys already indicate a very high percentage of listeners.

Operation of the bureau must be independent as that of a good newspaper. For example, the Chamber of Commerce directors passed a unanimous resolution condemning the program because of an original story to which the Chamber objected. The sponsor in one town phoned to say we must steer clear of controversial matters in the future. We explained to him that he had merely purchased the right to place his commercial announcement before and after the program, that he had the right to dictate the content of the program, but he could be released from the contract immediately if he chose. He decided, however, that a program provoking so much comment—good or bad—must be worth keeping. He still sponsors it.

Washington reaction to the bitzer gets editorial comment was several.

* First transatlantic broadcast from Mr. Chernoff, now in Europe as a war correspondent, was heard at 6:16 p.m. July 16. In addition West Virginia Network is receiving transcribed programs three times weekly.

ELECTRIC UTILITIES PLAN MUSIC SHOW

DROPPING Report to the Nation on CBS Wednesday, 10:30-11 p.m. in favor of musical fare, 160 electric light and power companies, beginning Sept. 20, will sponsor in the same period, a program starring Nelson Eddy, before the closing out of season. Plans for the new show were still in the formative stage last week, with title, format, supporting talent, production, and directing personnel still to be determined.

Harold L. McClinton, vice-president and radio director of N. W. Ayer & Son Inc., New York agency in charge and Herb Sanford, also of the race, will look at New York Aug. 5 for Hollywood, where the show will originate, to set up the broadcast.

A Net-a-Week, with its last commercial broadcast July 12, completed a 52-week run on CBS for the national group of companies, which were joined together as cooperative sponsors of the program under the name of National Electric Companies Advertising Program last May. The list of co-sponsors, comprising local distributors of electricity and illuminating gas in towns ranging from 121 to 160 during the course of the year, and the station line-up has increased from 59 to 182 CBS stations.

Paid Religious Programs Are Dropped by WMAZ

RELIGIOUS organizations in Macon, Ga., were notified in a letter last week from W. E. Cobb, station manager, that WMAZ will no longer carry paid religious broadcasts as of Sept. 1, 1944. Station will substitute for local church services during the formative stage of the Church of the Air and will continue Wings Over Jordan and Salt Lake City Church Daily non-denominational devotional service will be used, replacing period purchased formerly by a local minister.

Mr. Cobb mentioned in not accepting religious broadcasts, the station stands to lose over $5,000 in annual revenue, as the paid time will be replaced by time from which the station will receive no revenue. He emphasized in the letter, however, that elimination of religious programs in no way means the station will ignore local churches, for merely that the station can pick its own features which are considered particularly outstanding.

Peery Named

FREDERICK A. PERRY, former member of the faculty of Kansas State College, has joined the staff of WFAA and KGKO Dallas. No stranger to broadcasting, Mr. Peery began work in radio with KSAC Manhattan, Kan. He has worked with WOR in New York, and has been in the broadcasting department of Columbia U. on various broadcast studies. In his new position at WFAA and KGKO, Mr. Peery has left behind radio studies he began while in Kansas.

IN APPRECIATION of the KOIN Radio Institute for Teachers, members of the Institute presented C. W. (Chuck) Myers, KOIN president with a painting of the Columbia River and a leather and gold bound volume of 300 letters from teachers attending the meetings. Holding the picture are (left to right): its artist, Bernard Geiser; Mrs. Geiser; Mrs. Myers; Mr. Myers. Presentation was at the KOIN studios, Portland, Oregon.

JOHN W. VANDERCOOK, NBC commentator recently returned from the Norman, Okla., station, will again begin a Saturday 11:15 p.m. news period in addition to his five-week 7:15 p.m. broadcasts for Miles Labs.
Kafka Named WFD Music Group Head; Industry Representatives Are Appointed

IN LINE with an expanded policy relating to closer cooperation between the Treasury Department and radio in the mutual task of keeping down inflation and meeting war costs through sale and promotion of War Bonds, Robert J. Smith, chief of the Treasury's War Finance Division radio section, last week announced appointment of Maurice H. Kafka, with the Treasury, for the past three War Loan, as head of the new WFD music promotion unit, and a group of industry representatives composing a Music Advisory Committee and a Victory Song Committee, to work with the unit. [BROADCASTING, July 17]

Active in the amusement and entertainment field since 1927, and former music supervisor for NBC and Blue Networks and Loew's Inc. in Washington, Mr. Kafka will be assisted in the selection and consideration of music material for the Treasury by the Music Advisory Committee. Once a decision is reached, the Victory Song Committee will undertake promotion, "plugging" and exploitation of the material through the necessary channels.

Committees Named
Oscar Hammerstein II, chairman of the Music War Board, which also will assist the new unit, has been named chairman of the Music Advisory Committee, to represent writers and composers. Representing publishing interests are Jack Robbins, chairman of the board, Robbins, Feist & Miller Pub. Co., and Herman Starr, vice-president of Warner Bros. in charge of music, who represents Harms, Remnick & Witmark. Dave Capp, recording director for Decca Records Inc., has been appointed to represent the recording field. Guy Lombardo and David Broekman have been named to represent orchestras, while Barry Wood, NBC Palmolive Party and "Tribune Troubadour" star will represent talent.

The Victory Song Committee is composed of Bill Gittinger, vice-president in charge of sales for CBS; Ed Wood, general sales manager of Mutual; Duncan Buchham, Blue eastern sales manager; and I. E. Showerman, NBC eastern sales manager. The respective sales staffs of these appointees will also cooperate with the unit.

WFD also announced last week that Bing Crosby is scheduled to sing a commercial version of the first song released by the new music promotion unit, "Dear Friend," written by Richard Rodgers and Oscar Hammerstein II. The recording will be made by Decca. The Treasury disc of that number, which was arranged especially for Bond promotion and is available to stations for use on their regular programs, features vocals by Barry Wood on one side and Vivian Delia Chiesa on the other. Commercial version is for popular sale. Song is being published in sheet form by Williamson Music Co. All royalties, as well as publication and recording profits, are slated for the National War Fund.

Reports Continue
KLX Oakland, Cal. reports that it carried exclusively the Bond drive sponsored by the Beverage Association of Alameda and Contra Costa Counties and held July 10 featuring wrestling, boxing, music and vaudeville. More than $3,000,000 in Bonds were sold. KLX also carried the drive sponsored July 17 by the Albany Lions Club, which sold approximately $2,000,000 in Bonds. Both events had KLX personnel as m.c.

While enroute from New York to Norfolk, Va., the WJZ New York "Victory Troop" stopped in Washington, D. C. to receive congratulations of Army, Navy and Treasury officials for their performances at military camps and war plants and Bond sales totaling $100,000. The Norfolk trip constituted the 250th appearance for the group which has prominent names of radio and stage. Greetings were extended by John Reilly, chairman of the District War Finance Committee; Major Lee Lindow, of Army public relations, now on leave as manager of WFBR Indianapolis; and Lt. Comdr. Jack C. Curtice, of Navy public relations.

Fourteen days of support and promotion by WCOL Columbus, O. to local Bond campaigns—a "Jingle Bond Brigade", the "Eagles Nest" and "The Honor Board Assemblies", accounted for total sales of $2,716,255. Featured were remote pickups from Jeep Bond units in addition to other special programs and announcements. All eight stations of Utah joined in for the third time during the Fifth Loan to present a series of Bond promotion half-hour programs. Originating at KDFL and KSL Salt Lake City, shows also were aired by KUTA Salt Lake City, KLO Og-

In Buffalo......WEBR will do the job

HERE ARE THE FACTS: 65% of the population and 70% of the total Retail Sales of the Eight County area in Western New York are concentrated in Metropolitan Buffalo

For Concentrated LOW COST Coverage in the BUFFALO Market.....it's

Nationally Represented by WEED & COMPANY

Tennis Team
ELLSWORTH VINES, former world tennis champ, both amateur and professional, has been added to the salaries of sports staff of KMYR Denver. Mr. Vines, though famous for his tennis, is currently the golf professional at the Denver Country Club, is handling a number of local accounts and is working with Mark Schreiber, KMYR sports director. With Mr. Schreiber himself one of Colorado tennis amateurs, KMYR feels it has the best tennis team in radio.
Red ration points "on the hoof" at one of Spokane's three large Packing Houses. Livestock, one of the important industries, annually brings millions of dollars into the Inland Empire, contributing to the total volume of business transacted by Spokane firms conservatively estimated at $1,927,137,201. At one-medium cost, your message completely covers this rich area over the "Nation's No. 1 Network" station—KHQ.
WWVA Primary Area Radio Homes number 1,747,955 which are located in the Steel and Coal Belt of the Nation—that's western Pennsylvania, Eastern Ohio and West Virginia. There are 1,381,977 more in an attractive secondary area. 757,885 pieces of mail within 12 months prove WWVA’s popularity among those radio homes.

— ASK A JOHN BLAIR MAN —

Basic Blue Network

WWVA Wheeling, W.Va.

IF IT'S A FORT INDUSTRY STATION YOU CAN BANK ON IT.

The most sought after treasure in broadcasting is—

RADIO HOMES

Maine Spud Spots

MAINE DEVELOPMENT Commission, in promoting Maine potatoes in the fall, will use one-minute live spot announcements on some 60 stations in the middle west, south, east and northeast. Brooke, Smith, French & Dorrance, Inc., New York, is the agency handling promotion of Maine agricultural and sea food products.

CAKE-CUTTING CEREMONIES are performed by H. L. (Pete) Cavanaugh, NBC central division engineer, and Peggy Leitch Cavanaugh, of Forest Park, Ill., after their wedding a short time ago.

Yale at WRGB

EDWARD C. COLE, assistant professor of Yale’s drama department, is spending the summer at WRGB Schenectady. He is working with the program staff and investigating the relationship between stage and television production. Mr. Cole teaches a course in television production which was introduced at Yale last year. He has five years summer theatre experience with the Hampton Players on Long Island as actor and technical director.

Blue N. Y. Theatre

BLUE Network has leased for two years the Vanderbilt Theatre, New York, with a seating capacity of 700 to accommodate increasing-ly large studio audiences. Programs will originate from the new studios shortly after Labor Day, when alterations will be completed. Network also leases the Ritz Theatre, with a seating capacity of 500, in addition to leasing 40% of the studio space in the RCA Bldg. from NBC. NBC studios are rented to the Blue for the duration and as long after the war as necessary.

Fred Allen and wife, Portland Hoffman, are in Hollywood to prepare for his role in the film "Fickle Fete" to be produced by Jack H. Skirball for United Artists.

P&G LAUDS RADIO

Soap Concern's History Tells—Of Use of Radio Time
Of all the post-war developments promised by progress in the art and science of radio, television presents the greatest challenge and the greatest opportunity.

It is a challenge which can be met only by the cooperation of Government, broadcasters, and the radio manufacturing industry.

War interrupted development of television as a commercial service. Of necessity, men and materials were diverted to the war effort and must continue to be so diverted until victory has been achieved.

Better Service to Public

The policy of the National Broadcasting Company always has been, and will continue to be, to foster and encourage any developments in the broadcasting field which promise better service to the public.

In respect to television, it is the policy of NBC to contribute to the utmost towards the earliest possible development of television as a national service and industry.

A deep and firm foundation for the ultimate television achievement already has been laid. For the past 15 years the National Broadcasting Company has actively pioneered in the development of television service.

Television Since 1931

NBC was granted the first commercial television license issued by the FCC, and began commercial operations on the day the license was granted, using the New York Empire State Building transmitter which NBC had been operating experimentally since 1931.

Currently we are maintaining a limited schedule of weekly television broadcasting, including films, outside pick-ups of sports events, and telecasts from our recently reconditioned live talent television studio in Radio City, New York. Our program schedule will be expanded as rapidly as war conditions permit.

NBC Sound Broadcasting to be Continued

Because of its extensive coverage and accepted type of highly developed program service there is no foreseeable period when sound broadcasting will become unnecessary. Therefore, NBC will continue to maintain its sound broadcasting services at the highest peak of technical entertainment and educational excellence.

Radio now is virtually an around-the-clock service. Even when television becomes universally available, there will be times when the radio audience will be predominantly listeners rather than viewers.

New Dimension for Radio

Television is the capstone of the radio structure. It adds a new dimension to radio. So you can logically expect NBC, as America's Number One Network, to bring you the finest television programs just as you look to NBC today for the finest in sound radio.

NBC is committed to a policy of close co-operation with the Government and other members of the industry in the efforts to secure the best practical standards of operation for a commercial television broadcasting system.

In developing a basis for an eventual television network, the National Broadcasting Company will co-operate in every way with the owners and operators of the stations affiliated with NBC.

NBC Prepares for Expansion

In preparation for the expected expansion of television services in the post-war period, NBC will continue to tap new sources of program material and talent, develop new program techniques, transmit outside pick-ups of sports and other spot news events, telecast more live talent programs and continue research and development in all phases of television.

When materials become available, NBC will construct a television station in Washington, D.C. To establish the anchor points of a television system, NBC has also filed application with the FCC for construction permits for television stations in Chicago, Cleveland and Los Angeles, where NBC already maintains a programming organization and studio facilities.

A nationwide network will not spring up overnight, but must proceed as an orderly, logical development. Such a development, as we see it, will develop first by the establishment of regional networks which will gradually stretch out over wider areas, and finally become linked together.

Moderate-priced Television Sets

Despite the problems and risks which confront the radio industry, NBC believes that television service should be brought as soon as possible into every home, and that this is and should remain the task of private enterprise.

While NBC is leading the way in development of network television, the radio manufacturing industry will be busy building the finest television broadcast equipment and television receivers at moderate prices.

Through this unity of effort, you can count on NBC to meet the challenge and opportunity television presents.
FORGETTING FIGURES...

for the moment
Statistics, we think, are nice, and serve a very useful purpose. And the decimal, we believe, has definitely come to stay. But let's put the sliderule gently aside for the moment and measure something which mathematics cannot.

In our stiffer moments, we here at WOR call this something "A Credo." (Pompous term! It's not one-half so hidebound as it sounds) Actually, it's a sort of articulated rule-of-thumb; a constant, intimate awareness of WOR listeners' likes and dislikes that has made — is still making — WOR's programs welcome visitors in hundreds of thousands of homes.

In plain words, it goes something like this:

It's our aim to be —

**ALERT:** WE DEEM IT OUR BUSINESS TO SENSE WHAT IS OF IMPORTANCE AND INTEREST TO OUR LISTENERS AND TO PRESENT IT PROMPTLY.

**FRIENDLY:** WE THINK OF MILLIONS, BUT WE SPEAK TO THE INDIVIDUAL OR SMALL GROUPS OF INDIVIDUALS. INFORMALITY IS THE KEYNOTE.

**INTELLIGENT:** WE EXPRESS OUR OWN INTELLIGENCE BY RESPECTING THAT OF OUR LISTENER. WHAT WE SAY MUST BE ACCURATE, AUTHORITATIVE.

**IMAGINATIVE:** WE STRIVE TO LEND THE DISTINCTION OF ARTISTIC REFINEMENT AND CREATIVE DIRECTION TO EVERY PROGRAM.

**MORAL** If we were an advertiser or an agent looking for a show to sell a product, or create a certain state of mind, we'd give more than casual consideration to these qualities which have made WOR so outstandingly successful in doing both.

WOR thinks not only of the size and cost of an audience, but knows — based on more than two decades of experience — what simple but sometimes peculiar ingredients WOR shows must contain to become irresistible and highly welcome visitors in a majority of the 4,683,590 homes with radios into which they are invited every moment of every day.

WOR now has available a wide selection of dramatic, personality, variety, comedy, news and participating programs which are skillfully tailored to entertain, inform and sell hundreds of thousands of people in the most densely-populated territory on the Eastern Seaboard.

*Our address is—*

—that power-ful station, at 1440 Broadway, in New York
Interim Probe Report Held Unlikely

House Group Might End Inquiry Should Fly Quit the FCC

POSSIBILITY that the House Select Committee to Investigate the FCC might see fit to conclude its inquiry should Commission Chairman James Lawrence Fly resign, as speculated upon in Washington [BROADCASTING, July 17], appeared likely last week when it was learned that the Committee does not plan to file an interim report.

When the Commission completed its rebuttal to charges made before the Committee last month [BROADCASTING, June 26], members said an interim report would be filed and then the investigation would be directed into station transfers and sales when hearings are resumed in the fall. Meanwhile the Committee was given executive authority to inspect income tax returns for 1932-44 [BROADCASTING, July 17].

Chairman Clarence F. Lea (D-Cal.), said last week, however, that no interim report would be filed. He added that the Committee staff, headed by John J. Sirica, general counsel, is compiling the record for final printing, with a quick index, in addition to preparing a digest of the testimony.

Digest of Testimony

"We would rather devote the time to compiling a digest of the testimony and to indexing the record by subjects than to work on a report at this time," said Rep. Lea. He reiterated that plans are to resume public hearings in early September. To that end Mr. Sirica's staff already is looking into a number of station transfers and FCC grants.

Chairman Lea declined to comment on Capitol Hill reports that the Committee may consider its work done should Mr. Fly resign. Reports have been current that the FCC Chairman will leave possibly by mid-August, to enter private law practice in Washington. Previously, reports were that he would be given another Government post.

It was speculated, however, in view of the fact that the Committee ends with the present Congress and since there has been an economy move on the part of the probes to hold expenses down, that the inquiry is about over. It was further reported that since the investigation which began in early 1943 was revised as a "personal feud" between the former chairman, Rep. E. E. Cox (D-Ga.), and Chairman Fly, there would be no further need for the probe should Mr. Fly resign.

Some quarters observed that the investigation already has more than served its purpose in saving the taxpayers more than $2,000,000. Because letters of the Joint Chiefs of Staff to Congress, and of evidence placed before the Select Committee, appropriations committees of both houses slashed $2,159,357 from the 1945 fiscal year budget request of the FCC, thereby removing restrictions in certain wartime functions of the Radio Intelligence Division and Foreign Broadcast Intelligence Service [BROADCASTING, June 19].

Also there were reports from usually reliable sources that the Committee on Accounts, headed by Rep. Cochran (D-Mo.), was not inclined to grant additional funds. The Committee already has been allotted $110,000, of which $60,000 was voted at the outset and an additional $50,000 after Rep. Lea became chairman. Mr. Sirica's staff has been reduced by Harry S. Barger, chief investigator; Robert Barker, investigator, and two stenographer-clerks, whereas his predecessor, Eugene L. Garey, at one time had a staff of several legal assistants, four investigators and four secretary-clerks.

GOP Action Seen

It is known, too, that Chairman Lea, who also heads the House Interstate & Foreign Commerce Committee, feels the need of new radio legislation. When he accepted the appointment to head the Select Committee he commented that he hoped the investigation would provide sufficient information to help guide Congress in writing new legislation.

Following Mr. Garey's resignation last February, when the three majority members voted to suspend hearings into the 1941 sale of WMCA New York by Donald Flamm to Edward J. Noble, now Blue Network board chairman, the two minority members issued a public statement, charging the Democrats with "political whitewash". In statements on the floor, Chairman Lea again de-lared himself in favor of radio regulation.

In view of the "free radio" plank in the Republican platform [BROADCASTING, July 3], coupled with predictions of a Republican House next session, it was generally agreed on Capitol Hill that radio legislation would be one of the first orders of business when the 79th Congress convenes, should the Republicans gain control of the House.

Republican leaders and anti-New Deal Democrats have consistently declared that should the present Congress fail to conclude the FCC inquiry, or should it be "whitewashed", the new Congress will tackle the probe with a vengeance.

To all charges of "whitewash" Chairman Lea has pointed to his record of 28 years in Congress and to the fact that in 12 of 13 primaries he has been the choice of...

(Continued on page 82)
KENNETH G. MARTIN...EXECUTIVE MANAGER, OREGON WAR FINANCE COMMITTEE

SAYS..."As I have observed it, KGW puts plenty of entertainment in the station's public service programs. This involves extra effort, but it pays off in extra audience. For instance, when Lana Turner appeared here on a War Bond selling tour, she was featured in a dramatic sequence, written by a member of the KGW staff. The station does a consistently fine job along these lines, in my opinion."

Wherever she goes, Lana Turner is surrounded by a group of male admirers. Lana did a swell job of selling War Bonds over KGW when she appeared in a tense, dramatic playlet authored by a KGW writer.

That gorgeous hunk of man, Victor Mature, who appeared before the KGW microphones recently to boost the sale of United States War Bonds.
What holds them?

Radio audiences are exacting critics. They know and want the best entertainment in the world...a demand which places a heavy strain on the resources of the individual broadcasting company.

To solve this problem, many stations have turned to World Broadcasting System. Pioneer in electrical transcription, World now serves over two hundred and fifty leading stations. The World Library gives them access to more than four thousand different selections, covering every program requirement. This great repertory is constantly being brought up-to-the-minute by the addition of some fifty or more new selections each month.

Among the three hundred artists and orchestras in the World Library are many of the world's brightest stars. These top-flight entertainers are directed by master showmen in World's own studios, designed for acoustical perfection.
An important aid to program managers is the World Continuity Service. It gives them seventy-eight carefully written shows every week, in quarter- and half-hour periods. These continuities, suitable for sustaining or sponsor use, are complete, ready to go on the air.

The quality of the talent assembled by World deserves the finest reproduction—and World gives it to them. Its famous Vertical-Cut Wide-Range Transcription, developed by Bell Laboratories and Western Electric engineers and pioneered in radio by World, preserves original sound-values with remarkable fidelity. The flexible Vinylite used for World discs holds the delicate impressions after repeated playings. The name “World” on a transcription has become a hallmark of quality among radio engineers and radiomen everywhere.

Broadcasting stations are invited to write for full information on the help that World’s comprehensive service can give them. Address World Broadcasting System, Inc., 711 Fifth Avenue, New York 22, N. Y.

Transcription Headquarters

WORLD BROADCASTING SYSTEM, INC.
A SUBSIDIARY OF DECCA RECORDS, INC.

NEW YORK • CHICAGO • HOLLYWOOD • SAN FRANCISCO • WASHINGTON
WSIX LEADS
In Nashville
All Day - 8 A.M. to 6 P.M.

The EIGHTH CONSECUTIVE Monthly
GAIN GIVES WSIX
This Share of the
NASHVILLE RADIO AUDIENCE
HOOPER INDEX, APRIL-MAY, 1944
Total Coincidental Calls This Period — 12,735

<table>
<thead>
<tr>
<th>Station</th>
<th>WSIX</th>
<th>B</th>
<th>C</th>
<th>Others</th>
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<td>MORNING INDEX</td>
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<td>46.0</td>
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<td>32.2</td>
<td>00</td>
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<tr>
<td>AFTERNOON INDEX</td>
<td>36.4</td>
<td>33.7</td>
<td>29.9</td>
<td>00</td>
</tr>
<tr>
<td>Mon. Thu Fri.</td>
<td></td>
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<td></td>
</tr>
<tr>
<td>12:00—6:00 P.M.</td>
<td></td>
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</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

5,000 WATTS 980 KC

(Continued from page 28)

both Republicans and Democrats of his district.

Despite the speculation on Capitol Hill, Mr. Sirica is going ahead with investigations of several station transfers and certain FCC grants. Already he has been called upon to look into pending actions before the Commission as well as charges involving alleged collusion between the FCC and certain broadcasters.

Sirica Goes Ahead

"I have not been instructed to let down", he asserted. "In fact we are going ahead on the premise that hearings will start again in September. When the Committee is ready to meet, we'll be ready with some facts."

Mr. Sirica said he personally had no stations or individuals definitely in mind, in connection with the Presidential orders opening income tax returns to the Committee. He said he would not inspect returns filed a few weeks ago by Chairman Lea, based on an original request made by Rep. Cox but which failed to get the necessary White House Executive order under the law.

Should the investigation not be concluded by Dec. 31, when the 78th Congress ends, and in event the Republicans get control of the House, an entire new committee probably would be named by the new Speaker of the 79th Congress. Rep. Magnuson (D-Wash.), present Committee chairman, is the Democratic nominee for the Senatorial seat of Homer T. Bone, who retires with this Congress to accept a Federal judgeship.

Rep. Wigglesworth (R-Mass.) and Rep. Miller (R-Mo.), minority members, were mentioned as likely prospects to be chairman, while in some quarters Rep. Wolverton, (R-N.J.), ranking minority member of the Interstate & Foreign Commerce Committee; Rep. Brown (R-Ohio) and Rep. O'Hara (R-Minn.) were considered good timber to head the FCC probe.

Rep. Hart (D-N.J.) for some months after the appointment of Chairman Lea, went along with the two minority members in refusing to accept Mr. Garey's resignation. After two days of hearings in the WMCA sale, however, Rep. Hart moved that the hearings be postponed pending litigation in New York courts. It was his motion and subsequent vote by the majority members that led to the charges of "political whitewash" and Mr. Garey's resignation. Neither of the minority members participated in the meeting when the WMCA vote was taken.

Dixon Places

JOSEPH DIXON CRUCIBLE Co., Jersey City, is using one-minute recorded historical spot announcements for pencils on WOR New York, WLV Cincinnati, KJH Hollywood, and WGN Chicago. Agency is Federal Adv., N.Y.

Radio GIs in Pacific
Sgt. Marvin S. Corwin, former radio director of Grey Adv. agency, New York, has been placed on duty as program director of the Army Expeditionary Radio Station at Bougainville, part of the South Pacific's famed "Mosquito Network." Another ex-radio man, who is remote control engineer of the Bougainville station is Pfc. Paul V. Johnson, former technician at WIBC Indianapolis. New transmitter engineer of the network's Bougainville outlet is Pfc. Duane B. Allison of Polk, Neb. Pvt. Allison was in civilian life a radio engineer at KHAS Hastings, Neb. Pfc. George H. Hayward, former radio technician in the control room of WABC, CBS New York key, is on duty at the Bougainville station.

Savarin Spots
S. A. SCHONBRUNN Co., New York, increasing somewhat its spot schedule for Savarin Coffee, has contracted for a total of 624 live spot announcements on WOR New York, and participations on Mary Margaret McBride's program on WABC New York. Savarin's transcribed 30- and 60-second jingles are now heard on an average of 70 times weekly in the New York area, the balance of the schedule including WEAF WOR WNEW WJZ. WPFG Atlantic City was added last month. Savarin agency is Roy S. Duratine Inc., New York. To promote Medaglio D'Oro coffee handled by Pettinelli Adv. Co., New York, in the foreign language market, Schonbrunn uses additional spots on WOV WHOM (Jersey City) WBNX.

FIRST RECORDINGS of the Saipan invasion were made on the portable wire recorder demonstrated to Don Pryan, WTOP Washington and CBS reporter, by the marine team who made them, Lt. Larry Hayes (left) and T/Sgt. Keene Hepburn. The recordings, among the finest, most comprehensive ever made in actual combat [BROADCASTING, July 10], have been played on Columbia in a special program, on WE, the People, and are scheduled for other network programs in the future, as a number have not yet been released by the Marine Corps for broadcast.

NORTH CAROLINA IS THE SOUTH'S No. 1 STATE . . .

IN AGRICULTURE

NORTH CAROLINA
$211,768,000

AVERAGE OF NINE OTHER SOUTHERN STATES
$133,256,000

IN INDUSTRY

NORTH CAROLINA
$1,420.6
(MILLIONS)

AVERAGE OF NINE OTHER SOUTHERN STATES
$536.5
(MILLIONS)

WPTF IS NORTH CAROLINA'S No. 1 SALESMAN

50,000 WATTS!
AT 680 KC!
N. B. C.!

WPTF • RALEIGH

FREE & PETERS, INC., NATIONAL REPRESENTATIVES
A WAR CONFERENCE of Mississippi Broadcasters held recently in Natchez, Miss., elected new officers and directors and selected Laurel for the next meeting place. Here are (1 to r), O. W. Jones, WQBC Vicksburg; F. C. Ewing, WGRM Greenwood; Gene Tibbett, WELO Tupelo; Emmet McMurray, WJPR Greenville; P. K. Ewing Jr., WMIS Natchez; Hugh Jones, WGCM Gulfport; Bob McLaney, WCBI Columbus; Hugh Smith, WAML Laurel; Riley Harris, WJDX Jackson; C. J. Wright, WFOR Hattiesburg; C. A. Lacy, WJDX Jackson. Attending but not shown were L. M. Sepaugh, WSIL Jackson, and P. K. Ewing, Sr, WMIS-WGRM. Current operating problems were discussed.

EVOLVING the history of the AFL movement, WCFL Chicago will begin a series of programs Sept. 4.

ABRAHAM LINCOLN School, Chicago, has adopted a six-week course in radio writing.

Ice Mint Resumes

UNITED SALES & MFG. Co., Buffalo, a division of Foster-Milburn Co., which last August started a spot campaign for Ice Mint, a foot salve, on 18 stations in Ohio and Pennsylvania, last month started a series of twice-weekly spot announcements on WJZ New York for 13 weeks. Current radio advertising schedule has not been revealed. Spot business is placed through Spot Broadcasting, New York. Agency is Street & Finney, New York.

WLOK Lima and WPIN Findlay, Ohio, which recently adopted a spot campaign for Ice Mint, is now releasing a series of spot announcements on WJZ New York for 13 weeks. Current radio advertising schedule has not been revealed. Spot business is handled through Spot Broadcasting, New York. Agency is Street & Finney, New York.

Summer Listening Drop

SHOWN in Hooper List

C. E. HOOPER in the July 15 evening network Hooper ratings reports an average evening program rating of 6.6, down 1.2 from last report, and down 1.1 from a year ago. Average sets-in-use of 19.2, is over 2.8 from the last report and down 3.6 from a year ago. Average available audience is 70.2, down 3.4 from last report, and down 3.1 from a year ago.

Walter Winckell leads the list of "first fifteen", with Radio Theatre taking second place and Mr. District Attorney third. These are followed by Take It Or Leave It, Bing Crosby, The Aldrich Family, Screen Guild Players, Your Hit Parade, Phil Harris (1st half-hour), Album of Familiar Music, General Electric, Edward Everett Horton, Mr. & Mrs. North, Phil Harris (2nd half-hour), includes computed measurement for Eastern area portion of this network Hooper rating), and Jimmy Fidler.

GE Renews Breaks

GENERAL ELECTRIC Co., New York, on July 16, will renew a series of five live station breaks weekly on some 20 stations for the GE Lamp division. Contracts are for 52 weeks. Agency is BBDO New York.

PORTAIT OF AN ENDURING MARKET

- The industrial and business activity of the postwar world of tomorrow may well be built around our natural resources and basic raw materials. East Texas, South Arkansas and North Louisiana produces one-fifth of the nation's oil and holds the second largest known supply of natural gas. Also rich in other resources and industrial advantages such as minerals, timber and a mild climate this region is destined to be an enduring market for years to come. We invite your investigation of KWKH-head. Let us show you the advantages of concentrating your sales efforts in this area to sell now and build sales for the future.

KWKh 50,000 WATTS
A Shreveport Times Station
CBS Represented by the Bronham Co.

THE SELLING POWER IN THE BUYING MARKET

BROADCASTING • Broadcast Advertising

Page 34 • July 24, 1944
Ida Bailey Allen's World Homemakers program makes its debut in Chicago on July 24, 1944 over WGN from 2:30 to 3:00 P.M.

Ida Bailey Allen is America's leading authority on homemaking and is the author of 39 books on this subject which have had a combined sale of over 14,000,000 copies. She has been the home economics editor of leading women's magazines and daily newspapers. Formerly Ida Bailey Allen conducted one of the outstanding network women's programs and was five times voted the premiere broadcaster to women in the National Radio Editors Poll.

WGN is proud to bring her to Chicago and feels confident that The World Homemakers program will be the finest in the country.

Participating sponsorships are available on a five-a-week basis. We will be glad to furnish further particulars.

A Clear Channel Station

CHICAGO, ILLINOIS
50,000 Watts • 720 Kilocycles

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

PAUL H. RAYMER CO.
Los Angeles 14, Calif.; San Francisco, Calif.

MUTUAL BROADCASTING SYSTEM
TOPS
IN POWER
IN PRIV

FIFTY GRAND in Watts
POWER... PROGRAMS...

J. B. Wilson

WCKY

COLUMBIA Programs
Editorial

Making It Easier

AMONG successful users of radio, financial institutions are developing an imposing record. Their buying has generally been astute, due mainly to the interest shown by stations and the activities of the Financial Advertisers Assn. Many stories of successful financial campaigns on the air have been recounted in the monthly Bulletin of the association.

At FAA conventions the subject of broadcasting is a favorite topic. There the men who direct bank contacts with the public exchange views and experiences. These exchanges of views are helpful, FAA members concede, but they leave many radio questions unanswered.

The financial institutions' problem is raised by Preston E. Reed, FAA executive vice-president, in a letter to Howard Loeb, manager of WFDF, Flint, Mich. Mr. Reed asks why broadcasting stations don't put out a manual of radio advertising available in the financial field.

Manuals of this type are provided by newspapers and outdoor and street car interests are considering one, according to Mr. Reed. Naturally the FAA has some material available for its members.

Mr. Reed cites an obvious need that should be met. After all, specialized manuals have been provided in quantity for industries by competing media. A rich fund of experience is available and a helpful compendium can be prepared to guide financial advertisers.

Labor Facts On-File

MANY broadcasters have become weary of being called a "young" art, whose errors can be ascribed to youth and adolescence. Industry-wise there are many newer fields—air-conditioning, plastics and new electronics uses, but these are industries in a true, heavier sense, whereas radio is an art and a profession.

It's true, nevertheless, that radio hasn't learned all of its lessons as a business. Take labor relations. Radio pays higher, per capita, than any other pursuit. For that reason labor organizers have stepped in. That's the tempo of the times.

There's nothing as convincing as fact and figure. Stations sign contracts with unions for various phases of their operation. Some of them, because they became palsy with heads of their locals, feel they have struck beautiful bargains. They know it because they were told so. There were admonished not to say anything about it; the union head would get himself in a jam.

Poppycock! Thats the shell game at its best. Does the broadcaster for a moment think that the international union headquarters doesn't know about the kind of contract signed? Doesn't he realize that the deal he has made serves as the basis for higher demands through some other local?

The 250-watt local at Blow Torch, Ark., is negotiating with his local on his plattergi-ners. He writes the NAB to find out how much 250-watt stations in similar markets, without network affiliation, are paying the wizards of the turntables. Alas, NAB doesn't have the information, because those similarly situated broadcasters were told they had made special "deals", and shouldn't divulge them.

Now, let's see how it works if the broadcasters try it in their own and submitted the information to NAB headquarters.

NAB promptly would advise the Blow Torch broadcaster that so many stations in similar markets had contracts with their locals, and that the composite picture disclosed the scale was pegged at so many dollars for so many hours per week with so much time for vacation and so much for overtime. He would have the complete answer. And the identity of stations (or locals) wouldn't be disclosed.

Every NAB member station which hasn't done so should promptly send to the NAB copies of all labor contracts.

Esquire Shackled

THEY LAUGHED when radio cried out for help because its freedom was threatened in those early days of the whittling away process. Other media looked with disdain upon the "licensed" radio, which wasn't regarded as in the same professional league.

The Esquire case now places a different complexion on it. The Postmaster General has been upheld in the lower courts in ruling that the publication isn't entitled to second-class mailing privileges, on the ground that it isn't a public educational, scientific, artistic or business journal. Postmaster General Walker, the court held, simply exercised his discretion in classification of publications. But obviously, he had to judge the editorial content of Esquire. In so doing, he either censored or restricted the freedom of its editorial judgment.

The precedent is dangerous. But the first harbinger came in radio as early as 1927, when the yardstick, "public interest, convenience and necessity", was given the radio licensing authority. There, too, was a classification denominator, even less explicit than that upon which the Postmaster General relied. It was expensive (a half-million a year) fourth-class.

Barring a publication from second-class or barring it from the mails entirely is only a matter of degree, dependent upon regulatory trends of the times. "Obscene, profane or indecent" language in print, as well as on the air, constitutes grounds for summary action. A publication can be denied the mails; a radio station can be silenced. Since the second-class privilege became law in 1879, its terms rarely have been invoked.

The First Amendment provides that Congress shall make no law abridging freedom of the press, speech or the pulpits. To violate one threatens the others. Of the three, radio is the only one licensed—because of the limitation in the number of frequencies available. But that licensing process has extended beyond the pure physical regulation of radio to avoid interference. When that happened there came the first impingement upon free speech.

There was the Associated Press case, which caused the press to take pause. Now the Esquire case. Yet there have been scores of radio cases—a pin-prick at a time—that should have caused concern.

Radio must gain full freedom if the press and the church are to retain theirs.

Page 38 • July 24, 1944

Our Respects To—

EUGENE KATZ

EUGENE KATZ, who on July 5 resumed the title of secretary of The Katz Agency, national advertising representatives for radio stations and newspapers, after an absence of more than two years spent chiefly with the Overseas Branch of the Office of War Information, began his business career in true Horatio Alger hero fashion by selling newspapers on a street corner in Oklahoma City.

But unlike the rags-to-riches boys in the paper-covered Alger success sagas, Gene's newsboy days were preceded by three years at Dartmouth College, topped off by a year at Oxford University in England, although Gene declares in self-defense that he escaped without a degree from either institution.

When he left Oxford in 1928 (for the record, he was born in New York on Jan. 27, 1907) he landed a job with the circulation department of the Oklahoma Publishing Co., whose manager believed in starting his staff from the ground up. In Gene's case, the ground meant the corner of Main and Harvey Streets in Oklahoma City, where in spite of his knowl-edge of social science, it took two months to restore the newspaper to the circulation it had prior to his tenancy of the corner. Later he put in several months as night police reporter on the Daily Oklahoman.

In 1930, with a bow to Horace Greeley, Gene returned to New York and to the job of preparing sales material for the sales force of The Katz Agency, national advertising representatives since 1888. Five years later, after Gene had made a swing around the country talking to station managers about national radio relationships, the firm began representing stations as well as newspapers. This part of The Katz Agency's activity has developed until today The Katz Agency ranks among the principal radio station representatives.

In March 1942, he took a leave to join the Office of Facts & Figures where, because of his background in market research, he was assigned to the Domestic Bureau of Intelligence with the responsibility of keeping track of the war activities and attitudes of foreign language groups in the United States.

The following January, when the Overseas Branch of OWI which had meantime succeeded OFF needed an Overseas Bureau of Intelligence, Gene Katz was moved out of the Domestic Branch and given the job of forming the new bureau. The bureau's chore was to keep abreast of developments related to psychological warfare in enemy and neutral coun-

(Context on page 40)
Since 1932 WTMJ has conducted systematic, coincidental telephone surveys in the name of an independent survey organization. Each year the survey shows that WTMJ dominates the Milwaukee market. This year, for example, 24,902 telephone calls were attempted, of which 18,423 were completed.

If you are in the Milwaukee market, or contemplate ever being in the Milwaukee market and have not received this study, then by all means fill in the coupon below and get your copy of "The Same Sweet Story in the Same Old Way." You will find it packed with facts and figures on total listening audiences, and individual station audiences. It is concise, meaty and packed with information you don't get in your regular ratings, for it presents facts on local programs. Read "The Same Sweet Story" and you'll know that your radio coverage in Milwaukee is weak without WTMJ.

Here is an example of what this year's survey showed:

<table>
<thead>
<tr>
<th></th>
<th>Average percentage of listening audience 7:00 A. M.-8:30 A. M., 5 days a week.</th>
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<td>WTMJ</td>
<td>56.1%</td>
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<td>STATION B</td>
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</tr>
<tr>
<td>STATION F</td>
<td>8.1%</td>
</tr>
</tbody>
</table>

WTMJ
Radio City,
Milwaukee 1, Wis.

Gentlemen: Rush me a complimentary copy of your interesting, informative brochure, "The Same Sweet Story in the Same Old Way."

Name ..........................................
Organization ..................................
Title ...........................................
Address ...........................................
City ............................................ State ..................................

July 24, 1944 • Page 39
tries and, in addition, to determine the audience response to OWI's output to those countries.

Because it was sometimes inconvenient to arrange Hooper or CAB radio audience studies of listening habits in Berlin and Tokyo, he relates, the bureau's findings occasionally lacked the detail to which advertisers are accustomed when they buy time from The Katz Agency and its competitors, but these and other problems were tackled by the Bureau and solutions developed.

Gene resigned from OWI in September 1943 to serve as Public Opinion Consultant in the Office of Price Administration, where he planned and executed the move routine studies of consumer reactions to OPA price and rationing regulations.

Early this year he rejoined OWI for a London assignment. Again there was an intelligence operation to be organized, this time for the preparation of material to be broadcast over ABSI—the American Broadcasting Station in Europe which broadcasts daily in French, German, Dutch, Norwegian and Danish—and for the use in OWI leaflets and publications. Gene says that by this time his position—Chief of Operations Intelligence in London, had no detectable connection with the station representative business; it was just the culmination of one of those unaccountable job sequences which characterize the Government in wartime.

When he returned from his assignment in early June, Gene found that the radio business had remained anything but static and that there were lots of new problems. He hopes that at least some of these jobs will be more manageable than some he was confronted with in Washington and London. He also hopes to make up for lost time at his other major occupation, that of reclaiming from the wildness the grounds of his home at Ridgefield, Conn., where he lives with his wife, Florine, and their three children, Barbara, aged 7, and the six-year-old twins, John and Daniel. But he is beginning to believe that this is a life-time job.

Martin Leaves WIZE

REGGIE MARTIN, vice-president and general manager of WIZE Dayton, took leave last week to undertake a personal project in radio. This is the second Dayton radio executive to leave within a fortnight. Ronald B. Woodyard, general manager of WING, having resigned last week [BROADCASTING, July 17]. Mr. Martin had been manager of WIZE for three years, going to Springfield from Washington. Ad Karns, program director of WIZE, has been named assistant manager.
BEST KNOWN of the “gnawing mammals”, the Rabbit is EXCLUSIVE because of its long teeth, hind legs and ears... and because of its feats in the realm of magic. Credited with phenomenal leaps, keen hearing and amazing disappearances, this vegetarian pet of the prestidigitator lives in brushy cover, is mostly nocturnal and plenty prolific.

K-O-Z-Y is EXCLUSIVE because it PIONEERED FM in the Kansas City Area... believing in the powerful potential of this Basic Market as an FM Focus. Now, this proved potential can become YOUR MOST PRACTICAL EXPANDED ASSET... and, YOURS EXCLUSIVELY! Have you asked for Rate Card 3?

EVERETT L. DILLARD
General Manager

ELIZABETH WHITEHEAD
Station Director

FM Radio Station
PORTER BUILDING • KANSAS CITY, MISSOURI

FM PIONEER — in the Kansas City Area
BEHIND THE MIKE

PETER GRANT, former news commentator of WLW Cincinnati and now in the Army, has been promoted to captain. LaSelle Gilman has joined the WLW staff of special war correspondents and will report on the war in the mid-Pacific from his headquarters at Pearl Harbor. He formerly was a co-worker in Shanghai with Milton Chase, now WLW night newscast editor.

JOHN B. CARNEY, formerly of WWSW Pittsburgh, is a new addition to the announcing staff of WBIG Greensboro, N. C.

FRED WEBBER has returned to the announcing staff of WFIL Philadelphia after several months recuperation from a major throat operation.

BILL HARPEL, former announcer at KDB Santa Barbara, Calif., and KFQD Anchorage, Alaska, is now a private in the Marine Corps at San Diego.

ARTHUR SCOTT, formerly of WBTA Baton, N. Y., has been named head of the news bureau at KGVO Missoula, Mont.

KITTY CONTI, of the program department of WCAE Pittsburgh, and Staff Sgt. Bill Thielman, formerly of the WCAE continuity department, were married July 15.

ROGER RAMBEAUX, promotion director of KLZ Denver, has been appointed to the special athletic committee of the U. of Denver. Committee's function is to secure new coaching staff in time for contracted games this fall.

ALICE ROBERT, promotion manager of WVL New Orleans, was married to Edward W. Barclay July 15.

James Robert Ball

JAMES ROBERT BALL, 25, news editor and announcer of WWDC Washington for 20 months, plunged to his death early on the morning of July 17 from the top, 13th floor of the National Press Bldg. in Washington. Although reportedly in excellent spirits and doing well in his work, the act was declared a suicide by the coroner. WWDC did not learn of the tragedy until Mr. Ball failed to report for his 6 a. m. newscast. A native of Salt Lake City and a former Harvard law student, his legal training had been interrupted several years ago by a nervous breakdown, it was learned. He is survived by his parents, a sister and a brother-in-law.

LARRY SHIELDS, now chief announcer of KFXX San Bernardino, Calif., is the father of a girl.

CHARLES C. CRAIG, formerly of WACO Waco and KMBA San Antonio, Tex., is now program director of KFXX San Bernardino. Cal. New additions to the KFXX announcing staff are Borsie Sebastian and George Gleyest. Murrie Carlson has been named continuity director. Jack Stodelle, former junior announcer, has been inducted into the Marines.

DOROTHY LINDBY, former speech instructor, has joined the continuity department of KBIZ Ottumwa, Ia.

ED HENNESSY has been named publicity director of WKBK Columbus, Ga.

ROB BODDEN, formerly with WKBH La Crosse, Wis., has joined the announcing and script staff of WTAQ Green Bay, Wis.

LOWELL SWITZER, released from the Army following two years' service in the Signal Corps, has returned to KMYR Denver as traffic manager.

MAC McCULLEM, active in radio in Seattle and San Francisco, has been named program director of KMYR Denver.

JAMES S. MILES, who has handled farm programs on WBAI West Lafayette, Ind., for the past year, has been named program director of the station, succeeding Gilbert D. Williams, resigned.

DONALD E. GILLIS, NBC Chicago director, is the father of a girl.

FRED HALL, formerly of the staff of WSMR New Orleans, has shifted to WJSU New Orleans.

PAUL ALLISON, former announcer of WLW Cincinnati, has joined KMBC Hollywood.

EDDIE ALBRIGHT, continuity acceptor of Don Lee Broadcasting System, Hollywood, has been named assistant program director.

EFFIE E. COOKE, formerly of WMIB Peoria, Ill., has joined the WSMR Chicago continuity staff.

BARRERA PETERS has joined KLZ Denver as continuity editor.

JOHN KENT, announcer of WWL New Orleans, is the father of a boy.

BETTY ULUS, continuity director of WBNY Baltimore, has taken leave of absence to do freelance script writing.

LT. HARRY E. HEATH, NBC Chicago newscaster on leave with the Army, is now chief of morale services branch and newswriter at Flinny General Hospital, Thomasville, Ga.

BILL BAILEY, chief announcer of KTHS Hot Springs, Ark., has been appointed station news editor. James Blaine, formerly of WTJS Jackson, Tenn., is a new addition to the KTHS announcing staff.

KENNETH CAPLE, director of educational broadcasts of the Canadian Broadcasting Corp., Vancouver, has been appointed program director for the CBC Pacific region, succeeding Ernest Morgan, who was recently moved to Toronto as supervisor of exchange programs. Roy Dunlop has been appointed production manager, Pacific region, CBC Vancouver, succeeding Andrew Allen, now CBC supervisor of drama.

HAROLD FITZGERALD, announcer of WKZO Kalamazoo, married Ella Franzon of July 1.

IRIS BARCLAY, former secretary to Glenn Shaw, general manager of KLX Oakland, now heads the station's special events department.

CHARLIE NEWCOMB, staff announcer at WNWC Asheville, N. C., who was known as "Farmer Charlie" on the western North Carolina Farm Hour for four years, has resigned to manage a farm near Ashe- ville. Bill Robertson has succeeded him at WNWC.

EMILY SIMPSON, new to radio, has joined the publicity and promotion staff of KROY Sacramento, Calif. Duanie McAlee, former commercial artist, has joined the announcing staff of KROY and will also assist in the promotion department.

JACK HOOLEY, assistant program operations manager of the BBC in New York, has returned to this country after four months in London.

BERTON CRANE, formerly of KANDERSON has been named national manager of WCHS Charleston, W. Va. New additions to the WCHS staff are Elizabeth W. Camp, promotion manager and announcer; Margaret Wilms, continuity writer and announcer; Charles Vase announced announcer.

They topped the $90,000,000 figure... the people in 17 counties -- the entire Western North Carolina market -- in 12 months of buying in retail stores... buying many of the things they heard advertised on WNNC.
"Grass roots" has come to connote that which is solidly, basically, wholesomely American. Specifically, mid-western American. Its implications have ceased to be exclusively rural.

"Grass roots," then, is an apt description of the 64-county domain of WOWO, Fort Wayne... a mingling of equal parts of progressive rural and urban Americanism. WOWO helps guide the influence, and shape the destinies, of 2,500,000 thrifty, self-reliant citizens, in an area that is largely its own. To most of these folks, radio is the chief source of entertainment and information. And to them, radio is WOWO.

Few stations are able to deliver such a substantial package of typical cross-section Response Ability. You need only tell to sell this multiple mart of farm families and urban dwellers. WOWO's home county has 132,000 people and there are 20 other cities with populations exceeding 10,000, to complete the WOWO primary area. Consult NBC Spot Sales for the availabilities.
New on Old Gold Show
P. LORILLARD Co., New York, on July 28 replaces Frankie Carle's Orchestra with Woody Herman's Orchestra on the CBS Old Gold program with Allan Jones, continuing as featured singer. Mr. Carle was to take his orchestra on a 12-week tour following July 19 broadcast. His return to the network for Old Gold after the tour is uncertain, according to a spokesman at J. Walter Thompson Co., New York agency handling the Old Gold account.

MID-SOUTH HOOKUP FOR MISSISSIPPI
FORMATION of the Mid-South Network linking WCBI Columbus, Miss., and WELD Tupelo, with plans already underway for expansion to include other stations in Northeast Mississippi, was announced last week by Robert R. McRaney, general manager.

First commercial account and first program of the network was the broadcast of Mississippi primary election returns, sponsored by the Pepsi-Cola Bottling companies of both Columbus and Tupelo. The same firms have contracted to sponsor Presidential election returns in November.

Mr. McRaney said the network plans to broadcast Mississippi State and U. of Mississippi football games this fall, as well as county fairs and other public events. Headquarters of the Mid-South Network will be maintained at WCBI. Both stations are owned by Capt. Birney Imes Jr., now on active duty with the Army Air Forces. In his absence, Mr. McRaney directs activities of both stations. Gene Tilley is station manager of WELD.

'McCall' Survey Reveals Television Prospects
ONE-SIXTH (16.5%) of the 11,100 women indicating their desires for television sets in a "Home of Tomorrow" contest conducted by McCall's Magazine placed sight-and-sound receivers in the "must" category for their postwar homes, a breakdown of the response reveals. McRaney 67.9% placed video receivers in the "I like and may get" class; 13.5% checked the "I don't like" column, and 26% reported that they own them now. Postwar demand for radio receivers is shown individually for console models—9.2% must have and 16.6% like and may get; table models—5.8% must have and 9.2% like and may get; radio-phonographs—30.0% must have and 35.7% like and may get. Present ownership for all three types of receivers exceeds 100%.

Mennen Planning
MENENN Co., Newark, has appointed Duane Jones Co., New York, to handle advertising for Mennen shave cream, effective in September. Future media plans were being formulated last week. Firm has used network radio for the product for a number of years, last program to Ed Sullivan on CBS having been discontinued last month. Mennen continues to place advertising for Quinsana, antiseptic powder and baby oil through H. M. Kiesewetter & Co., New York.

NOT TO BE OUTDONE by the two rival major political parties, executives of KQW San Francisco held an election rally of their own at a surprise party observing Manager C. L. McCarthy's tenth year with the station at which the announcement of McCarthy's advancement to vice-president and director was made by Ralph Brunton, owner of KQW. Heralding the election are Ralph Brunton (right center), congratulating McCarthy, while John Brunton (left) supports the election banner with Ed Franklin, manager and new co-owner of KJBS, sold by the Bruntons.

OWI PACKET, Week Aug. 14

Check the list below to find the war message announcements you will broadcast during the week beginning Aug. 14. All station announcements are 30 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.

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<th>WAR MESSAGE</th>
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See OWI Schedule of War Messages 100 per name and time of programs carrying war messages under National Spot and Network Allocation Plans.

Bakery Series
RICE SCHMIDT Baking Co., Washington, will expand advertising for baking products this fall, using a series of one-minute transcribed spots and chain break announcements on some 28 stations in the East and Southeast. No further details are available as yet. One-minute transcribed spot and chain break announcements at varying intervals, now used on WFBR WBAL WCAC WITH Baltimore, Agency is Willam A. Schauts Inc., New York.

A Proven Sales Medium

IN WBNX SERVICE AREA THERE ARE:
2,450,000 Jewish Speaking Persons
1,522,946 Italian Speaking Persons
1,236,758 German Speaking Persons
661,170 Polish Speaking Persons
200,000 Spanish Speaking Persons

WBKNX broadcasts daily to Metropolitan New York's racial groups which comprise 70% of the population. The millions of dollars which are spent each year in this city, in advertising, radio and television, all benefit from WBNX's comprehensive advertising service. The agency's experience in handling the many different advertising campaigns gives the agency a unique position in the advertising industry. WBNX's services cover all forms of advertising, from radio and television to direct mail and other forms of promotion.

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

D. E. "Plug" Kendrick
President and General Manager
G. F. "Red" Bauer
Sales Manager
22 Years is a Long Time in Radio*

We're Baltimore's oldest active radio station!

During the past 22 years, WFBR has developed a loyal listening audience—the kind of people you can depend on...the people who have listened to our station and enjoyed our programs over a period of years that is considered long in radio broadcasting. Their wholehearted response has been earned only through good programming and good service.

Sponsors, too, have been as loyal as our audience. Some of our advertisers have been with us almost as long as the station has been on the air!

But aside from our audience and sponsor loyalty, WFBR is proud of its technological developments which include many "firsts" of national as well as local importance. Baltimoreans have applauded our progressive pioneering!

When you include WFBR in your Baltimore radio plans...you reach the audience that has always known and recognized WFBR as Maryland's pioneer broadcasting station!

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

*ANOTHER GOOD REASON WHY WFBR IS YOUR BEST BALTIMORE BUY!
BASIL W. MATTHEWS, for the past two years advertising manager of Centaur Co., New York, a division of Sterling Drug Inc., has joined Renton Motors, New York, to assist on the Procter & Gamble account. Mr. Matthews was previously with Poloray, Boston, and with W. A. Spence, assistant to the president of Centaur, is now advertising manager for the company.

CLIFFORD SUTTER, former program manager of the domestic branch of OWI, has joined BBDO New York as account executive. Prior to his association with OWI, Mr. Sutter was account executive with Geyer, Cornell & Newell, and N. W. Ayer & Son, New York.

NEAL WILDER, former account executive with Ketchum, MacLeod & Grove, Pittsford, N. Y., has joined the account executive of McGinnis-Bierman, New York.

LUCILLE SHEARWOOD, formerly editor on the editorial staff of Dell Pub., New York, has joined the staff of Field's Adv., New York, to handle publicity and promotion for food accounts.

WILLIAM H. EYNON, radio director, and H. B. Humphrey Jr., New York office manager, of H. F. Humphrey Co., advertising agency, have been named vice-presidents.

CLARE HARRISON, formerly with the copy staff of KWK St. Louis, has joined Gardener Adv., St. Louis.

ALMA E. MARKS, a talent buyer for N. W. Ayer & Son, New York, has resigned to join the overseas branch of the OWI effective July 31.

EDWARD P. MOTTEN, former copywriter of William Estey & Co., New York, previously with Lord & Thomas and Blinckett-Sample-Rummel, has joined the creative staff of Roy S. Durstine Inc., New York.

VIRGINIA SPIKER, former fashion writer for Vogue magazine, and Annette Anderson-Talbot, for the past three and a half years with J. Walter Thompson, have joined the copy department of Benton & Bowles, New York.

Two Join P & L

ERNST P. ZOBIAN, former manager of the New York office of H. W. Kastor & Sons, last week joined Pedlar, Ryan & Lusk, New York, as account executive of the Sterling Drug account. Mr. Zobian's duties at H. W. Kastor & Sons have temporarily been taken over by Hal James, radio director of the agency. Russell F. Manney, associated with Campbell-Ewald Co., Detroit, for 17 years, also joined Pedlar, Ryan & Lusk, as account executive.

New Radio Department

DAYTON AGENCY of Kircher, Lytle, Helton & Coilett has opened a radio department with Herman W. Land as director. Radio accounts handled by the agency are: Dayton Spice Mills, Gem Building & Loan Ass'n, Ohmer Register Co., Victor Furniture Co., all of Dayton, and Edward Furniture Co., Royal Oak, Mich.

GRIMM ISN'T GRIM
when ribbed about the Chicago Cub's batting average by sponsors of Sports Page, alternate Cub broadcasts by Wallgreen Co., Chicago. Hushing things over are (1 to r): Orville Gile, advertising director of Walgreen Co.; Bert Wilson, WJJD Chicago sports announcer featured on Sports Page; Art Harre, manager of WJJD; Charley Grimm of the Cubs, and R. Jack Scott, partner of Schwimmer & Scott, Chicago, agency handling the Wallgreen account.

NEW HOLLAND OFFICE
TO ACCOMMODATE expanding operations of its Hollywood radio division, Poole, Cone & Belding has opened additional offices at 5414 Melrose Ave., according to Edmund L. Cashman, vice-president in charge of Hollywood operations. Dave Taylor, director of regional produced programs, heads the office, with Bob Nye continuing as his assistant. Staff includes Genevieve Muir, head script girl, and Walter Snow, producer. C. Burt Oliver, assistant treasurer, has been shifted from the agency's Los Angeles office to Hollywood radio division headquarters at 6117 Sunset Blvd, with additional duties of general manager.

GEORGES BOUKASSA, general manager of CKCH, B.C., since 1940 and former manager of CHLN Three Rivers, Que., has resigned to join Harold F. Standfield Ltd., Montreal advertising agency, as radio director. He is also a director of the Quebec Assn. of Broadcasters and a member of the executive committee of the Canadian Assn. of Broadcasters; Lauretta N. Herson, secretary of CKCH since 1941, has been appointed commercial manager and general manager.

EDWARD B. LYMAN, formerly with the public relations staff of the Standard Oil Co. of New Jersey, has joined Poole, Cone & Belding, New York, to assist in public relations work on Cities Service Co., NBC Advertiser.
DAYTON, O.

The Birth Place of Aviation

* * *

WING

Dayton's Blue Network station has kept pace with Dayton's performance as a war production center. The overwhelming preference of WING by local merchants and national firms using radio indicates the trend in radio listening. Let these merchants who measure results by the sound of the cash register guide you in selecting the right medium.

Write or wire today for availabilities.

* * *

All statistics used compiled by the Dayton Chamber of Commerce.

Today - IS DOING A BIG JOB IN WAR PRODUCTION!

That big is spelled with a capital B for Dayton is 10th in the nation in war production. This achievement has been accomplished with practically no wartime industrial plant expansion.

Tomorrow - DAYTON WILL DO A BIGGER JOB IN PEACE!

Expansion plans for peacetime operations will exceed $50,000,000 according to a recent industrial survey of Dayton manufacturers. An indication of the tremendous market offered by Dayton today—and tomorrow.

WING

RONALD B. WOODYARD, EXECUTIVE VICE-PRESIDENT

BASIC BLUE • 5,000 WATTS

Weed and Co. NATIONAL REPRESENTATIVES
CHARLES M. STORM Co., New York, has taken additional office space at 50 East 42nd St. Agency's principal executive has been moved to the new quarters, occupying nearly the entire 15th floor, while the 13th floor now houses radio and musical departments. Firm has increased office space 100 percent since the start of the year.

W. ROBERT MITCHELL, account executive, formerly with Snyder & Bransford, New York, has joined McCann-Erickson, New York.

ROBERT H. KING, for the past year and a half on the Blue Network's publicity staff, has been named director of publicity of Doherty, Cliff
tons, New York. Mr. King was formerly in the publicity department of J. M. Mathew, Inc., New York, and served for eight years with the Philadelphia Evening Bulletin.

DRAFER DANIELS, copy writer, formerly of Young & Rubicam, New York, has joined McCann-Erickson, New York, as a copy group head.

GILBERT NUNES, formerly with J. Walter Thompson Co., Toronto, has joined Locke, Johnson & Co., Toronto, as account representative.

HERBERT O'CONNOR has been named the radio department of MacLaren Adv., Toronto. He has been for many years in the field of publicity for Famous Players Canadian Corp., Toronto.

COL. KENNETH COLLINS, vice-president of Arthur Kudner Inc., New York, on military leave as chief pro-

Coate to Agency

H. R. COATE, formerly in the export division of General Motors Corp., Detroit, has resigned to join Ford Motor Co., Detroit, as director of postwar foreign activities, with headquarters in New York. Coate has been engaged in public relations, advertising and sales promotion for General Motors over his association with the company 20 years.

GESREGAN NAMED

HERBERT GESREGAN, formerly on the staff of BBDO New York, has joined Marschalk & Park, New York, as media di-

Book by Young

A NEW BOOK by James Webb Young, senior consultant and di-

Radio Advertisers

SHELL OIL Co. of New England has renewed its ten minute news and sports program Shell Digest, Thursday, Friday and Saturday nights on WNAC and other Yankee Network stations. Program features Nelson Churchill, in J. Walter Thompson.

ARTHUR E. WEBB, for more than 20 years associated with the Ajax Tea Co., Detroit, in a sales capacity, has joined the Morton Salt Co., Chicago, as city sales manager in the company's Detroit office.

PETER PAUL Inc., Naugatuck, Conn., on Aug. 1 adds three weekly sponsorship of Prescott Robinson's "F.N.F", Saturday and Sunday nights on WOR New York, with its schedule of one-minute live spot announcements and new programs on a number of stations throughout the country. Agency is Platt-Forbes, New York.

SDOH Radio & Television Corp., Chicago (Sonora radio), began sponsor-ship July 17 of Dick (Two Ton) Balzer's quarter-hour morning program, of songs and specialties, Mon-
sdays through Fridays on WGN Chicago. Show replaces sponsorship of quarter-hour Good Morning Program by Sonora daily on WGN. Contract is for six weeks, placed by Weiss & Geller, Chicago.

BERNARD M. KLIMAN, former ad- minister and production manager of I. Schneier & Sons, New York, has been appointed advertising director of Gruen Watch Co., New York. Position at Gruen was formerly held by John Young, who entered the armed forces, and more recently by Donald S. Hall, now in the Army.

NARRANJANETT Brewing Co., Cranston, R.I., has renewed its ser-

Griffin Maintains

GRIFFIN MFG. Co., Brooklyn, through 80-week renewals is main-
taining its schedule in behalf of shoe polish in about 60 stations, using a recorded music series Griffin Time to Save, live talent shows, participations, and news. Announcements are all live. Agency is Bernstein, Castlemann & Pierce, New York.

GENERAL MOTORS Corp., Detroit, will renew its quarter-hour program, Victory Is Our Business, Sundays, WGN Chicago, effective August 9. Contract for 35 weeks was placed by Campbell-Ewald Co., Detroit.

CHARLES E. SHERWIN, former executive vice-president of Ford Mo-

BROWN-SMITH'S Dept. Store, Hartford, beginning Aug. 15 for 52 weeks sponsors six-weekly 8 p.m. AP news broadcast on WLBX Hartford. Contract was placed through Julian Gross Adv., Hartford.

CAMPBELL SOUP Co. Ltd., New York, Del. (soup), has started twice daily spot announcement campaign on a network of Canadian stations. Account was placed by Cock- field Brown & Co., Toronto.

SALADA TEA Co. of Canada, To-

to, has started quarter-hour Sunday newscasts on CJKI, North Lake, CBGB Timmins & CPN North Toronto, has appointed Wendell Brown of Young & Rubicam, New York, an agency. Initial campaign calls for newspaper advertising only in the Northern Ontario area. No radio is contemplated at present.

FRATERNAL Order of Eagles, Hel-

BOSTON MUTUAL LIFE Insurance Co., Boston, has appointed Wendell Brown of Young & Rubicam, New York, an agency. Initial campaign calls for newspaper advertising only in the New England area. No radio is contemplated at present.

BROADWAY Dept. Store, Los An-

gles, on July 3 started five weekly-


AMERICAN SCHOOL, Chicago (cor-

New York School: 19 West 57th Street, New York City

1480 Kilocycles

FOR BETTER THAN AVERAGE RESULTS


Broocasting • Broadcast Advertising
The concert pianist is free to devote his exclusive attention to the interpretation of his music because years of arduous practice have enabled his skillful fingers to strike the proper keys instinctively.

Instinctively, the people of Southern New England turn to WTIC for the radio programs they like best. As a result of this habit—born of more than 19 years’ experience—WTIC can offer advertisers a larger and more responsive audience than any medium in this rich area.

The people who listen to WTIC possess a buying income more than 60% greater than the average for the entire United States. Convince them of the merits of your product and they will buy it.

You’ll find that putting WTIC’s 50,000 WATTS to work for you is a most profitable habit to develop.

**IN SOUTHERN NEW ENGLAND**

**PEOPLE ARE IN THE Habit OF LISTENING TO WTIC**
N EW PUBLIC service feature program on WKY Oklahoma City, which will not be sponsored, is titled Farm Reporter and will have the Hon. Claude Wickard, Secretary of Agriculture, as guest speaker at a dedication dinner and preview broadcast Aug. 8 to initiate the new WKY farm news show. To be broadcast Mondays through Fri- 
days 12:30-12:45 p.m. starting Aug. 9, program will be directed by Ede Lemons, southwestern agricultural, leader and former executive secre-
tary of the FFA. In addition to Sec. Wickard, other speakers at the dinner to be held in the Skirvin Tower Hotel, will be Governor Kerr of Oklahoma and Dr. H. G. Bennett, president of Oklahoma A. & M. College. Invitations have been sent to over 1,000 persons.

Stock Show

IN COOPERATION with the Rocky Mountain Radio Council, KOA Denver is presenting a weekly Stock Show as a service to farmers and ranchmen throughout the Rocky Mountain and Plains States region. Theme of the program is to trace the development of agriculture in the area, lying in historic phases with the present situation. Farmers and ranchmen appear on the program, which also features songs of the plains and the Old West, as played by a 12-piece orchestra.

Veteran Aid

ASSISTANCE to returned war veterans is offered Mondays, 8:05-8:15 p.m., by WINX Washington, in a program conducted under auspices of the Disabled American Veterans. Purpose is to acquaint both disabled and able-bodied ser-

New WMCA Feature

THEATRICAL boarding house is the locale for The Callahans, weekly half-hour program started on WMCA New York in line with its policy to present more live shows. Each program is an episode in itself. Series is designed to carry- 

Religious Talks

STARTED July 3, the Blue Network now presents a series of five weekly quarter-hour religious talks, Your Love of our Father, under the auspices of the Federal Council of Churches of Christ of America.

WORL Feature

PROMINT characters in civil-

WDRC

HARTFORD CONNECTICUT

NOW SHOWING FOR FALL

Yet—and it’s not a bit too early to consider availability of the Hartford Market!

For your Fall broadcast! The Hartford Market is growing year in popular-

USE WDRC TO CONNECT IN CONNECTICUT

Page 50 • July 24, 1944
KMPC's staff of top sportscasters make KMPC the leading sports station in Southern California with daily broadcasts of Pacific Coast League baseball games...re-creations daily of National League games...fights...sport commentaries and football, basketball and golf...sport fans automatically turn their dials to KMPC.
Youth Follies

NEW daily 45-minute program heard on WMZT Macon, Ga., is The Juke Box Parade, with eight boys and girls designated for attendance each afternoon by the director of Macon's Teen Age Club. Those invited compete in announcing and jitterbug contests, with music furnished by a juke box. Soft drinks, supplied by the station, are sipped on the sidelines by other teen-agers who are not featured on the program. Prizes are awarded for best announcing and jitter-bugging.

**WNEW Crime Quiz**

WNEW New York now presents a weekly quarter-hour Crime Quiz, with a panel of "experts" composed of the editors of crime and mystery magazines published by the Hillman enterprises. Listeners are invited to submit questions dealing with real and fictional crime stories, receiving Hillman mystery books for those questions used on the program.

**Public Reaction Sought**

PUBLIC reaction to various new ideas for radio entertainment will be sought by WNLW New Orleans in a special "hr. open," scheduled to begin July 29. A new type of program will be introduced on each broadcast and through mail response the most popular idea will be chosen.

**-derived its name from**

PUBLIC curious reaction to various new ideas for radio entertainment will be sought by WNLW New Orleans in a special "hr. open," scheduled to begin July 29. A new type of program will be introduced on each broadcast and through mail response the most popular idea will be chosen.

**Old-timers**

WINS New York is reviving old-time musical comedy and operetta hits with the presentation of Show's The Thing, weekly half-hour program of recorded music. Listeners are invited to send in requests for favorite tunes, to be played as they were originally heard, minus the signature.

**WOR Religious Music**

WOR New York on July 17, started a weekly half-hour, Monday night program of religious music, with orchestra and chorus under the direction of Alfred Wallenstein, WOR musical director, and guest soloists. Program is titled Music of Worship.

**General Electric Survey and Booklet Attempts to Find Postwar Set Demand**

**General Electric Co.** Schenectady, through its six times weekly ten-minute new program on The World Today on WGN and through all GE radio set space advertising is offering a booklet containing forecasts of postwar home radio and television equipment from the standpoint of performance and appearance.

**Your Coming Radio . . . as forecast by General Electric** is the title of the booklet, which contains 28 pages of colored illustrations, line drawing and photography with explanatory text, on FM sets, the radio-phonograph, self-charging portable, radio parts, telecasting and television equipment.

**Included is a self-addressed mailing card on which one is asked to check ownership and postwar buying plans for various types of sets. Name and address are requested so that the local GE dealer may mail out an invitation to a preview of the coming GE radios as soon as they are available.**

**In depicting various cabinet designs, the booklet refers to a recent survey by GE of 240,000 families on what America wants in a new radio and a new radio-phonograph.** Results of the survey, it is said, "is helping General Electric to build the quality instrument you want to own."

Booklet was prepared by Maxon Inc., New York, agency in charge of GE electronics advertising.

Response to the radio offer, which has been running for the past month and will continue indefinitely, compares favorably with results obtained from offers in the other media, it was learned. First printing of 150,000 is running out, and another is in preparation.

**A Market All of Its Own**

Distinguished as a "happy medium" among contemporary daytime programming. WLJB consistently fills the musical gap long left open by the other stations in New York City. WLJB attracts the daytime listener who likes a variety of good music* just for the endless pleasure it gives; WLJB holds the listener with the powerful appeal of familiar music and famous artists, plus brief, yet complete AP and UP news reports every hour. WLJB's programs are distinctly different from the daytime soap-operas, women's programs, "jazz, jive and swing," sports results, talks, and the deep-serious music heard on contemporary stations. We broadcast the "popular classics with a bend of the modern"—familiar light classic and classic melody, opera, operetta, musical comedy and motion picture tunes, soft-sweet ballads of today and yesterday, Gypsy music, choral groups, Gilbert and Sullivan and Latin-American rhythms. By catering consistently to this preference, WLJB has created a market all of its own ... a market not served consistently by any of its contemporaries and thus not duplicated.

*Program Booklet Available

**SKIPPY IS NO MORE!** Skippy was a radio star, and loved radio. Until his death the other day, this friendly pit bull, owned by Rev. Father James A. Wagner, managing director of WTAQ Green Bay, Wis., had opened the daily farm and home hour on WTAQ for 12 years by barking a welcome with the opening theme. Skippy, almost 13, had thousands of friends, not only because of his broadcasting but because he was a familiar sight around this section as an almost inseparable companion of Father Wagner now in Coast Guard.

**Editorials on Air!**

BEST editorials from Idaho weekly newspapers are sent to KIDO Boise each week from the Idaho Editors Assn. for random selection and reading over the air on a new weekly program heard over that station.

**Universal Stroboscope**

This handy phonograph turntable speed indicator, complete with instructive folder, is now available gratis to all phonograph and recorder owners through their local dealers and jobbers. As a recorder aid the Universal Stroboscope will assist in maintaining pre-war quality of recording and reproducing equipment in new pitch and tempo. Universal Microphone Co., pioneer manufacturers of phonograph and home recording components as well as Professional Recording Studio Equipment, takes this means of rendering a service to the owner of phonograph and recording equipment.

**Universal Microphone Co.**

INGLEWOOD, CALIFORNIA

**A Market All of Its Own**

WLIB consistently fills the musical gap long left open by the other stations in New York City. WLIB attracts the daytime listener who likes a variety of good music* just for the endless pleasure it gives; WLIB holds the listener with the powerful appeal of familiar music and famous artists, plus brief, yet complete AP and UP news reports every hour. WLIB's programs are distinctly different from the daytime soap-operas, women's programs, "jazz, jive and swing," sports results, talks, and the deep-serious music heard on contemporary stations. We broadcast the "popular classics with a bend of the modern"—familiar light classic and classic melody, opera, operetta, musical comedy and motion picture tunes, soft-sweet ballads of today and yesterday, Gypsy music, choral groups, Gilbert and Sullivan and Latin-American rhythms. By catering consistently to this preference, WLIB has created a market all of its own ... a market not served consistently by any of its contemporaries and thus not duplicated.

*Program Booklet Available

**WLIB**

"TOE VOICE OF LIBERTY"

Clear Channel - 1190 on your dial

RKO BUILDING - RADIO CITY - NEW YORK

**Broadcasting - Broadcast Advertising**

**W Boom in Hot Weather!**

• Kentucky's Central
  • WLP Lexington, Ky.

• Amarillo
  • KFDA "Amarillo, Tex.

• The Tri-State
  • WCMN Huntington, W. Va.

• Knoxville
  • WBIH Knoxville, Tenn.
In an Ultra High Frequency Coaxial Cable, developed and manufactured by Federal, has extreme ruggedness and meets all specifications with precision, accuracy, uniformity and dependability.

FEDERAL HAS DEVELOPED
THE FIRST NITROGEN PURIFIER

No oxidation, no contamination, no moisture!

Another Federal First adds extra performance guarantees to FTR vacuum tubes.

In a corner of the new FTR tube plant is this automatic nitrogen purifier. During the process of sealing the anode to the stem, the elements of every FTR tube are now protected from oxidation, contamination and moisture in a scientifically controlled atmosphere of automatically mixed nitrogen and hydrogen.

Here is another reason why you get higher operating efficiency and still longer life when you use FTR tubes. Another evidence of the ability, brains and technical understanding which have earned the reputation that "Federal always has made better tubes."

Now is the time to know Federal.

Federal Telephone and Radio Corporation
Newark 1, N. J.

INVEST IN THE FUTURE—BUY WAR BONDS
THE BUSINESS OF BROADCASTING

STATION ACCOUNTS

WPTF Raleigh, N. C.

KMYR Hollywood

WNYE New York

WEAF New York

WJZ Des Moines

WINN Louisville, Ky.

WKF Los Angeles

WINN New York

KECA Los Angeles

Ruthrauff & Ryan Does Rinso Television Film

A TELEVISION film based on the radio commercial approach has been prepared by Ruthrauff & Ryan, New York, for Rinso, a Lever Bros. product. Lee Cooley, television director of the agency, last week returned from the West Coast where he had made a television survey and also assisted in the completion of the film which was produced by Telecom Co., a Holliday Communications Inc. The film consists of a short time device and commercials for Rinso.

WABD, DuMont station in New York. Mr. Cooley will shortly make a trip to Chicago and Chicago pictures to plan under consideration for those stations.

Hoosiers Pickup WCBW

INDIANA TELEVISION Labs., Indianapolis, has notified the CBS video station, that its bid in the Sweepstakes Trial, a WCBW CBS, was being received clearly by the Indianapolis firm which a few weeks earlier announced an offer of pictures from WNBNT, NBC television station in New York. The July 23 "Hoosiers," a Robert Serrill, CBS television engineer, explained that the "propagation of television waves between 30 and 80 megacycles is affected by sunspots, because these sunspots influence the height of the bending point, and this can have a variety of effects on the propagation wave may be refracted back to earth. We are now in a period where the signal activity is increasing. We may therefore expect more frequent occurrence of long-distance video reception."

Groucho Released

WITH GROUCHO MARX released from contract as host of CBS-TV’s "Ribbons," show marking Pabst Sales Co. (beer), current summer replacement show featuring Bunny Baker, tenor, and his orchestra in which an experimental radio commercial was been made by radio commercial plan which will continue through to Jan. 6. Then Danny Kaye, film and stage comedian, will take over as host and star under new format. Marx in’ contract giving him supervision over production of summer series still stands. It is being carried out by his brother Groucho in absence of Groucho, now on a military assignment. Groucho has several radio deals pending for fall, and it is expected that Phil Rapp, writer-presenter, will go with him rather than to the new Danny Kaye program as originally announced.

Burlington Radio

CHICAGO, BURLINGTON & QUINCY RAILROAD, started an experimental run from Burlington, Iowa, to St. Paul for a test of 125 freight train equipped with locomotive cab-to-cab radio telephone communication system. The measure promises savings in running time on a 1,000-mile haul. Preliminary experiments by the radio communication makes possible savings of 15 to 30 minutes in running time over an operating division of 100 miles, the company announced. The present test will indicate whether similar savings are possible on a 1,000 mile haul.

The Pacific Northwest Group

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<th>Market</th>
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Birthday Greetings

to

SERGE KOUSSEVITZKY
a master conductor of a peerless
symphony

Serge Koussevitzky is conducting this year’s Musical Festival at Tanglewood — July 29-30 and August 5-6.

This festival offers Koussevitzky suitable occasion for the observance of his seventieth birthday on July 26.

We of the Blue Network therefore wish to extend birthday greetings to him. And in doing so, we take pride in the fact that since December, 1942, the peerless Boston Symphony, under his direction, has been heard by millions of Americans, over the facilities of this network on Saturdays at 8:30 PM EWT.

At this same time, we offer an appreciative bow to the Allis-Chalmers Manufacturing Company, sponsors of the Boston Symphony over the Blue, who have made it possible for the finest music to be heard by all of America.

The Blue Network
WJR to Continue AP-PA Wire Services Despite Run-In With Detroit Paper

INDICATIONS that WJR Detroit would not carry out its intention of canceling its AP radio wire, as announced last Monday by Leo J. Fitzpatrick, vice-president and general manager of the station, was given by Mr. Fitzpatrick later in the week in a follow-up statement which said as soon as Press Assn. completes its plan to enlarge its local bureau to gather special news “WJR will undoubtedly continue with PA.”

Cancellation had been promised on the refusal of the Detroit Free Press to allow the news gathered by its staff and supplied by it to Associated Press to be put on the radio wire for use by Detroit stations. As an AP member paper, the Free Press makes its news available to AP, but it reportedly balked at hearing the news on the air in its own city hours before its papers with the same news were on the street.

Station reported that it discovered this state of affairs only when a telegraph technician began installing cut-out switches in the WJR newsroom which, the station said it was informed, would allow PA to send Free Press news to stations outside the Detroit area while cutting out WJR.

Oliver Gramling, assistant general manager of PA, issued the following statement:

While we were in the midst of enlarging our Detroit bureau, WJR questioned the installation of a mechanical arrangement on a wire owned by the newspapers. We planned the enlargement because one of PA’s potential sources of news had balked. It was a source on which we had never depended to any extent, but we were going ahead with plans for enlargement anyway because our business is to deliver to radio the best possible report.

In questioning this one minor change that had nothing to do with the special AP radio wire, WJR thoughtfully feared that the move would mean a loss of some copy. As soon as we explained our plans to WJR, there was no longer any question as to what was involved, there was nothing else to it and now that what we were doing is understood, everybody is happy. Our enlarged Detroit bureau will assure better coverage than ever.

Mr. Gramling added that the men who are being added to the Detroit PA staff are in addition to the AP Detroit organization, which also covers local news. Since most local news happens in the daytime and since the Free Press is a morning paper, AP News Wire never depended on it for local news coverage as much as on the Detroit News, also an AP member paper, which has not restricted the use of its news by AP. The News owns and operates WJLB Detroit, WJBK and WJLB, which with WJR are the Detroit clients of PA, did not follow WJR’s action in canceling this service, Mr. Gramling said.

WJDY

FARGO, N. D. . . . . 5000 WATTS . . . . N. B. C.
AFFILIATED WITH THE FARGO FORUM
FREE & PETERS, NATIONAL REPRESENTATIVES

Listen, Honey, we’re TOPS in the U. S. A.!
Well, we were for the first three months, anyway!

Yes, Sir! For the first three months of 1944, North Dakota people had the largest percentage of business increase in the entire nation—an increase of 32.5% over 1943, as against the national average of 22.4%!

But even North Dakota is not uniformly good, from border to border. The Red River Valley, of which Fargo is the center, is by far the best and richest part of North Dakota. WDAY at Fargo gives you vastly more coverage of the Red River Valley than any other station. If you’re not already thoroughly posted, we’d like to send you some eye-opening figures. Or just ask F&P!

TOMORROW will be the day of FM and LINGO

* * *

FIRST SLICES of WISN Milwaukee’s 22nd Birthday Party cake go to Mrs. Gaston W. Grignon, (left), wife of the general manager of WISN, and Mrs. Woods Dreyfus, wife of the station’s production manager. Their respective husbands serve the ladies at the party held at the Schlitz Brown Bottle in Milwaukee. Mr. Grignon has been with WISN since its start in 1922.

NOTABLES TO SPEAK AT SAFETY MEETING

LISTED among the speakers at the New York State conference July 27 on Radio in Safety Education at the Hotel Roosevelt in New York (Broadcastings, July 17) are Dr. Sterling Fisher, assistant public service counselor, NBC, Dr. Forrest Long, director, National Safety Council, Chicago, Maj. Glenn S. Reeves, Secure and Intelligence Division, Secret Service Command, Army Service Forces, G. Emerson Markham, WGY Schenectady, and Pan F. Lauritzen, director, office of radio research, Columbia E.


Other speakers will include M. S. Novik, director, WNYC, New York’s municipal station, Ralph N. Weil, general manager, WNYC New York, William H. Tyler, WJZ New York, Elmer T. Levins, WJCU, and Dorothy Lewis, NAB director of listener activities.

Robert Ryan, new WGY president, will be the principal speaker at the dinner, with Dr. Edward S. Godfrey Jr., State Commissioner of Health, Albany, presiding.

Conference is being called by the New York State Department of Health in cooperation with the National Safety Council.
Every move our fighters make on land, at sea or in the air is based on communications. Men depend not only for their orders but for their very lives on radio and telephone and many other communications devices. In every battle, on every front including the home front, you'll find apparatus made by Western Electric—the nation's largest producer of electronic and communications equipment for war.

*Buy all the War Bonds you can—and keep all the War Bonds you buy!*
Conference Called On Communication

Meeting of Industry Set for Aug. 11-12 in Washington

POSTWAR radio allocations as well as other phases of international radio regulations, will be discussed at a meeting of representatives of all telecommunications' industries and interested government agencies to be held in Washington, Aug. 11-12 at the Inter-Departmental Auditorium, according to Francis C. deWolf, chief of the State Department's telecommunications division.

Meeting, to which more than 500 persons in industry are being invited, will attempt to obtain views from the industry in regard to postwar communications problems in preparation for an Inter-American conference on telecommunications called by the Government of Brazil for sometime after the first of the year.

Brazil Calls Meeting

Brazil was scheduled to have held the Third American Radio Conference in 1943, but war-time conditions interfered. While the Washington conference early in August will consider all telecommunications problems as they affect the Western Hemisphere, those present will be mindful of the world conference to be held at some suitable time after the war. The government-industry conference will consider revisions of the international radio regulations as drafted at the 1938 Cairo Telecommunications Conference. The technical subcommittee for the August meeting is headed by Dr. J. H. Dellinger, chief of the radio division of the Bureau of Standards, and is composed of Lt. Col. Wesley T. Guest of the Signal Corps; Comdr. Paul Miles, USN; Lloyd Simons of Civil Aeronautics Authority; Harvey Otterman, assistant chief of the State Department's telecommunications division; Philip Siling, FCC assistant chief engineer in charge of broadcasting; and Capt. E. M. Webster, chief of Coast Guard communications.

Col. Mitchell to RCA

LT. COL. T. H. MITCHELL has been released from his post as Chief of the Traffic Operational Engineering Branch of the Army Signal Corps Communications Service to become vice-president and general manager of RCA Communications, effective today (July 24). Col. Mitchell succeeds William A. Winterbottom who died July 2 after a career of 42 years in radio and international communications. Prior to joining the Signal Corps in 1932, Col. Mitchell was in charge of RCAC operations in southern California.

Magazine Plans

TRIANGLE PUBLICATIONS, Inc., New York, publisher of Guide magazines, last week announced it would promote circulation of a new magazine "Seventeen" through spot announcements in leading cities as well as in Sunday rotogravure sections, magazines and high school publications. Details of the radio schedule are expected to be set in a week or ten days. Agency is Al Paul Lefton Co., New York, and Philadelphia.

Radio Sets First On List of Repairs

OCR Survey Shows 85% Now Are in Working Order

RADIOS stand out as the item most in need of repair, according to a review of the repair status, age and quantity in domestic use of 23 household appliances made by the Office of Civilian Requirements of WPB at the end of last week. The data were compiled from findings of the third survey of consumer requirements made during April for the OCR by enumerators of the Census. [BROADCASTING June 5]. Results are based on replies from about 4,500 households, geographically and economically representative of the nation as a whole.

Among radio households, 8% have none in working order. The extent of need for service and repairs again shows a range of from 1% for electric water heaters to 28% for radios.

In estimated number in households, radios lead the list with more than two in homes of the country. Owners report that 85% of these radios are in working order, but 28% of the households state that they have needed some repair since Jan. 1. More than half reported they had no difficulty in obtaining repairs. Only 5% of households owning one or more radios say they have none in working order; over 50% of the domestic radios in current use are five or more years old.

Estimated number of radios in households (excluding auto) was 46,57,528. Of these 1% are less than one year old, 3.6% are one year old; 11.8% two years old; 16.5% three years; 15.2% four years and 52.5% five years old or more.

WHLN Shift

WHLN Harlan, Ky., which has been granted a construction permit to shift frequency from 1450 kc to 1250 kc, is now operating with a new 340 ft. half-wave vertical radiator antenna.

YOU WON'T GET RICH ON RELIEF (Ky.)!

Don't count on Relief (Ky) to take care of you in your old age. It just ain't got the capital. Safe thing to do is look out for yourself—in the Louisville Trading Area where the big money is. Forty-seven percent of Kentucky's population...fifty-seven percent of its buying power...there's your daily bread! Come and get it...the servings are big at WAVE!

LOUISVILLE'S WAVE

5000 WATTS · 970 KC

N. B. C.

FREE & PETERS, INC.

Page 58 · July 24, 1944
FCC POWER CITED IN WMCA INCIDENT

Emphasizing that the FCC's authority over programs is limited to an "overall review" based on long-range operations, FCC Chairman James Lawrence Fly Thursday suggested to executives of the Catholic War Veterans that they file a petition with the FCC for review of program policies of WMCA, New York.

Chairman Fly's letter was in reply to a telegram on July 15 from the Catholic Veterans in which the request was made that the Commission hold public hearings concerning the alleged controversy from the New York station of part of the text of a speech which State Sen. Frederick P. Manders proposed to deliver July 7 (BROADCASTING, July 17).

Chairman Fly's letter to Mr. McCaffrey and three past Commanders of the Catholic War Veterans (an identical letter was sent to Frank J. Maloy, New York State Commander of the Catholic War Veterans) follows:

This will acknowledge your telegram of July 15, in which you urge that the Commission hold public hearings concerning the controversy over part of the text of a speech which Senator Frederick Manders of New York proposed to deliver on Friday, July 7, 1944.

The Commission has no rule or policy which would require the broadcaster to accept or to resist in any type of material or information by your request in particular programs. The authority of the Commission in this general regard is limited to an overall review of the program or of the station. It is possible that you feel the station to have been operated generally in a manner contrary to your public interest. If this be true, the Commission would be interested in reviewing the station and requiring that you file a petition asking for this type of review.

It is assumed that in that petition you will review the complaint in question and that you will set forth as specifically as may be the particular program which indicates to you that there have been general runs of anti-Catholic remarks over this station, and that no one has been given the opportunity to answer these critical remarks. It would be well that you inform the Commission of the programs and dates to which you refer and point out the instances to which the station denied. If you request by time or reply to or give an opposite point of view.

General Foods Shifts

GENERAL FOODS Corp., New York, as part of its fall program realignment, on Oct. 8 shifts Those We Love on NBC from Thursday, 8-9:30 p.m., to Tuesday, 2-3:30 p.m., on the same network, continuing for Grapefruit flake program in the new time after a six-week hiatus, which begins Aug. 24.

Agency is Young & Rubicam.

Tintex to Double

TINTEX Co., New York, shortly after Labor Day will expand its spot campaign for dyes and tints to virtually all stations on its distribution list. Firm plans to use several hundred stations in all, provided availability can be found, buying nearly every opportunity on minute spots to quarter-hour programs, with emphasis on established shows with the following:

Agency is Charles M. Storm.

ADVERTISING Federation of America has released an award book containing regional and national winners in the 1944 competition of the Public Utilities Advertising Assn. Radio advertising is included among the winners. Copies may be had from Nat. Contest Chairman Chas. J. Allen, Conn. Light & Power Co., 200 Freight St., Waterbury, Conn.

Network Accounts

All Time Eastern Summer unless indicated

New Business

BERUTAN Co., Jersey City (Scribner) on July 24 announced the Gardeners in Monday Morning Headlines on 150 Blue Stations, Sun., 7-8 a.m. Agency: Raymond Specter Co., N. Y.

GENERAL FOODS Ltd., Toronto, on Aug. 11 announces Frank Morgan on 27 CBE Dominion network stations, Thurs. 8-9:30 p.m. Agency: Baker Avis, Toronto.

ARROWHEAD & PURITAS Waters Inc., Los Angeles (bottled water), on July 4, for 26 weeks started; Think Him Now, on 7 Don Lee Southern California stations, Tues. Thurs. to 11-12 p.m. (PWT), Agency: The McCarty Co., Los Angeles.

HUNT BROS. PACKING Co., Los Angeles (canned food products), on July 15 starts Bucke Carter on 38 Don Lee Pacific stations, Mon. Wed. Fri., 7-9 a.m. (PWT), Agency: Garfield & Guild, Los Angeles.

Renewal Accounts

P. LORILLARD Co., New York (Old Gold cigarettes) on July 15 for 82 weeks around Old Gold Variety Show on 127 NBC stations, Sun., 12-1:30 a.m. Agency: J. Walter Thompson Co., N. Y.

PRANCE MATCHBEILLI Inc., New York (perfumes, cosmetics), on July 16 for 8 weeks renewed Orchester on 43 NBC stations, Sun., 12-1:30 a.m. (PWT), Agency: Moross International Inc., N. Y.

STERLING DRUG, New York (Bayer Aspirin), on July 15 renewed America Melody Hour on 150 CBS stations, Thurs., 7-9:30 p.m.

GOODYEAR Tire & Rubber Co., Akron (tire products), on July 8 announced renewed Melody Roundup on 27 NBC stations, Sat., 11-12:30 p.m. (PWT), Agency: N. W. Ayer & Son, N. Y.

CORN PRODUCTS Refining Co., New York (corn products), on July 12 renewed Slap Door Canteen on 50 stations, Thurs., 7-9 p.m. (PWT), Agency: C. L. Miller Co., N. Y.

Network Changes

BIBLE INSTITUTE of the Air, Los Angeles (radio), on July 27 expanded Dr. Schiullie, New York, to 15 ABC Pacific stations to 15 ABC Pacific stations, Mon. Wed. Fri., 8-9:30 p.m. (PWT), Agency: Smith & Bull, Los Angeles.

HEBBROR WATCH Co., New York, on July 15 replaced Pujk & Fat Time with Dick Smart and the Pujk-n-Show on ABC stations, Thurs., 7-9:30 p.m. to be expanded to 115 MBS stations, Sept. 10. Agent: William H. Weintraub & Co., N. Y.

PLANTERS Nut & Chocolate Co., San Francisco (Walnut oil), announced on July 26 shifts Adventures of Bill Lawrence on 8 CBA Pacific stations, Tues., 7-8 p.m. (PWT) to Wed., 10:30-12 p.m. (PWT), Agency: Erwin Wasey & Co., San Francisco.

SCHENLEY Distillers Corp., New York (cigarettes), on July 3 announced The Dancer in Black, a weekly series, on 73 CBS stations, Tues., 9-10 p.m. and on Sept. 8 the Cresta Blanco Wine Co. (Schenley Subsidiary) (Cresta Blanca Wine) starts The Man's Best on 73 CBS stations, Tues., 9-10 p.m. Agencies: BBDO New York (Cresta Blanco Wine); Blow Co., New York (Peachblow).

GOODYEAR TIRE & RUBBER Co., Akron (tire products), on July 23 announced The Star and the Story on 121 CBS stations, Sun.. 8-9 p.m. Agency: Young & Rubicam, N. Y.

PROCTOR & GAMBLE Co., Cincinnati (Dreux), on Sept. 2 announced Albee's Irish Rose on 44 NBC stations, Sat., 8-9:30 p.m. repeat 11:30-12:30 p.m., 15 NBC stations. Agency: H. W. Kastor & Sons, Chicago.

Gen. Mills Buys Series

GENERAL MILLS, Minneapolis, sponsor of Light of the World for Kitchen Tested Flour on CBS Monday through Friday, 10:15-10:30 a.m., has purchased the program from Transamerican Broadcasting & Television Corp., New York. Program will now be produced by Dancer-Pragram-F congress-San Francisco, agency handling the account.

Can you answer these Radio Management Questions?

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

These bulletins are offered free of charge —no strings attached. They were prepared in an effort to give radio executives a first-hand view of the thinking of their advertisers and agencies. In them, we may find an opportunity to improve the effectiveness of station or network promotion in whatever medium you prefer. All you need do to receive the Printers' Ink Radio Bulletins is to ask for them. Just drop us a note.
IN COMMEMORATION OF D-Day, the staff of KMO Tacoma, Wash., went "all out" in their 100% participation in the purchase of War Bonds. Seated (1 to r) are: J. J. Kolesar, chief, News; C. C. Clark, women's editor; Ruby Richardson, continuity; Fern Almquist, bookkeeper; Marian Benum, receptionist; Clementine Wacula, secretary; Maxine Davis, bookkeeper, Paul Benton, auditor. Standing, in the usual order, are: Don Bennett, engineer; Murray Boggs, announcer; Jerry Geahan, sales manager; James A. Murphy, manager; Verne Sawyer, program director; Seymour Spring, national sales manager; Bill Rhodes, announcer; Jack Clark, traffic; Arnold Benum, announcer; Max Bice, engineer; and Ray McKenzie, salesman. All display the Bonds they bought to aid the drive.

ELAINE LYON is a new member of the control room staff of WBIG Greensboro, N. C.

WALTER STONGER, control room chief of WFBF Syracuse, N. Y., is the father of a girl.

DAVID ABBOTT, engineer of WBIG Greensboro, N. C., is the father of a girl.

CARL G. DIETSCH, NBC engineer, who supervised and construction of the net's shortwave facilities at Bound Brook, N. Y., is in San Francisco to supervise the construction of the shortwave plant at Dixon, Cal., which NBC is building for and in collaboration with OWL.

JAMES DOWNS, formerly with WLOK Lima, O., has joined the Blue Network's central division as studio head engineer.

FREDERICK SHIDEL, NBC engineer on leave with the Army and attached to supreme headquarters of the Allied Expeditionary Force in Great Britain, has been promoted to lieutenant-colonel.

JACK MACKAY, engineer of WCFL Chicago, is the father of a girl.

JOHN W. HORNE has been named manager of Greybar Electric Co.'s Savannah House.

GENE LYONS, member of the WKY Oklahoma City engineering staff, is the father of a boy.

FRANCES (Tommy) BOWMAN has joined the control room staff of WINX Washington, bringing the total of feminine operators there to four.

M. C. BRACHHAUSEN, a member of the NBC sound effects staff for seven years, joined the Blue network July 17 to put in motion plans to organize a separate sound effects department for the Blue, which now rents NBC sound effects equipment and service.

STANLEY OLSON and Dick Hanson are new additions to the engineering staff of WOAI Port Waynes, Ia.

GEORGE J. COSSMAN has been elected a director of Greybar Electric Co., and E. W. Shepard has been made a member of the executive committee.

ROLAND GRAY, engineer at WCAE Pittsburgh, is the father of a boy.

CHARLES ANDREWS, new to radio, has joined the engineering staff of WPEN Philadelphia.
United Advertising Plans Drug Spots

Agency Describes 'Kelpidine'

In Preparation to Stations

IN PREPARATION for a fall spot campaign for Kelpidine, a reducing agent manufactured by American Health Aids Co., Newark, a prospectus will be mailed out to a selected list of radio stations by United Advertising Agency, Newark, describing the product and the general lines of the advertising copy. Prospectus is designed to aid stations, some of which are hesitant to accept advertising for drug products of this type, to understand the nature of the product and the claims which can be made for it.

In view of the fact that some stations do not accept reducing drug advertising, the station schedule is not yet known, but might include from 25 to 50 stations, it was learned. Present plans call for participations, such as five minute segments on hillbilly and other music programs, using a 1½ minute transcribed version of a 125-word commercial, outlining "Dr. Phillips' Kelpidine Reducing Plan.'

Sold Nationally

Firm is establishing national distribution on the basis of mail order appeals, concentrating in those areas producing the most results, and radio advertising will be placed accordingly. Advertising in newspapers and national magazines, now in operation, will be extended as distribution increases.

Current schedule of stations broadcasting the Kelpidine commercials includes KWTO WAAT WDSU and promotion will start on Dr. Eddy's Food and Home Forum on WOR New York in August, according to United Advertising.

In addition, through American Health Product Advertising Co., Newark, the firm is using participants on WOV New York.

Mark N. Smith

MARK N. SMITH, 64, merchandising and research director of KMBC Kansas City died July 15 at his home there. One of radio's early pioneers in the field of research, Mr. Smith was widely recognized for his contribution in developing many of the standard research methods in use today throughout the broadcasting industry. Mr. Smith who had been associated with Arthur B. Church, owner and president of KMBC, for 13 years, is survived by his wife, Mrs. Helen Smith and a 20-year-old son, Rex, an apprentice seaman, USNR, in V-12 training.

Music Helps Workers

MURIEL CUNNINGHAM, consultant of the RCA Industrial Music Service, speaking before a group of industry representatives and music students in the New York U. School of Music on July 17, declared that music played over a plant broadcasting system has proven a boon to America's war workers. Miss Cunningham spoke in the second of a series of lectures on industrial music sponsored by New York U. in cooperation with the RCA Victor Division.

The news comes to Chicago's millions...

...via WMAQ

From London and the French invasion towns, Rome, the Karelarian Isthmus, from Yunnan Province and the South Pacific islands, accurate news is INSTANTLY brought to Chicago's millions by WMAQ.

The expert commentators, analysts and reporters who serve WMAQ, command the attention of the vast radio audience in the rich Chicago market—second largest in the United States. To them belongs much of the credit for making WMAQ the CHICAGO STATION MOST PEOPLE LISTEN TO MOST.

The great news-hungry mass of people who instinctively tune to WMAQ for the latest happenings both at home and abroad is another reason why WMAQ is the logical choice for local and spot campaigns. Astute advertisers have learned that their campaigns on this station do reach and influence millions of people and that increased sales and profits are the result.

In Chicago it's WMAQ.

They all tune to the

National Broadcasting Company

It's a National Habit
Radio in Front as News Medium

(Continued from page 11)

„Now, if we were only staying at THE ROOSEVELT”

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

Rooms with bath from $4.50.

HOTEL ROOSEVELT

MADISON AVE. at 45th ST., NEW YORK

— A HILTON HOTEL —

ROBERT P. WILLIFORD, General Manager

Other Hilton Hotels From Coast to Coast:


dant.

were tuned in, for as he spoke Mr. Daly opened the little black bag, pulled out a small portable microphone and held it in front of the Senator.

The entire news conference, questions and all, was broadcast by CBS. It was the first event of its kind ever to take the air. It was the first time the American people had “attended” by radio an official news conference of importance.

Protests were raised by other networks and the newspapers. When the story was told that permission was obtained from Sen. Jackson himself, other net officials grinned, concluded they had been out-smarted by a bit of old-fashioned reporting modernized by radio.

Preceding the scoop press which went on the air at 9:02 p.m., Bill Henry, in his 8:55 p.m. newscast, disclosed the substance of President Roosevelt’s letter, again due to what Paul White, CBS director of news broadcasts, termed “old-fashioned reporting.”

That was just one of the many instances in which radio took the lead. Bond, and came up with outstanding coverage. All four major networks, as in the Republican Convention three weeks before, carried the general sessions simultaneously. Even Stations WZGM, in addition to the 50 odd stations, did many special events and exclusive broadcasts.

Favored Byrnes


PLACING EARSIE—Earsie with a handle-talkie is D. Harold Mc- Grath, superintendent of the Demo- cratic National Convention radio news gallery, while CBS comedienne Grace Allen orates on her foundation for “free radio”—a handle-talkie for all listeners so they can play earsie-wearsie and listen while I make speeches”. the arrangement organization to supplement the wire services.

G. W. (Johnny) Jordan, director of news and special features of the Blue Network; Tom Slater, di- rector of special features and sports of Mutual; William F. Brooks, news chief of NBC, and Paul White, director of news broadcasts of CBS, were unanimous in praise for staff members who worked togeth-er for the general sessions and went out to dig up exclusives for their respective networks.

Bulletins Offered

Prior to the Convention all four networks had sought permission, as a public service, to feed any im- portant news bulletins to the as- sembly. That offer was rejected by the Democratic National Commit- tee, as well as by the Republican National Committee, to whom it also was submitted. They felt that the interruption of proceedings would detract from the business at hand.

Wednesday night, however, when Tojo and his cabinet resigned, the networks offered the bulletin to be announced over the Convention public address system. First re- action was rejection. The networks, meantime, had broadcast the bul- letin. In the stadium were some 25,000 delegates and observers.

When Gov. Robert S. Kerr of Oklahoma concluded his keynote address, the bulletin was read. Dele- gates cheered. The band played. The networks had performed an- other public service. Outside Mu-

tional’s offices, to the rear of the
mezzanine and radio gallery, bulletins on Japanesedevelopments were posted periodically throughout the evening.

Ian Ross MacFarlane, commentator of WTH Baltimore, who scored two bets at the Republican Convention, came through with another on Tuesday. At 7:12 p.m. the Maryland delegation, caucusing, agreed to support Gov. Herbert R. O'Connell for the Vice-Presidency. At 7:30 p.m., in a special pickup, MacFarlane was telling Baltimore listeners the story.

As a follow-up to the complete coverage of the Republican Convention, WING Dayton and WIZE Springfield, O., again fed special broadcasts to a six-station all Ohio network including WKRC Cincinnati, WHK Cleveland and WKBN Youngstown, in addition to the two Charles Sawyer stations.

Mrs. Dorothy Vredenburg, secretary of the Democratic National Committee, was one of the dignitaries interviewed for the six stations. WING and WIZE had studios in the LaSalle Hotel, headquarters of the Ohio delegation; the Stevens and the Stadium. Operations were directed by L. F. Mason, program director of WING.

U. S. Recording Co., Washington, through arrangements with the National Committee, set up studios in the Stadium and Stevens for stations which made transcriptions. Several stations took advantage of that facility to make recordings for later use.

Seats were assigned in the radio news gallery, of which D. Harold McGrath, superintendent of the Senate Radio Gallery, was in charge, to the following:

Blue, Mutual, NBC, CBS, West Virginia Network, BBC, Yankee News Bureau, the Cowles stations (KSO KRTN WMT WNAX), KDEA KGER KGFW KHJ KMA KMOX KMPK KNX KPA SKPRO KD KWR KTMS KSTP KUGA KXOK WAFF WBBM WBNS WCBI WCFL WCLR WHBF WICA WIND WING WIZE WIP WITH WJJD WJR WLA WLV WLSA WOL WOR WOW WVBN WBNK WBOC WOGP WMIS WMJ-1 WFMF WATC WSOY, the Mason-Dixon group, Ask Washington, Press Assn., Transradio, Washington News Bureau, Time on the Air.

### Brickhouse Break

HONOR of being the first radio announcer ever to address a national political convention goes to Jack Brickhouse, WGN-Multiple announcer, who read a Press Association bulletin anent the attempted assassination of Hitler, to the conventioners July 20 at the Chicago Stadium.

### Mrs. Kuhn to GOP

MRS. IRENE KUHN has taken a leave of absence as assistant director of information at NBC to become associate director of publicity for the Republican Presidential campaign, according to Herbert Brownell Jr., chairman of the Republican National Committee.

### Tenth Anniversary

WOMEN'S National Radio Committee will confer its annual radio awards Oct. 27 at a dinner at the Waldorf-Astoria Hotel, New York, marking the committee's 10th anniversary. In addition to honoring the best programs of the past year, Committee will salute the networks for their war coverage, and will make special awards for those programs which have consistently scored as winners, or received honorable mention from the Committee during the past decade, Mme. Yolanda Merlo-Iron, is founder and chairman of the committee.

### Money Show for Pearce

DR. PEPPER Co., Dallas, for the summer only and effective Aug. 6 will replace Al Pearce in Fun Valley on the full Blue network Sun., 4-4:30 p.m. with Darts for Dough. Contestants are quizzed by Orville Anderson, originator and m.c. of the program—then toss darts in an effort to win the jackpot or smaller sums represented on the dart board. Agency is Trace-Locke Co., Dallas.

### Do You REALLY NEED TWO HEADS?

Maybe, if you have to debate with yourself. But there's no debate about picking California's third market. It's easy to see that this rich Beeline area composed of 41 counties with a population of 1,561,254 and with retail sales of $21/2 billion offers the best road to Central California and Western Nevada.

### What is The Beeline

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

See McClatchy Beeline rate listing first under California in Standard Rate and Data.
RADIO stations last week received a memorandum from John D. Hymes, Deputy Chief of the OWI Domestic Radio Bureau, regarding the placing of paid advertising for WAC recruiting in newspapers by the War Dept. (see story on page 12). Following the receipt of this memorandum, a statement of Policy was issued by George P. Ludlam, chief of the Bureau, to clarify OWI policy with respect to future WAC radio allocations. Leonard A. Avery, chairman of Broadcast Advertising, also addressed letters to all stations asking for specific data to form the basis for a presentation by the bread-and-butter advertising program and WAC recruiting advertising for radio.

The memorandum received by stations from Mr. Hymes follows:

Several War Dept. has decided to spend their advertising appropriation for the first time in years on OWI money. In the first four months of this year by buying newspaper space exclusively for OWI programs of the OWI Domestic Radio Bureau. The WAC recruiting space will be made available for this purpose in the media and that radio facilities which have always been voluntarily contributed should now be used for the benefit of the WAC recruitment campaign which do not have the local support of financial support. Accordingly, we do not anticipate scheduling any OWI advertising in WAC recruiting campaigns of the OWI Domestic Radio Bureau. Only in extreme local or national -- for this purpose.

Local Army PIOs will undoubtedly approach you and request time for your own station programs and announcements for the WAC recruiting campaign. It is our understanding that all activities in this campaign will be accompanied by a local station's receiving slots. When OWI programs are scheduled, the local station's receiving slots are required in OWI and Washington, D.C. do not plan to submit. Volunteers will take over this mission or other government programs. The local station's receiving slots, will continue to do so in the future.

Text of the letter sent by Mr. Avery follows:

Having learned that the War Department, OWI has scheduled approximately $10,000,000 for WAC recruiting advertising during the current fiscal year, NAB has prepared a representation to both the War Department and Young & Rubicam, Inc., asking for a share of this funds spent for broad advertising. This a way in which NAB could have a share of this funds spent for broad advertising. This is an idea which NAB has an interest in the WAC recruiting campaign and will continue to do so in the future.

WQRX GROSS INCOME UP 55½% JAN-JUNE

With a 55½% increase in gross income over that of the first half of this year last year, according to Hugh Kendall Boice, vice-president in charge of sales, motion picture and television company advertising has increased sharply, the station handling fourteen accounts in this field in 1944 as against four in the same period in 1943, the station reports.

Out of the 60 new accounts acquired, January-June this year, according to WQRX, six are new to the records of Thibaut Inc. (walters); Albert Frank-Guen- thner Law Inc. (advertising agency); E. P. Dunkin Co. (book and record); Ludwig Baumann & Co. (record store), and Eagle Fencil Co. and Seaford Wollet Inc. (men's toiletries).

Advertisers affected by the station's ban on singing commercials (BROADCASTING, April 3) have published their contracts as permitted by the station, and renewed, using "live" announcements without singing accompaniment.

Texts of OWI Statements and Letter Sent by NAB . . .

Mr. Ludlam's statement follows:

The view of current interest in the matter throughout the industry it seems apparent to express the position of the OWI Domestic Radio Bureau in regard to the use of donated newspaper space by the Bureau in behalf of the Army WAC recruitment campaign.

The Bureau does not feel that it can fairly ask radio stations to contribute to a campaign with which newspaper space is concurrently being purchased. A letter has been sent to the Station Relations Division to the war departments of managers of cooperating stations advising them of this decision and explaining that they will, therefore, not be asked to run WAC announcements. The same memorandum goes on to make it clear that industry managers of their own discretion are entirely free, as always, to run the support of local public relations officers, if such action is helpful and desirable.

The fact is under the circumstances the Domestic Radio Bureau does not consider the Station Announcement plan does not necessarily mean that the plan will not be carried on other facilities of the radio bureau. The WAC campaign, as is the case with all government advertising programs, has always been allocated space in the newspapers to be used if possible. This is to keep the public informed of justly and fairly governed the assignment of facilities to any campaign and will continue to do so in the future.

Text of the letter sent by Mr. Avery follows:

Having learned that the War Department has appropriated $10,000,000 for WAC recruiting advertising during the current fiscal year, NAB has prepared a representation to the War Department and Young & Rubicam, Inc., asking for a share of these funds spent for broad advertising. This is an idea which NAB has an interest in the WAC recruiting campaign and will continue to do so in the future.

FCC Grants New Locals For Dublin and Pasadena

WCHS

Charleston, W. Va.

If you buy or plan advertising for Iowa, you need THE 1943 IOWA RADIO AUDIENCE SURVEY

gives you detailed analysis of "listening areas" of every Iowa station programs that appeal to urban, village, and form families, and listening habits. Illustrated with pictures for quick and easy reading. You can get a copy free by writing to CENTRAL BROADCASTING CO.

912 Walnut St., Des Moines, Iowa

580 kc. FREQUENCY and peak soil conductivity give WIBW the "most -worn heard" station in Kansas and adjoining states.

Page 64 • July 24, 1944
OWI Halts Radio Aid to WACs
(Continued from page 12)

tion to the use of paid advertising in any media for war campaigns, OWI being of the opinion that no advertising coverage can be obtained through voluntary cooperation. It has reason to believe that no network would accept Government advertising and that more than 100 of the larger stations would not take Government money.

OWI's policy regarding Government paid advertising was forcefully stated by its director, Elmer Davis, in a letter to chairman A. E. Allyn, Jr., of the Bankhead Bill to appropriate $15,000,000 for War Bond advertising in small newspapers before Congress last fall. Mr. Davis objected to the principle of Government subsidies of advertising in one media as both unfair and impracticable and saw a danger to independence of all forms of control of advertising which might result from such legislation.

The Bankhead Bill, passed by the Senate but subsequently shelved by the House, was also opposed by OWI in hearings before the Senator from New York, C. E. McFadden, the War Advertising Council and the NAB. Testifying last October before the Senate banking and Currency Committee, OWI secretary-treasurer, submitted the NAB Board action of June 3, 1943 opposing advertising subsidies but calling for no control of advertising against radio should legislation be adopted.

OWI's action on WAC recruiting is consistent with policies laid down previously in connection with both Government and commercial advertising for recruiting war workers. Last spring the Radio Bureau advised its regional station relations offices that it should not request stations to give time for recruiting workers for food processing plants as long as programs in their localities featured advertising for such recruitment in other media only [Broadcasting, April 10].

Earlier, the OWI Radio Bureau registered strenuous objection with the Railway Retirement Board for buying newspaper advertising and at the same time requesting free radio time for recruiting railroad workers. As a result of this representation, RRB made changes in its advertising budget permitting it to buy radio time and agreed to use radio promotion exclusively or in proportion to expenditure by other media [Broadcasting, March 6].

Record Income Is Noted In Year by Farnsworth

FARNSWORTH TELEVISION & Radio Corp., for the fiscal year ended April 30, had the largest gross income in the company's history, according to the annual report. Gross income, sales, royalties and license fees totaled $35,806,797, as compared with $26,383,301 for the preceding 12 months, while net sales amounted to $33,893,420 as against $19,659,387 for the previous year, the report states.

E. A. Nicholas, president, stated that the company, which acquired WGL Fort Wayne recently, would add both television and FM stations later, subject to FCC approval. Noting the large number of applications received from responsible distributors and dealers, Mr. Nicholas attributes this to the fact that "the company has continued to advertise its products effectively during the war."

Aluminum Eased

UNDER THE WPB order issued July 15, use of aluminum, as far as the radio industry is concerned, was specifically permitted for manufacture of "commercial radio equipment and all wire communications equipment, but only where aluminum, copper or copper base alloy was used in commercial production in the United States during 1939, 1940 or 1941. The above partial restriction on the use of aluminum does not apply to electronic equipment, as defined in Order L-266."

As far as manufacture of electronic equipment is concerned, the definition in limitation order 265 still holds.

MRS. RAYMOND CLAPPER, WGN and Mutual commentator, has just completed a film to be released for distribution shortly titled "Women and Peace" in which she interviews Ruth Bryan Rhode, former minister to Norway and daughter of William Jennings Bryan. The CBS Station for a million people in 22 counties of 3 states... the heart of the Textile South.

WSPA 5000 Watts Day 1000 Watts Night 950 kc. Spartanburg, S. C. CBS Represented by Hollinger

CHNS The Key Station of the Maritimes

Is your first choice for broadcast results in Halifax and the Maritimes. Ask your local dealers.

or JOE WOOD

550 Madison Ave.
New York
Democratic Platform Ignores Radio
(Continued from page 11)

CIO News that his wife has been named a member of the National Political Action Committee of the CIO, brr. Durr is vice-chairman of the National Committee to abolish the Poll Tax.

The Committee recently issued a handbook to CIO unions, to guide them in obtaining radio time and in the best methods of presenting the Union's case.

In a recent statement, the vice-presidential nominee said: "Radio has made the United States one great auditorium. In no other way can we instantly talk to all of this nation's 130 million. To safeguard our basic democratic principles, radio must be made available to all and not hurt to the commercial stations. Then the ancient demagogues of the Old World will find no place in our way of life."

As a radio orator, Sen. Truman is practically an unknown. He will be pitted against Gov. Bricker, the Republican Vice-Presidential nominee in the radio campaign ahead. Gov. Bricker, while not on a par with the Presidential candidate, Dewey, nevertheless is a forceful and vigorous speaker, with great stamina.

WAJR Seeks FM Net, Others File

APPLICATIONS were received by the FCC last week for two new standard local stations, two commercial television outlets, four FM stations, and one noncommercial educational stations.

Licensee of WAJR Morgantown, W. Va., West Virginia Radio Corp., is applicant for a new FM outlet in Morgantown, to be supplemented by satellite stations—one in Pittsburgh and one in Wheeling. Cost for the project is set at $218,200.


New standard local stations are sought by Central Valleys Broadcasting Co., Sacramento, Calif., and Loys Maraden Hawley of Conway, S. C. Mr. Hawley, manager of a local theatre chain, is remote engineer and maintenance man for WOLS Florence, S. C.

An experimental FM outlet is sought by William Winston-Salem, N. C. Application was returned as incomplete. Educational noncommercial stations are requested by the Western Illinois St. Teachers College, Mattoon, Ill.; U. of Kansas, Lawrence, Kan.; and County of Ventura, Super.

The Democratic platform carried a $50,000 plank dealing with communications. It reads: "We believe in the world right of all men to write, send and publish news at uniform communication rates and without interference by governmental or private monopoly and that right should be protected by treaty."

This plank was regarded as ambiguous and not near as far-reaching as the forthright expression in the Republican platform.

While members of the Demo- cratic Resolutions Committee imported to adopt a free radio plank, no radio spokesmen appeared in person at the opening hearing, and it is likely to the commercial stations, the plank was regarded as "mankind believes in the four freedoms" was recognition of a "free radio".

Co-Op Disc Series

KERMIT-RAYMOND Radio Pro- ductions, New York, is producing a new series of half-hour programs titled This Is Hollywood, featuring John Reed King as announcer and Enric Madriguera and 20-piece orchestra. Hollywood stars as guest artists, a movie gossip spot and dramatized commercials. of the old time movies. Quality Bakers of America, cooperative bakery or- ganization, is the first sponsor of the program, which will be available to other advertisers in areas where it is not sponsored by QBA members. Prepared with the cooperation of Motion Picture Maga- zine, series is directed by Ray Green.

Walker Heads WFCI

WALLACE A. WALKER, former general manager of WJHP Jack- sonville, Fla., has been appointed general manager of the station, which is of tucket-Providence. He has been with C. E. Hooper Inc. and MBS in New York. Also joining WFCI is Harry Moreland as program di- rector. Mr. Moreland had previously been program director at WJHP and had been at WROL Knoxville and WDOD Chattanooga.

Harold Hadden, supervisor of master control studio operations of WOR New York, will sort out technical assignments and coordinate all operations between the station and WABD, the DuMont television sta- tion, in connection with the WOR video varieties program. C. E. Hooper replaces Barney Boyd, who has been transferred from the engineering de- partment to traffic manager of the program department.

intendent of County Schools, Ven- tura, Cal.

Facilities applied for and estimated costs of FM outlets, where given, may be found in Actions of the FCC on page 68.
FROM THEIR BOOTH above the platform at Chicago Stadium, these
executives and news personnel of Mutual covered sessions of the Demo-
cratic National Convention last week. Front row (t o r): G. William
Lang, WGN Chicago chief engineer, who supervised network's technical
details; Jack Brickhouse, WGN-Mutual announcer; Leo Chere, net-
work commentator; Frank P. Schreiber, WGN general manager. Back-
ground (I to r): Robert Sibold and Jay Freese, WGN engineers; Mrs.
Raymond Clapper, who made her network debut as a Mutual commen-
tator at the Republican Convention; Dale O'Brien, WGN publicity di-
rector; and Walter Compton, WOL-Mutual commentator.

CONVENTION UPSETS PROGRAMS

Committee Deadlocks Bring Changes in Network
Plans During Chicago Excitement

Democratic Committee Radio Di-
rector, advised the networks there
would be nothing important until
2 p.m. The networks remained
on the air, however, until 1:30 p.m.
At 2, when there was no news
from the deadlock committees,
some of the networks used fill-in
interviews and commentaries. Others
carried regular programs.

At 2:45 the networks returned
to the air with proceedings. By
unanimous vote the convention
had frozen its schedule which called for
reports of the committees ahead
of nominations. When it appeared
that the committees would not re-
port for some time, the convention
by unanimous consent agreed to
suspend the order of business and
wait for nominations. Pres-
ident Roosevelt and Sen. Byrd of
Virginia, anti-new dealer, were
nominated.

As the voting ended, the commit-
teep reports arrived. There
were amendments to both but the reports
were defeated. It was nearly 7 p.m.
before the convention finally ad-
ed five-page platform, couched in
generalized language through-
out. At 7 p.m. the convention ad-
journed until 8:30 p.m.

Networks remained plugged in
on proceedings until 7, then re-
turned to the air at 9 and remained
with summaries of the day's
events following adjournments at
11 p.m.

Changes in Thursday's schedule
affected the networks and radio sub-
stantially in lost revenue.

Duffy's to NBC

BRIristol-MYERS Co., New York
of Duffy's Tavern on the Blue
since October 1942 for Sal Hepa-
tics and Minit Rub, will shift
the program to NBC Friday, 8:30-9
p.m. when it is resumed Sept. 15.
Reason for the switch is said to be
due to demands from the Tuesday,
8:30-9 p.m. spot on the Blue. Bris-
tol-Myers is currently sponsoring
Nit Wit Court as a summer re-
placement on the Blue.

NAB, Journalism Assn.
Survey Manpower Needs

CALCULATION of the personal
needs of radio newsmen for stu-
dents trained in radio journalism
was undertaken last week by the American Assn. of Schools and De-
partments of Journalism in co-
operation with the NAB which mailed
from its Washington headquarters
a manpower survey questionnaire
prepared by the AASDJ. Replies
will be returned to Professor R.
W. Beckman, journalism depart-
ment, Iowa State College, Ames,
Ia., who will compile the returns
with the assistance of the radio
news committee of NAB whose
chairman is Karl Koepfer, vice-
president of KMBK Kansas City.

Questionnaire, which is in a
streamlined form, contains a
return postcard for answers to the
several questions among which
number of fulltime personnel, un-
known to women would be used for
radio broadcasting, how many employees
could be used if qualified, and how
many persons actually broadcast
news.

Religious Meeting

A RELIGIOUS radio workshop
will be held July 24-31 at Tower
Hill, Sawyer, Mich., as part of the
Middle East Annual Leadership
Training Conference of the Pres-
byterian Church. Rev. Everett C.
Parker, assistant to the manager
of NBC's public service depart-
ment will act as chairman of the radio
conferences. Speakers will include:
Judith Waller; managing editor,
NBC public service department, cen-
tral division; Rev. James Flint, chair-
man, Congregational - Christian
Churches Radio Committee. J. H.
Hazel Kenyon Markel, USNR, Ra-
dio Section, Office of Public Re-
adviser, Chicago Daily News; and
Elinor Inman, CBS director of religious
programs.

WGN Design Contest

RULES for a $10,000 cash prize
contest for the design of a studio
theatre were announced last week
by WGN Chicago, Mutual outlet.

The booklet containing the rules
will be mailed to all who apply.
Prospective contestants are re-
minded that all types of radio
broadcasting presentations, in-
cluding AM and FM programs as
well as television will be produced
in the new theatre, which will be
housed in a projected building of
12 or more stories. Deadline for
acceptance of applications for the
contest is Dec. 15. Contest is open to all
employees of WGN and the Tribune,
and their families.

Hubbell Resigns

FREDERICK L. KUGEL, publisher
of Television magazine, has taken over
the duties of editor, succeeding Rich-
ard W. Hubbell, who has resigned
to devote fulltime to television produc-
tion and consultation for private
firms.

SYLVANIA ELECTRIC Products,
New York, has appointed Newell-
Emmett Co., New York, to handle
advertising for all products includ-
ing both the lamp and radio division,
effective September 15. Advertising
will continue as it is for the present,
according to Paul S. Ellison, advertising
and sales promotion manager.
Tentative Calendar

KMLB Monroes, La.—CP 1400 kc 1 kw unlimited D.A.-N (concluded hearing set 7/18).

KNOE Inc., Monroe, La.—CP and MP to same type of station for change of station location and for approval of antenna and transmission equipment. Conditional hearing set for 7/24.

KVOE Santa Ana, Cal.—CP 1480 kc 1 kw unlimited D.A./N.


Washington Broadcasting Co., Ann Arbor, Mich.—CP 1050 kc 1 kw and 250 w D (set re above).

Voice of Alabama Inc., Birmingham, Ala.—Conditional CP, F.B.I.

WFPM Indianapolis—Same.

Board of Education of City of Atlanta, Ga.—Placed in pending file for application for new noncommercial educational station.

Board of Education of School District of City of Dayton, Ohio—Same.

WABJ Bangor, Me.—Granted motion to continue application for license 7/23. Conditional hearing set for 7/24.

WGV New York—Granted motion of McHenry and Meyer for order to take deposits in hearing on transfer.

WILD West Point, Ga.—Conditional CP (incomplete) for new commercial station, conditional extension completion date from 7/15 to Aug. 18.

KDKO Sedalia, Mo.—Granted license renewal.


Harold H. Thomas for CP new standard station.

Harold H. Thomas, Durham, N. C.—Same renewal.

KERV Sherman, Tex.—Granted request to waive Commission rules to permit sham hearing.

To announce identification as "KERV" (incomplete). (action taken 7/14)

WGN Chicago—Conditional CP for new standard station.

KQVO San Francisco—CP new standard station.

WQBC Yonkers—Misc.—Granted CP change 1990 kc to 1490 kc, change 1 kw D to 2 kw, 5 kw D unlimited.

WDSU New Orleans—Adopted order granting amended application for renewal.

WGBH Boston—Conditional for noncommercial station, granted application as amended; amended application for new noncommercial station.

WGBP New York, Va.—Denied request that double-antenna facility and elimination of dual transmitters be granted.

To announce identification as "Newport News and Norfolk".

WIKS Lansing—Motion to transfer.

WILX Battle Creek—Granted transfer control from Lawrence J. Heller, Agnes W. Heller, and their associates for unlimited.

Hereford Times—Conditional CP for new noncommercial educational station.

KQWO Billings, Mont.—Conditional CP for new noncommercial educational station.

KQXO Dubuque, Iowa—Conditional CP for new noncommercial educational station.

KWJO Rapid City, S. D.—Conditional CP for new noncommercial educational station.

KWQM Provo, Utah—Conditional CP for new noncommercial educational station.

Consulting Engineers

HENRICKS, BURTON 
60 Broad St., New York 6, N. Y.

Consulting Engineer

R. B. BURKE
321 E. Gregory Boulevard, Kansas City, Mo.

ROSS, F. T.
1440 W. Texas Ave., Dallas, Tex.

Consulting Engineers

DON L. SMITH
1440 W. Texas Ave., Dallas, Tex.

Consulting Engineers

D. E. SMITH
1440 W. Texas Ave., Dallas, Tex.

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Help Wanted

Program writer and producer wanted by a Western Network station. Must have local and national background, be capable of doing a good programming job with transcription and transmission libraries, be familiar with all aspects of programming facilities which are at the disposal of a local station, think along the lines of a good salesman and well paid job open. Give full details in first letter. Box 460, BROADCASTING.

Chief Engineer Needed. Excellent opportunity as station has plans for expansion. Write KUCB, Enid, Oklah. Experienced studio director and announcer. Three years' experience, good salary. Write KFAC, Fort Worth, Texas.

Announcer-Operator wanted. Must have program writer and voice qualities. Station available for dramatic connection with WJAC, Johnstown, Pennsylvania. Also wants Program writer and Director. Address Box 477, BROADCASTING.

Wanted—First or second class engineer, 250 watt NBC affiliate. Permanent position to right party. WJAC, Johnstown, Pennsylvania. 250 watt CBS affiliate in South Texas has opportunity for second or first class engineer. Salary and bonus arrangement to enable a "plugger" to make some money. KGHS, Hartlingen, Texas.

Wanted: Experienced announcer, sober and dependable. State experience and draft status. Write WEFM, Wauwatosa, Wisconsin.

Network station in eastern city looking for program director, details in application. Will pay well for a man who can show he has a business mind. Station is small permissive of good ideas. Must be able to manage a large staff and be familiar with the programming of this advertisement. Box 487 BROADCASTING.

1 KW CBS affiliate, wants second class engineer. This station wants engineering and sales continuity staff of 6-8 people. Job offers possibilities to the right man. Write WABC, New York City.


Washington Engineering Firm needs draftsman and a qualified radio engineer. Must be good, State or Local license for drafts classification. Box 209, BROADCASTING.

Situations Wanted

Chief Engineer is seeking permanent connection with program director. Has had definite post war plans. State of station unimportant if responsibility and remuneration adequate. Box 464, BROADCASTING.

Continuity Editor at Midwest network station available for dramatic or script writing. Box 444, BROADCASTING.

Station or sales manager immediately available for station in large city. Excellent experience, excellent record and references. Box 468, BROADCASTING.

Agricultural radio copywriter, producing commercials for stations, both AM and FM. Thirty stations, available free lance. Write your needs. Box 476, BROADCASTING.
WPB Plans Leave Radio Unaffected

Reconversion Problem Expected to Cause Little Delay

AUTHORIZATION by the War Production Board permitting immediate preparations for limited reconversion of industry will have little effect on prospects for early civilian production of radio sets or broadcast equipment, it developed last week following the issuance of the WPB of a schedule of orders partially relaxing present restrictions.

Heavy demands upon the military for radio and electronics equipment will prevent any diversion of manpower or materials for civilian production for some time to come or at least until the European phase of the war is ended, according to John Creutz, chief of the Domestic and Foreign Branch of the Radio and Radar Division. He pointed out that the WPB are running considerably behind schedule.

No Delay Seen

With the conclusion of the war in Europe a partial resumption of civilian production can be expected and the radio manufacturing industry will be in the fortunate position of being prepared to proceed with a minimum of delay, declared Mr. Creutz.

Chief reason for this, he pointed out, is that a year will be able to complete a speedy conversion of at least part of the industry. The WPB order to be issued July 29 permitting purchase of machine tools for civilian production, while being of great importance to the automobile and other heavy industries, will be less needed by radio manufacturers. A similar is the production of some military equipment to civilian sets that in many cases it will be simply a matter of changing cabinets or consoles or using one type of tube in place of another.

As far as broadcasting equipment is concerned the industry will be in a position to convert quite readily.

But there are other problems which face the industry and which need to be dealt with soon if post-war or post-European war production is to avoid confusion and possible chaos. Principal among these are (1) determination of frequency allocations governing FM receiver and transmitter production, (2) disposal of surplus war equipment, (3) industry stockpiles of component parts.

One can hardly talk about post-war radio production today without involving FM. Many of the largest manufacturers expect to devote a substantial part of their facilities to making FM sets. Some of them have already acquired considerable experience in turning out such sets for the military, especially the latest type of walkie-talkie. They are prepared on a moment's notice to go into production.

The FCC has now more than 200 applications for construction permits for FM stations which will be considered as soon as equipment is available. Manufacturers will be able to begin producing this equipment in short order when WPB gives the word and technical problems regarding allocations of frequencies are worked out.

But before manufacturers can proceed with FM sets they must know what band in the radio spectrum is to be assigned to broadcasting in this realm. This is one of the problems the Radio Technical Planning Board is now considering. It is a problem involving a variety of opinions and is said to call for more knowledge than is now available.

The surplus war equipment problem is one of the most serious confronting the radio manufacturing industry and, unless proper safeguards are involved, might cause endless confusion. The possible effects of dumping hundreds of thousands of walkie-talkies and other receiving and transmitting sets on the market, it is felt, should be weighed carefully.

All that has been done officially thus far regarding surplus disposal is the preparation of a memorandum by a subcommittee of the FCC which calls the Commission's attention to various aspects of the problem. It is expected that the Commission will soon meet to consider the matter and decide on a course of action.

Danger of Interference

Principal danger resulting from uncontrolled disposal of surplus communications equipment would be the interference which use of portable transmitters would cause. It is likely that steps will be taken either to prevent sale of such equipment to individuals or to issue a warning to the public that licenses must be obtained from the FCC to operate the transmitters.

The Defense Supplies Corp., a subsidiary of the Reconstruction Finance Corp., which will handle military surplus disposals in the radio-electronics field, is believed to favor turning back surplus items to manufacturers rather than to jobbers or other outlets. It is expected that this subject will be discussed when the Industry Advisory Committee meets Aug. 15 with the WPB.

FCC is not represented on the advisory board of the Surplus Property Administrator although its regulation over radio is analogous to that of the Civil Aeronautics Authority, which is represented, over aviation. An amendment to the executive order creating the SPA would be required to give FCC representation.

Equally, if not more, serious is the problem of industrial stockpiles of radio components which will con- front the industry when the regulatory period comes. The size of these stockpiles is believed to be so great that some quarters question whether there will be need for civilian production of new parts. Many of these parts, including tubes, condensers and resistors, can be readily used for civilian sets, engineers say.

Outlets for Surplus

Civilian production can absorb only a portion of the surplus equipment, however, and there will still remain enormous quantities on the market. It is hoped that new FM and television stations will utilize some of the remainder. Another outlet for this material is the development of electronic appliances in industry. In the meantime, the industry is looking to a huge postwar demand for radio sets which would expand production far beyond pre-war volume. Benjamin Abrams, president of the Emerson Radio & Phonograph Corp., estimated that post-war demands would require 25,000,000 sets and predicted that the manufacturing industry would expand into a $3,000,000,000 volume as compared to pre-war volume of $300,000,000 to $400,000,000.

At a meeting in New York last week with its eastern distributors the company outlined a plan where by consumers could be put on a "preference list" entitled them to postwar sets, with "preference de livery quota" certificates incurring no obligation to purchase.

Sterling Names Wilkins

BERNE W. WILKINS, former head of his own advertising agency, has been appointed radio and television director of Sterling Adv agency, New York. He is now planning radio and video programs for Gotham Silk Hosiery Co. and Morris W. Haft & Bros. Inc., New York, women's clothing manufacturer.

Lavin Leaves WDAY

BARNEY LAVIN, general manager of WDAY Fargo, N. D. has been granted a leave of absence to accept a commission as 2d Lieutenant in the Marine Corps. He reported to Quantico, Va. for training July 23. Lavin was appointed manager of the station in 1935, and for the past year he has been one of the directors-at-large of the NAB, representing medium size stations.

While making the announcement Mr. Lavin's leave of absence, Enri Reineke, president of WDAY, said that Jack Dunn, assistant manager will take over Mr. Lavin's duties. Tom Barnes will direct sales.

Mrs. Lavin and their son, Blake, will remain in Fargo.

KPHO to Blue

EFFECTIVE Aug. 15 KPHO Phoenix becomes affiliated with the Blue network as a member of the CBS network group, bringing the total number of Blue stations to 195. KPHO, owned by the Phoenix Broadcasting Inc., operated with daytime 250 w or 1230 ke.

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JACK BENNY, NBC comedian, has arrived in New Guinea with a group of entertainers to begin his service camps, according to an AD dispatch from Port Moresby.

"Say, Maw, Here's One Way of Saving Our B Battery!"
KRLD, DALLAS, TEXAS
31 MONTHS

KMBC, KANSAS CITY, MO.
26 MONTHS

Koin, Portland, Oregon
24 MONTHS

WTOP, Washington, D.C.
22 MONTHS

KGU, Honolulu, Hawaii
19 MONTHS

WADC, Akron, Ohio
19 MONTHS

WIZE, Springfield, Ohio
19 MONTHS

Wlok, Lima, Ohio
19 MONTHS

WHLD, Niagara Falls, N.Y.
18 MONTHS

KGHF, Pueblo, Colorado
15 MONTHS

WGBI, Scranton, PA.
14 MONTHS

WKBH, La Crosse, Wisc.
12 MONTHS

You are looking at one dozen reasons why you should be putting The Texas Rangers to work for you.

Taken from a list of over fifty current subscribers to The Texas Rangers transcribed library, these one dozen radio stations—large and small, and from all parts of the country—each have realized the commercial benefits of the Rangers for one year or more.

What better success story could a transcribed service such as The Texas Rangers have than long-life sponsorship? It can mean only one thing—unusual listener acceptance of this music with mass appeal, and thereby satisfied commercial following.

As just a thought—we are again entering into negotiations with national and regional advertisers for the season ahead to sponsor The Texas Rangers in markets throughout the country. With the library sold in each market on an exclusive basis, it is to be recommended that you tie up the franchise for your territory by writing or wiring immediately.

An Arthur B. Church Production

WRITE GEORGE E. HALLEY, PICKWICK HOTEL, KANSAS CITY 6, MO.
WEST COAST—BOB BRAUN, 202 N. Canon Drive, BEVERLY HILLS, CALIF.
LOOK DADDY! IT AIN'T EITHER MADE OUT OF GREEN CHEESE!

- Perched atop WKY's 915-foot antenna, Baby Snooks would still, of course, be unable to examine the composition of the moon to verify the customary explanation, but she would be a long way from the ground, nevertheless. WKY's new tower is one of the two highest in the Western Hemisphere and the sixth highest structure ever built by man in this half of the world.

This new tower, engineers say, will enlarge WKY's daytime service area considerably. As a unit of a new and unique antenna array for nighttime use with five times the present power, it will nearly double WKY's nighttime service area.

The great height of the tower will be put to use one day for the location of FM and Television antennas.

WKY's new transmission facilities, involving the investment of nearly a quarter-million dollars, is scheduled to go on the air in the near future. Meantime, WKY is covering more square miles of Oklahoma and being listened to by a far greater audience every morning, afternoon, and night than is any other Oklahoma City station. That makes WKY the best radio buy today; an even better buy tomorrow.