When you're checking markets to cultivate don't miss the boat by overlooking the Fort Industry Co. Stations. They are the key to success in seven important markets. Their management combines a knowledge of listener preferences and a co-operative skill that produces results!

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

WSPD, Toledo, Ohio—WWVA, Wheeling, West Va.—WAGA, Atlanta, Ga.—WFTL, Miami, Fla.—WMMN, Fairmont, West Va.—WLOK, Lima, Ohio—WHIZ, Zanesville, Ohio...
Wherever any major agricultural event is taking place in Midwest America, Art Page is there. Arthur C. Page is farm program director of WLS and conducts the daily "Dinnerbell Time" feature, a noon-hour "must" in most of the farm homes in this area. Art Page is one of radio's pioneer farm broadcasters. As an associate editor of Prairie Farmer, he was on the air over other Chicago stations in 1923—before WLS was founded. And since Prairie Farmer bought WLS in 1928, Art Page has conducted regular daily farm broadcasts.

Listeners depend upon Art for farm news and for cooperation with their own organizations: 4-H Club, Future Farmers, Farm Bureau, and such. He has been broadcasting to them and for them on WLS for so long, that listeners think of Art Page as a real friend and neighbor.

Here is another example of long-time association between a WLS personality and the Midwest radio audience. Listeners have confidence in our broadcasters and a loyalty toward the station—the kind of loyalty that makes true our slogan: WLS Gets Results!
JACK MATLACK

Winner of the Quigley Showmanship Award for 1943, was picked from 16,500 motion picture exhibitors as the one man contributing the most to the war effort.

Nora Martin, who got her start in radio at Station KGW, is shown with her new boss, Eddie Cantor, with whom she appeared on a KGW “620 Time” show recently.

Yes, KGW is proving constantly, and in many ways that public service programs CAN be interesting and entertaining. A case in point is the “620 Time” series, which salutes Portland war industries who have made records in war bond sales. Below, Nora Martin, Eddie Cantor and KGW orchestra, directed by Abe Bercovitz.

Another Portland girl, now a “big name” in radio and motion pictures, is Jane Powell, featured on KGW with Edgar Bergen and Charlie McCarthy. She sang on “620 Time” while in Portland in connection with the world premiere of her new picture, “Song of the Open Road.”
Illustrations show part of RCA's complete line of Faradon Condensers, extensively used in stations everywhere

BUY MORE WAR BONDS
IF so, it is one of the stations to which we have shipped Faradon Condensers during the past two years. RCA is mighty proud of the record number of these wartime orders which have been handled. It's a record made at a time when condensers of the type used by broadcast stations have been very hard to get for other than direct military use.

How was this record accomplished? By rebuilding units, by substituting condenser sizes and types. By rearranging schedules and by exhausting every possible stock of spare units.

Why did we do this? Because we had a peacetime reputation for helping our broadcast customers—a reputation RCA wanted to keep. We knew we wouldn't be able to fill broadcasters' orders for the shiny new things they would like to buy. But we could "keep them on the air"—and we have!

RCA Faradon Condensers have a reputation for durability, stamina and continuous service. Here is a quality product by prewar standards. Craftsmen, long experienced in the intricacies of condenser manufacture, supervise Faradon Condenser production. Postwar, a complete line of RCA Faradon Condensers will be available for every purpose.
When You Think of NEW ORLEANS...

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

AND

WWL
NEW ORLEANS

The Greatest Selling Power In The South's Greatest City

50,000 WATTS CLEAR CHANNEL

CBS AFFILIATE—REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.
WSIX PULLS AWAY FROM THE FIELD
Leads in Nashville All Day
From 8 A.M. to 6 P.M.
HOOPER LISTENING INDEX OCT. '43-MAY '44

MORNING INDEX

Station C

WSIX

25

Station B

30

Station C

40

Station B

Station C

WSIX

50

FROM 8 A.M. TO 12 NOON

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AFTERNOON INDEX

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The Blue Network

The Voice of Nashville

Mutual Broadcasting System

Represented by the Katz Agency

Broadcast Advertising
In a modern bomber there are some six dozen places where radio and electron tubes find vital use.

Many of these uses were made possible by Sylvania's development of special radio tubes. For example — there are Sylvania tubes small enough yet powerful enough to operate effectively on standard storage batteries without need of extra, weight-adding generators.

With much of our production now going into such all-important service, you can be sure of one thing about its quality.

Every unit produced is designed and built to just one standard—the highest anywhere known.

No-one is yet prepared to say how much the availability of rugged, lightweight radio and electron tubes will hasten the coming of the safe, light family plane.

But, obviously, wartime lessons in the possible uses of such tubes hold great promise for future developments.

Naturally, for such uses, only the highest and most dependable quality will do.

And they will represent a field in which you will have special reason to look for the Sylvania symbol as the mark of a single standard, and that the highest known. Sylvania Electric Products Inc., Executive Offices: 500 Fifth Avenue, New York 18, N. Y.
WNEW'S NEWS PLANS DID NOT STOP WITH THE INVASION

WNEW, Through The Vast Facilities Of The New York Daily News, Is Prepared To Continue First In War News Coverage

It seems only moments since we flashed the first word of "Invasion" to radio listeners. Now, on three fronts, the Armies of Liberation are smashing ever nearer to Berlin—closing in for the kill.

WNEW, through the great world-wide coverage of the New York Daily News, stands ready for the moment when all programs will stop for the flash—"Complete Surrender"!

None of us knows when it will come.

Meanwhile News Around The Clock, heard every hour on the half-hour, will continue to cover, twenty-four hours a day, all phases of world events—bringing to the American listening audience ALL THE NEWS, without comment, without prejudice, without a commercial message.

It cannot be bought.

Such public service programs are one of many reasons why more people listen to WNEW than to any other non-network station in the country.

WNEW
New York 22, New York

TEN THOUSAND WATTS—1130 ON THE DIAL—ON THE AIR TWENTY-FOUR HOURS A DAY
JOSEPH HEXTER, President, Columbia Baking Co., Atlanta

Says—"Spot broadcasting enables us to place our radio appropriation where and when it will do us the most good"

- That's getting it down to brass tacks, Mr. Hexter, and we especially appreciate those words from a man who "pays the bills". Thanks!
- Yes, spot broadcasting is the advertiser's medium—but that's not to imply any particular conflict with networks. Today a good many network advertisers also use "spot"—to bolster individual weak markets or exploit strong markets, to test new merchandising ideas, to plug seasonal advantages, etc. . . .
- Yes, spot broadcasting has many uses and functions. How about letting us suggest ways it can help with your advertising problems?
Radio May Get Slice of WAC Budget

Action Indicated
As War Dept. Steps In

ARoused by a storm of protests against exclusion of radio from current WAC advertising and the prospective loss of OWI support from the campaign, the War Dept. last week took steps toward allotment to radio of a share of its $5,000,000 budget for WAC recruiting.

Conferences were held last Thursday between John F. Reeder, vice-president of Young & Rubicam; Philip S. Broughton, public relations director for the agency, and high officials of the War Dept. Maj. Gen. Alexander D. Surles, director of the Bureau of Public Relations, is understood to have taken a hand in the situation.

OWI Plans In Balance
Young & Rubicam officials also conferred with the OWI regarding the Domestic Radio Bureau’s action in pulling WAC recruiting from its allocation schedules. It is expected that further conversations will be held soon with OWI, at which time the advertising agency will submit its media plans for the coming months for WAC advertising.

OWI has tentatively cancelled network program allocations and station announcements scheduled for the weeks of Aug. 23 and Sept. 4 but officials indicated they might still rescind that action if radio is included in future WAC advertising promotion. OWI’s overall media plans for recruiting women for various war capacities, it was learned, will be weighed against the $5,000,000 War Dept. budget for WAC advertising.

Prospects for inclusion of radio in coming WAC promotion also were brightened by replies received by the NAB to its survey of station policies respecting Government advertising. Returns tabulated as BROADCASTING went to press showed an overwhelming majority of stations favorable to acceptance of WAC advertising. Out of 312 returns, 277, more than 88%, said they would welcome such advertising, 33 stations would refuse, and two were undecided.

Half of the stations interested in WAC advertising offered quarter-hour periods five times a week, about a fifth had 16-minute periods available three times a week, and the remainder offered half-hour periods once a week, dramatized announcements or station breaks.

Lewis H. Avery, NAB Director of Broadcast Advertising, in charge of the survey, said the stations are submitting “excellent availabilities”, many of them offering the best morning hours, others morning hours, desirable desired morning and noon periods which reach large local audiences. When all returns have been received, Mr. Avery will submit the availabilities to Young & Rubicam.

The NAB survey returns are likely to play an important part in consideration of forthcoming WAC advertising. The information obtained on availabilities, it is understood, will go a long way toward the preparation of proposals to use radio effectively in the campaign.

In submitting their availabilities to NAB, more than 50 stations commented favorably on the OWI action in withdrawing allocations and expressed indignation over the exclusion of radio from the current WAC advertising.

Richmond Meeting
A number of stations which have been putting on elaborate programs at their own expense in support of WAC recruiting stated they are hesitating about continuing these programs in view of the War Dept. handling of the WAC advertising.

At a meeting of 10 eastern and southern CBS affiliates in Richmond a resolution was passed unanimously urging that measures be taken “to correct the situation.” The resolution declared:

“It is the sense of this group of broadcasting stations that unfair reactions may result from the action taken by the WAC recruiting division advertising campaign; that this group feels radio is thereby severely rebuffed and that measures should be taken to correct the situation without delay and that this resolution be immediately communicated to the NAB”.

Large and small stations alike joined in endorsing the NAB stand on WAC advertising and newspaper-owned stations were as willing to sell time as others. Several groups of newspaper stations were emphatic in their affirmative response to the NAB question, saying they would gladly take WAC advertising.

NABET Reopens NBC, Blue Contracts

Will Ask Jurisdiction On Platter Turning In New Pacts

NATIONAL Assn. of Broadcast Engineers & Technicians (NABET) last week served notice on NBC and Blue that it is terminating its contracts with both networks in 30 days and asked that negotiations be started immediately for new contracts to cover all network-owned stations.

NABET’s present contract expires Aug. 31.

NABET will ask that its new contracts guarantee jurisdiction over platter turning at all stations served by its technicians, including WENR and WMAQ in Chicago where James C. Petrillo, president of the American Federation of Musicians, now has control over record turners. The technicians have filed proceedings with the National Labor Relations Board charging the networks with violating contracts entered into with NABET in 1943 which allegedly covers jurisdiction over platter turners at Chicago.

NABET will attempt to settle the platter turning issue in Chicago in negotiating its new contracts but should the networks refuse its demands it will push its case through the NLRB where it amends its unfair labor practice charge against the networks last month to include discrimination in favor of AFM and refusal to bargain [BROADCASTING, June 19]. NABET claims that an exception it granted four years ago permitting musicians to handle platter turners at Chicago was later withdrawn but that the networks continued to give this jurisdiction to AFM.

Should the networks accede to the NABET demands, Mr. Petrillo’s hold over platter turning in Chicago, which has been his springboard for penetration in the entire broadcasting industry, will be virtually broken.

The AFM leader’s efforts to force additional musicians to turn records at WJJD, now owned by Marshall Field, were resisted by the station. A decision in this case is expected soon by the Chicago Regional Labor Board.

Victory for NABET on platter turning jurisdiction in Chicago would likely put an end, for some time at least, to the elaborate plans of Mr. Petrillo to take away control of turntable operations from NABET technicians. The union threatened a strike at all NBC and Blue owned stations when Mr. Petrillo attempted to invade their jurisdiction, resulting in a WLB order maintaining the status quo [BROADCASTING, May 8, 15, 22, 29, June 5]. NABET is prepared to strike if and when such an effort is repeated.

In addition to platter turning during the current Labor Day NABET will ask that its new contracts include the maximum increase in wages permitted under the “Little Steel” formula. A straight 8-hour day will also be demanded, with time and a half for overtime.

NABET’s letter to NBC and Blue regarding termination of contract, signed by Allan T. Powley, president, dated July 26, follows:

On behalf of the National Association of Broadcast Engineers and Technicians, I hereby give you this letter a thirty (30) day written notice terminating our contract with you as of thirty (30) days after the service of this notice upon you as provided by Section 9, paragraph 9.2.1.

This thirty (30) day written notice of the termination of our contract dated June 1, 1945, is being sent to you by “Registered Mail—Return Receipt Requested”, and the contract shall take effect on the thirtieth (30) days after receipt of this letter by you.

Accordingly, we desire to immediately begin negotiations for the signing of a new contract and we await your pleasure in this regard. We shall be in New York, at which time we can begin bargaining negotiations.

July 31, 1944  Page 11
Borden Picks Wynn

BORDEN Co., sales division, New York, will sponsor Ed Wynn, comedian, in "Happy Island," a half-hour musical variety program, on the full blue network, Friday, 7:30-8 p.m., starting Sept. 9.

Program will open with special gags placed by Palmolive-Peet Co., Jersey City, for Blondie, which Oct. 22 shifts back to CBS, Sunday, 8-8:30 p.m., competing for Supersuds. Format and supporting talent for the Ed Wynn show to be aired in behalf of various network products, will be kept lined up last week. Borden continues Fannie Hurst on the Blue, Saturday, 7-8 p.m., and for Supersuds Agency is Young & Rubicam, New York. Supersuds agency is William Esty & Co., New York.

Sunday, will shift Sept. 17 to the 12:30-1 p.m. period. Program is sponsored on the MBS-Don Lee Network in the 12:30-1 p.m. spot and will thus be heard on the full Mutual network at that hour, provided time clearances go through as ordered by the sponsor, through Gotham Adv., New York.

Gospel Broadcasting Ass'n, which sponsors Old Fashioned Revival on about 200 MBS stations Sunday, 7-8 p.m. as a continuation of the 12 Noon period now occupied by a sustainer, Northwestern U's Reviewing Stand, at the same time dropping to a half-hour program. Agency is R. H. Alber Co., Los Angeles. With these shifts, Mutual will have a total of three and one-half hours of sponsored religious programs in the period between 9 a.m. and 1 p.m.

Gospel Broadcasting Ass'n. discontinued May 14 its other Mutual program The Pilgrim Hour on over 200 MBS stations, Sunday 2-2:30 p.m.

Radio to Get Biggest Single Item of GOP Campaign Fund

Radio will be given the "biggest single expenditure" of the forthcoming Republican national campaign advertising fund, according to Henry R. Turnbull, Radio Director, in a letter to Wells (Ted) Church, who shares with Mr. Turnbull the task of setting up radio schedules (see respects sketch page 34).

Coincident with disclosure that the "biggest single expenditure" of the $3,000,000 GOP campaign fund, limited to that figure by the Hatch Clean Politics Act, would go to radio, preliminary bids at $20,000,000 for radio covering the Republican and Democratic Conventions in Chicago. That figure is based on estimates of the major networks and 60-odd stations that sent correspondents and commentators to the conclaves. It includes revenue lost from canceled commercials, rebates to talent and air-time for free.

Although radio's allocation of the GOP fund will not be announced for a week or 10 days, plans are to begin broadcasting in mid-August and increase schedules as the campaign progresses. The Republicans will go in heavy for spot time as well as network time, with most of the spot business to be placed by State committees.

Already in preparation for distribution to local, county and state groups is a spot package to contain a radio manual, scripts, recordings and program plugs. New material from the National Committee will supplement the package each week.

Writers are being recruited from network and station newsmen and from the advertising industry. Most of them will operate on a paid basis under the supervision of Ford Bond who, himself, is contributing his services. Mr. Church will coordinate the nationwide schedules, while Mr. Turnbull is expected to devote much of his time to full-coverage buying.

50% Spent on Radio

By General Mills

Company Sold on Medium and Is Interested in Video

GENERAL MILLS, Minneapolis, a manufacturer of radio, at its second annual trade press and newspaper conference in New York last week, announced that the company had established a new sales record for the fiscal year ending May 31, with a full volume of $281,286,512, for the fiscal year ending May 31.

Report was presented by James F. Bell, chairman of the board, with Edward H. McCaffrey, special presentation, with a discussion of the company's expansion into the development of non-foods use of agricultural products such as the soybean and, as soon as wartime production commitments would allow, into the household appliance field, the latter stemming from the company's precision instrument work, largely in development.

Bright for Media

In a lighter vein, Bruce Barton, president, BBDO, New York, one of the General Mills agencies, pointed out at the close of the meeting that with companies entering into expanded uses of the piece work looked bright for the advertising agencies and the various media—newspapers, magazines and radio.

Advertising expenditures did not enter into the general discussion, but a representative of General Mills told BROADCASTING the company has "other plans" and that over what 50% of the advertising budget was now allocated to this medium. It also learned discussions were in progress last week regarding the expansion of General Mills into the television field. The company, it was said, was interested in helping establish television as a commercial industry.

Full-Hour Serial Plan

Augurs Well for Video

GENERAL MILLS, Minneapolis, one-hour block of daytime serials on NBC network—Today's Children, Guiding Light, Woman in White, Hymn of All Churches—has proven successful not only from a studio audience full-hour presentation, with programs introduced by an m.c. but also a television production. Authorees Irna Phillips and Producers Guild Bert bullpen have reported helpful hints from audience reaction to shadings of plot and character.

Question whether or not housewives would be able to take time out to watch favorite serials on a network, has been set at 10 p.m. with a capacity audience (total of more than 15,000 throughout series) in NBC's Chicago Studio into which the do reportage, in the studio audience. Bell voted on the daily serials would arrange her schedule of housework to coincide with broadcasts. Accuracy turned in a better performance with stimulation of studio audience.
Separate Hearings Needed, States
Durr Dissent

UNLESS specific instructions are forthcoming from Congress, the FCC feels it is its function to approve sales of broadcast stations, irrespective of whether the parties involved are "inordinately high," FCC Chairman Lawrence Fly last week advised Chairman Wheeler and Lea of the Senate and House committees identified with radio legislation.

The FCC asked the committees whether there was any policy that should be followed in passing on the sale of stations where prices far exceed "going concern" and physical property values and therefore appear to involve "compensation for the radio facility itself," in violation of the law.

Durr's Dissent

After the FCC had approved during the past few weeks more than a dozen transfers, involving several million dollars, Chairman Fly sent the identical letters to the committee chairmen, seeking Congressional guidance. As far as is now known, this was the first time the Commission ever had solicited Congressional advice.

Last Wednesday, a day following receipt of the letters, Commissioner C. J. Durr, one of the members who had raised the question about high prices, made public a memorandum setting forth his reasons for dis- senting from certain of the transfers—including sales of WINX Washington to the Washington Post for $500,000, WQXR to the New York Times for approximately $1,100,000 and WILD Bessemer, Ala., for $106,000 [BROADCASTING, July 24].

Mr. Durr pointed out that the Fly letter to Chairman Lea indicated there was "little disagreement" between the other members of the Commission and himself with respect to the seriousness of the problem, the main point of difference having been the present authority of the Commission to deal with the situation. Commissioner Paul A. Walker also is understood to have raised some question about inflated values at past Commission meetings.

Chairman Fly alluded to the "tremendously high prices" which stations command in the present market, and cited by inference the cases of WINX and WQXR. He pointed out that it was the Commission's policy to disapprove transfers where obviously they represent the activities of a promoter or broker "who is simply acquiring licenses and trafficking in them". Under the present state of the law, however, he said it was not clear that the Commission "has either the duty or the power to disapprove of a trans-

Texts of FCC announcement on station sales letters and Commissioner Durr's dissenting opinion on pages 50, 51

Paley Returns for Short Stay to Confer On Psychological Warfare Operations

WILLIAM S. PALEY, Chief of Radio, Psychological Warfare Division, SHAEF, arrived by plane from England July 22 for what he termed a "very short stay." The CBS president, who just completed an inspection tour of the Normandy peninsula, conferred last week in Washington with the OWI and the War Dept. on FWD radio operations.

As outlined briefly by Mr. Paley in a statement released through CBS last week, his work as radio chief, attached to General Eisen- hower's headquarters under General McClure, and as a member of the OWI's overseas staff involves the following activity: broadcasting from the United Kingdom concerning military operations to enemy and occupied countries such as "The Voice of SHAEF", SHAEF control of radio units and public address systems in combat and consolidation zones; plans for and eventual control and operation of radio facilities in enemy occupied territory until declared liberated; and coordination with OWI in the operation of American Broadcasting Stations in Europe (ABSIE).

Mr. Paley left the United States in November, 1943. His first radio assignment from the OWI was with the Army's Psychological Warfare Division in the Mediterranean theatre and in Italy, where he organized the radio network now operated under the Allied Command's FWD. Mr. Paley was transferred to London, assuming his present post at SHAEF.

BACK IN THE STATES for a "very brief stay", William S. Paley (1), CBS president on leave as Chief of Radio, Psychological Warfare Division in England, confers with Paul W. Kesten, CBS executive vice-president, who is in charge of the network during Mr. Paley's leave.

and the balance consent to assign licenses. In addition, however, the data submitted to Congress carried information as to the income of the stations involved before Federal taxes, original cost less depreciation, replacement costs, and the net book value of the securities transferred or assigned. Most of this data is not available for public inspection.

Rep. Wigglesworth (R-Mass.), a member of the House Subcommittee on Appropriations for Independent Offices, as well as of the Committee to investigate the FCC, repeatedly has sought information from the Commission on station transfers and assignments. Anticipating such requests, the Commission has kept a continuing record of all data pertinent to transfers, and virtually automatically has supplied it to the Appro-

KSO, WHOM SALES
APPROVED BY FCC

DISPOSITION of another duopoly transaction, involving sale of KSO Des Moines by the Iowa Broadcasting Co. to the company of that company of WHOM Jersey City-New York, was completed last Tuesday, a day after the FCC approved the sale of the KSO of the sales involving an aggregate of approximately $675,000. KSO, sister station of WHOM, is owned and operated by WHOM. The sale of KSO has been approved by the FCC, but the ownership of WHOM by WHOM is not involved in the transaction, since it has already been made public.

Iowa Broadcasting Co. also has pending before the Commission transactions involving exchange of WMT Waterloo for WOL Washington, and purchase of WCPB Boston from the Arde Bulova radio interests for $225,000.

KFI Transferred
CONSENT was granted by the FCC last week to transfer control of the licensee corporation of KFI Klamath Falls, Ore., from George Kincard, executor of the estate of John A. Kincard, deceased, to Mr. Kincard as an individual. No money has been paid over and there is no indication of any additional consideration to be paid to the licensee. KFI Station operates unlimited time on 1240 kc with 100 w and is a Mutual-Don Lee affiliate.

July 31, 1944 • Page 13
Petrillo Ordered to End KSTP Strike

Station Planning Court Action to Recover Damages

THE NATIONAL War Labor Board late Friday ordered James C. Petrillo, president of the American Federation of Musicians, to terminate the musicians’ strike at KSTP, Minneapolis, Minn., to strike because of a court action secured by station KSTP and served notice that the dispute, which is before the Chicago regional WLB, will not be further processed as long as the work stoppage continues.

The Board telegraphed Mr. Petrillo as follows: The National War Labor Board is informed that you have instructed members of your union employed by station KSTP, Minneapolis, Minn., to strike because of a court action secured by station KSTP and served notice that the dispute, which is before the Chicago regional WLB, will not be further processed as long as the work stoppage continues.

The NWLB calls upon you as the responsible leader of the musicians’ union to instruct these members employed by station KSTP to return to work at once. The Sixth Regional WLB in Chicago was served with a copy of the Board’s order precluding the proceeding, restraining orders and injunctions against the musicians’ union have been dismissed.

The NWLB calls upon you as the responsible leader of the musicians’ union to instruct these members employed by station KSTP to return to work at once. The Sixth Regional WLB in Chicago was served with a copy of the Board’s order precluding the proceeding, restraining orders and injunctions against the musicians’ union have been dismissed.

Discs ‘In Every State’ Are Planned By Sen. O’Daniel to Promote Paper

TIME on a nationwide basis for daily quarter-hour transcriptions is being bought by the W. Lee O’Daniel News, publication of Sen. O’Daniel (D-Tex.), ardant anti-New Dealer, to promote the newspaper. With musical opening and close, the transcription consists of talks by Sen. O’Daniel and solicitations for subscriptions, he said.

The first series of 12 transcriptions already has been placed on some 40 stations, although Sen. O’Daniel asserted: “Several stations have turned us down. They tell us their time is sold out. NBC refused to carry the program. So did the Texas Quality Network.”

Campaign is placed direct from the News headquarters in the Washington Hotel, Washington. A branch office is maintained at 501 East Broadway, Ft. Worth, Tex. Discs are being out by Sound Studios of Washington. Sen. O’Daniel said his publication had set aside no specific budget but planned to buy time in “every state of the Union,” whatever the cost.

FCC MEN LINKED IN DIES CIO STUDY

NAMES of Charles R. Denny Jr., FCC general counsel, and Edward Brecker, special analyst in the Commission’s Law Dept., were among 70 to 100 Government officials linked in charges by Chairman Dies (D-Tex.) of the House Special Committee on Un-American Activities of Hatch Act violations in connection with the CIO Political Action Committee (now the National Citizens Political Action Committee).

In a report to Committee members, Chairman Dies late last week said “evidence of a most serious character involving Government agencies and Government employees” had been uncovered.

Names of Walter Winchell and Drew Pearson, Blue consultants, and Mrs. C. J. Durr, wife of Commissioner Durr, also were linked to the CIO committee in telephone calls and telegrams, records of which had been subpoenaed. The report said the CIO PAC New York office on four occasions in May placed long distance calls to Brecker, whose name figured in hearings before the House Select Committee to Investigate the Commission. Mr. Denny was called on June 7, the Dies report stated.

Also introduced was a telegram allegedly sent by Mrs. Waterloo Barnes, director of the Women’s
REPORT NO. 4
ON STATION WHO'S HOOPERATINGS

How much real coverage can advertisers expect in the cities and towns that lie, say, from 30 to 100 miles from WHO—especially in towns which have their own local stations, and are also within range of other Des Moines stations?

We asked Hooper that question. Hooper surveyed Des Moines and the eight Outside Zone cities shown on the map above. Six of the eight have their own local stations, and at least five are within range of our Des Moines “competi-
tion”, according to published reports.

The findings: WHO has even larger preference in those eight Outside Zone cities than in Des Moines itself!

You owe it to yourself to see the complete Report. Meanwhile, here’s an example: Of the fourteen hours surveyed, WHO’s lowest share of the audience in the eight cities was 47.5%—WHO’s highest share for any single hour was 77.8%.

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<th>WHO’S LOWEST PERIOD (Monday thru Friday)</th>
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<tr>
<td>10 to 11 A.M.</td>
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<td>WHO</td>
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<td>47.5%</td>
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<th>WHO’S HIGHEST PERIOD (Monday thru Friday)</th>
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<tr>
<td>1 to 2 P.M.</td>
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<tr>
<td>WHO</td>
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<tr>
<td>77.8%</td>
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</tbody>
</table>

*No listeners found in sample.

Ask us or Free & Peters to deliver a copy of the entire Report. It is an innovation among Hooper studies. It gives a direct comparison between WHO’s influence in its home-city zone, and its outside zone. And it proves, so far as the above eight cities are concerned, that WHO’s outside listenership is so high as to surprise even the most optimistic of WHO’s friends.

WHO
for IOWA PLUS!

DES MOINES . . . 50,000 WATTS
B. J. PALMER, PRESIDENT
J. O. MALAND, MANAGER
FREE & PETERS, INC. . . . National Representatives

BROADCASTING • Broadcast Advertising
VOYNOW PROMOTED TO LIEUT. COLONEL

PROMOTION of Maj. Edward E. Voynow, vice-president of Edward E. Voynow & Co., was announced last week at headquarters of the XX Bomber Command, B-29 Superfortress command. Maj. Voynow was promoted to the rank of captain, according to strategy targets in the industrial heart of Japan.

MBS Names Puff

RICHARD PUFF has been named manager of Mutual research, effective immediately, it was announced Thursday by Robert A. Schmid, di- rector of Mutual research and re- search of the network. Since Mr. Puff took a leave of absence from Mutual in January 1943, Mutual research personnel has expanded to more than five times its former number. John R. Newhouse, Chicago, now under Mr. Puff New York, has been appointed night program supervisor of the Mutual network. This position was announced by Adolph Opfinger, program di- rector. He will share supervision duties with Floyd Mack and Mel Viekland.

SCOTT TO MANAGE KECA UNDER BLUE

WITH Blue Network taking over operation of KECA in Los Angeles on Aug. 1, Clyde Scott, sales manager of KFI-KECA, will become general manager of the Blue-owned station, according to Don E. Gil- man, Blue western division vice- president. John I. (Bud) Edwards was named station manager.

Mr. Scott will be headquartered in Hollywood Playhouse Bldg., at Sunset and Vine and transferred to Hollywood, where KECA will be housed upon completion of remodeling. Blue Network recently acquired the building under a five year lease and is remodeling it at a cost of more than $40,000.

Sales and programming departments also will be quartered there. Production will continue from Carl C. Anthony Inc. studios in Los An- geles. Blue Network purchased KECA from Earle C. Anthony Inc. in late May for $180,000 [BROADCASTING, May 29].
During the last twenty years Ian Ross MacFarlane has spent much of his time abroad. His recent tours of the British Isles and Ireland, he considers the most important of his career.

Take the time he spent with de Valera.

The off-the-record facts he got from the Irish minister, down through the years, made MacFarlane's broadcasts about the Prime Minister's showdown vote of confidence the perfect news broadcast. Backed by sure knowledge he called the turn on de Valera's victory three weeks ahead of the vote!

MacFarlane's predictions have been uncanny. He called the fall of France, Mussolini's Grecian flop, Machek's defection in Yugoslavia, Britain's temporary reverses in Libya.

MacFarlane has been around. A little learned here... a little more learned there... all this information drops into a pattern that makes a MacFarlane newscast ahead of the time.

MacFarlane analyzes the news for W-I-T-H in Baltimore, exclusively.

Baltimore, Md.

Tom Tinsley, President * Represented Nationally by Headley-Reed

July 31, 1944 * Page 17
Shattuck Tells Radio-Navy D-Day Role

Claims Film Recorders Enabled 'Wonderful Job' of Coverage

BACK from London where he supervised radio coverage of the invasion for the Navy Dept., Lt. James C. Shattuck, radio officer in the Office of Public Information, said last week that the documentary recordings of actual military operations provided the highlight of radio's running story of D-Day to American listeners.

Lt. Shattuck credits the film recorders with helping the networks do a "wonderful job" and he is particularly pleased that most, if not all, of the documentary material broadcast during the first month of the invasion was obtained with Navy film recorders. He points out that more than three-fourths of recorded material was transmitted from London and that 37 broadcasts incorporating the material were sent out, many of them on all four networks.

Correspondents Assembled

In his capacity as liaison between Navy public relations and radio correspondents, Lt. Shattuck's mission was to give all possible assistance in helping radio tell its story of the Navy's part in the invasion. He related that several days prior to D-Day he contacted each of the correspondents and the technicians assigned to accompany them, and directed them to appear, with their equipment, at the Admiralty offices in London. The first group to go out included six S. E. A. correspondents.

Four of them carried recording equipment: George Wheeler of NBC, Charles Collingwood of CBS, George Hicks of the Blue, and Larry Meier of Mutual. The others were Stanley Richardson of NBC and Willard Shadell of CBS who were chosen by lots to pool their material all networks.

Upon arrival at the Admiralty they were told by Lt. Jay Smith, press liaison officer, USN, with Allied Naval Command of Expeditionary Force, that this was "it." The group was then split and sent to two main bases where they were briefed by Adm. Hall and Adm. Kirk respectively. They were then taken to the ships on which they were assigned for the invasion.

George Hicks made his memorable recordings from Adm. Hall's flagship. Lt. Shattuck, Ed Morrow of CBS, and Art Grant of the Blue were at SHAEB headquarters at 4 a.m. June 8 (10 p.m. June 7 U. S. time) when the famous sixth recording, which included the Nazi air attack on the flagship, was brought in by a messenger. Accompanying the film was a note from Hicks to Feldman. It read: "It's practically impossible to do a good ad lib of such a widespread continuous but undeveloped scene. Hereafter I'll try to be more exact and try to polish the presentation better because it sounds like a lot of junk the way this is far from a junk effort."

Broadcast Within 1½ Hours

Hicks' recording had been transferred from his ship to a dispatch boat and taken to England. Within an hour and a quarter of its receipt it was edited, approved by censorship, and broadcast over the four major U. S. networks to reach American listeners at 11:16 p.m., June 7, U. S. time.

Some of the other commentators were less fortunate than Hicks. Collingwood had recorded 100 feet of film, the equivalent of about three hours, which he had dispatched to London from his ship. When he returned to England several days later he had thought the material had already been broadcast. He had gotten some "beautiful stuff." But the film was a week late in arriving and by that time most of it was too dated for broadcast.

One of George Wheeler's recordings came in soaking wet after a doubling in the English channel. The boys strung up the film like clothesline in SHAEB headquarters and applied their collective hankies/hanketries to carefully absorb the salt water. The recording was broadcast.

But the unluckiest man of all was Bob Massell, Blue technician, who was to accompany Hicks. He had become ill on a weekend trip shortly prior to D-Day notifications. Last minute efforts succeeded in having Dan Thompson, one Joe Kaplan of the Office of Strategic Services.

Lt. Shattuck has been with the Navy two and one-half years. He was with CBS for five years before entering the service.

Paid Advertising Urged to Stimulate Interest in Public Service Programs

MORE MONEY should be spent in advertising local public service radio programs to get the largest listening audiences, according to Prof. Paul F. Lazarfeld, director, Office of Radio Research, Columbia U., speaking at a New York State conference on the use of radio in home and farm safety education, at the Hotel Roosevelt in New York, July 27.

The public should be induced to "listen to safety programs through local advertising," he said, and to "organize public opinion of local groups in discussing the programs after the broadcast. "With the aid of local effort to promote safety ideas," he said, "programs will be more effective than in the past."

Ryan Speaks

Conference, held jointly by the New York State Dept. of Health and the National Safety Council, was attended by between 40 and 80 representatives of radio stations in New York, Connecticut, Massachusetts and New Jersey. Principal speaker was J. Harold Ryan, NAB president. Dr. Edward S. Godfrey Jr., state commissioner of health, Albany, presided.

Mr. Ryan told the conference that since April 1942 radio delivered more than 84 billion listener impressions under the OWI allocation and that about half of that total has been accounted for in the first 29 weeks of this year.

The OWI figure, he said, means that America's population has been covered completely more than 400 times with the various war messages channeled through radio facilities. "Radio has sold this war and its responsibilities," he said, "to 120 million people more than 400 times since April of 1942."

"Through its ability to reach every listener at least a few times, he asserted, "radio produced a national consciousness of war which is without parallel in the history of the world."

During 1945, he pointed out, the total contribution of advertisers, C. O. S. promotions and special campaigns carried on by the Government and furthermore of the war had a value in excess of $225,000,000.

William Fay, vice-president in charge of broadcasting, Stromberg-Carlson Co., Rochester, said radio offers an opportunity to contact the citizen in the home where most accidents happen. Mr. Fay cited a radio a safety campaign in Rochester that aided the traffic safety drive.

Must Be Entertaining

Other speakers included Dr. Sterling Fisher, assistant public service counselor, NBC; Dr. Forrest Long, National Safety Council, Chicago; and David Kaplan of Radio section, NSC, Chicago. Mr. Thompson told the group that "station managers are eager to assist and cooperate in presenting the best type of public service programs." He added that farm and women's programs offer the best means of conveying messages to the public as they usually have good listening audiences and often have opportunities for guest speakers.

Dr. Fisher stated that there was little in safety radio programming that couldn't be made entertaining and interesting. "And if your program is entertaining," he continued, "you're bound to have a good audience." Dr. Fisher suggested that those interested in doing radio safety programs should contact broadcasters, sponsors and agencies to familiarize themselves with radio technique.

Dr. Long said that most of the public safety radio material to date has been as a whole, very dull and usually ineffective. "Best public service programs are not sustainable but are hard on commercial programs," he said. Fay cited as an example network and local programs in the recent Bond drive. Radio is willing to cooperate 100% in presenting good public service programs, he asserted.

NEW MPPDA GROUP WORKS WITH RADIO

CLOSER cooperation by the film industry with radio was pledged when Public Information Committee of the Motion Picture Industry met with radio contact men of film studio publicity departments July 29. Will H. Hays, president of Motion Picture Producers & Distributors of America, commended the meeting.

Now organized as the Radio Subcommittee of the Public Information Committee, the radio group will function on all motion picture industry matters relating to broadcasting. Through the committee of publicity directors, radio group will set up standard practices and policies aimed at clearer understanding and more frequent cooperation between the two entertainment media. Besides film studio publicity directors, luncheon meeting was attended by following radio contact men: Les Peterson, MGM; Charles Smith, RKO; Sam Taylor, Warner Bros.; R. E. Winter, 20th Century-Fox; Tom Alfred, Columbia; Martin Lewis, Paramount; Gene O'Brien, Universal.

HELPING START Words at War, replacing Fibber McGee & Molly on NBC, are (1 to r): William S. Collingwood, advertising manager, Harry S. C. Johnson & Son, Racine, Wis.; John Louis, vice-president of Needham, Louis & Troby, cago; Ceci Underwood, Hollywood producer of the Megs series. Program is sponsored by Johnson's for its floor wax and polish.
EVERY now and then a Colorado newspaper says something nice about KLZ's weekly program, "Colorado Speaks." Reproduced here are only two recent mentions.

"Colorado Speaks" is a half-hour program presenting the editorial opinion of Colorado newspaper editors. The material is gathered by KLZ's news editor who reads 200 state newspapers a week, and is broadcast by a staff of professional radio actors. The program serves to keep the people of this region informed on what their neighbors are thinking and saying; it provides a common ground for editorialists of small town and metropolitan newspapers alike; it is the outlet for a healthful exchange of ideas and of the expression of both sides of a story.

Mutual understanding and good will between KLZ and the newspapers of the Denver region have been earnestly nourished over the years through this and other services "not measured in dollars and cents."

Making people its loyal friends—including newspaper editors—has been KLZ's steadfast endeavor. The many, many friends KLZ has gained as a result make it the kind of station over which advertisers can most easily make friends for their products.

E  BROADCASTING

THE BERTHOUD BULLETIN
RAYMOND K. WELCH, EDITOR and LEASEE
FINLEY and GOSNEY, OWNERS
PUBLISHED WEEKLY TELEPHONE 29 $2.00 PER YEAR
Entered at the postoffice in Berthoud, Colorado, for transmission as second-class mail matter

THURSDAY, JUNE 22, 1944

NATIONAL EDITORIAL ASSOCIATION

When it comes right down to real appreciation of the service newspapers are rendering to the reading public, KLZ in its Colorado Speaks program each Saturday evening is rendering a service that is not measured in dollars and cents. Their comments are confined entirely to the editorial columns of the press of the state and, not being sponsored by any advertising firm, have no strings attached. For real dissemination of knowledge we consider this program one of the best on the air. For the busy person who hasn't time or opportunity to read the various newspapers, this affords a chance to hear editorial opinions expressed from different sections of the state.—for Ethel Ray, Windsor Poudre Valley.

Editor's Note: Mrs. Ray expresses our opinion perfectly, in the above mentioned editorial and therefore we nod our whole-hearted approval. Perhaps many are regular listeners of this program—if not—Colorado Speaks is broadcast over KLZ every Saturday evening at 6:30 o'clock.

—Victory in '44—

THE PUEBLO INDICATOR

COLORADO SPEAKS — is one of the best news items over the radio put on by KLZ. It refers to short talks by editors of the state and is highly interesting.

THESE ARE ONLY TWO recent items from the Colorado papers commending the KLZ program, "Colorado Speaks." Other editors have said: "Colorado Speaks is widely listened to, well worth while"; "Colorado Speaks is one of the most popular programs on the air"; "Keep the program coming on this same high plane, it is doing all of us a lot of good."

K LZ

DENVER

CBS Network — 560 Kc.
Affiliated in Management with the Oklahoma Publishing Company and WKY, Oklahoma City

Represented by the Katz Agency
NIGHT

Omaha, Nebraska
5,000 WATTS  590 KILOCYCLES
TOTAL CIRCULATION
444,215 RADIO FAMILIES

NBC 1942 NATIONWIDE SURVEY OF LISTENING HABITS - REGULAR COVERAGE

† See Legend on Reverse

Copyright, 1943, National Broadcasting Company, Inc.

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

Here are two WOW coverage maps, one issued by the National Broadcasting Company and based on its 1942 All-County Survey. The other map is based on WOW mail from listeners, according to a formula approved by the membership of the National Association of Broadcasters at its 1943 Convention.

As a time buyer you may favor one coverage formula or the other. Please note that both formulas give WOW a remarkably similar coverage area.

This similarity proves that WOW’s coverage claims are sound and conservative. Write for copies of maps, complete circulation and market data.

NOTE: The 1/2-millivolt line shown was made by daytime field strength tests.
New WJR Formula Limits Commercials
On Quarter-Hour News to Two Minutes

ENCOURAGED by widespread approval of the WJR ban on middle
newscast commercials [BROADCASTING, July 17], effective Sept. 1,
WJR Vice-President and General Manager Leo J. Fitzpatrick last
week set up a standard format for all WJR day or night quarter-hour
newscasts, designating two minutes of advertising as the maximum,
with an opening of 45 seconds and a close of 75 seconds.

Two of WJR's local sponsors were reported to have agreed to the
middle commercial ban even before receiving notification of it. Blak-
lee Adv. Agency informed WJR Sales Manager Charles Burke that
its client, Auto Owners Insurance Co., Lansing, had taken steps to
eliminate middle commercials immediately.

Cunningham Drugs, through Simons-Michelson Co. also told of
its willingness to do without the middle commercial.

Mail and telegraph response favoring the banning of the middle
commercial was said to be heavy.

Nathan Straus, president of WMCA New York, wrote: "I want
to express sincere admiration for your courageous action." Similar
sentiment was expressed by C. W. Myers, president of KOIN Port-
land, Ore. H. V. Kaltenborn, NBC commentator and founder of the
Assoc. of Radio News Analysts, said: "Our organization (the associa-
tion) has expressed itself against the middle commercial. But you are
the first to make it a definite mat-
er of policy."

By the end of the week, the consen-
sus seemed to be wholehearted-
ly in favor of abolishing the middle commercial.

Harkness on Campaigns
RICHARD HARKNESS, NBC Washington commentator who cov-
ered both the Republican and Demo-
cratic National Conventions, has
been assigned to cover the forth-
coming Presidential campaigns,
William F. Brooks, the network's
director of news and special events,
announced last week. He was to re-
port the Missouri primary elections
July 31-Aug. 1 from St. Louis, and
will cover the Republican governors
conference in St. Louis Aug. 2-3.

SHELL GRID SERIES
KEYED FROM WJW

SHELL OIL Co. will sponsor
broadcast of the Ohio State foot-
ball games this fall over WJW
Cleveland and six other Ohio sta-
tions, according to W. M. Shelton of
the oil company. The seven station
network, in addition to WJW, in-
cludes WRC Cincinnati, WING
Dayton, WCOL Columbus, WLOOK
Lima, WITL Toledo and WAKR
Akron.

In making the announcement, William O'Neill, president of WJW,
said that with the broadcast of the Ohio State games, and the ex-
clusive rights to air the Cleveland Rams games, WJW has now com-
pleted its plans for the coming football season.

Personnel to handle the Ohio State games are now being selected.

Gunzendorfer Is Named
Head of Record Studios

WILTON GUNZENDORFER, for-
mer general manager of KSRO
Santa Rosa, Cal., has been ap-
pointed manager of Associated
Recording Studios, newly-formed di-
vision of Associated Broadc-
asters Inc., San Fran-
cisco, effective
Aug. 1, according to
Lincoln Dellar, vice-president and
general manager

Mr. Gunzendorfer of ABI, Associ-
ated Recording Studios, Mr. Dellar
said, will confine its activities to
"to program production, and a com-
plete recording service".

Prior to his affiliation with KSRO, which he managed for six years,
Mr. Gunzendorfer was in produc-
tion and artist management for
Don Lee Broadcasting system in Sa
Francisco. While KSRO mana-
ger, he was for two years chairman of the Sales managers' division of
the NAB.

U. S. Recording Expands
Expansion of U. S. Recording
Co., Washington, to cover national
territory was announced last week
by Joseph Tait, manager. Full air
check facilities, remote pickups in
and around Washington, cutting
and dubbing all types of spot an-
nouncements and programs and
advisory service on all recording
problems will be offered stations,
agencies and advertisers. U. S. Re-
cording transcribed full Democratic
and Republican National Conven-
tion proceedings, offering to small
independents. Promotion of expan-
sion is by direct mail with exten-
sive advertising campaign planned
for future. Agency is Henry Kauf-
man, Washington.

Pioneer Appoints

PIONEER ICE CREAM Division of Borden Co., New York, has ap-
pointed Don Lee Ford & Shen-
field, New York, to handle advertis-
ing for Reid's Ice Cream, effective
Aug. 25. Account was formerly handled by Pedlar, Ryan & Lusk, New
York. Company sponsors H.
V. Kaltenborn Edits the News on
WEAF New York, Monday, Wed-
nesday and Friday, 7-8 p.m.
Beans for the Bean Bag, or Beans for your table—they all grow in the Inland Empire. Apples, wheat, lumber, potatoes, cherries, peas, beans and similar crops produced a farm income of over $300,000,000, playing a part in swelling Spokane's bank transactions to $1,256,391,326 for the first eight months of 1943—a 25.6% gain over the previous year. Your sales grow, too, when your message completely covers this area at one-medium cost—KHQ.
Agency men don’t think a farmer wears a high silk hat. Advertisers know he doesn’t hold his cane and gloves in one hand while he “makes hay” with the other!

But some stations apparently do. Else they wouldn’t dare program as they do. At KMA we don’t spin jive records and have night-clubbing announcers “pepper” our loyal farm folk. If we did, our listeners wouldn’t send us twice as many letters every year as any other station in this area gets. We don’t import announcers from the “big city” to read our market reports. Our farm market man must KNOW his livestock and his grain. Our farm editor must KNOW his farming to interpret new requirements, new regulations in the farmer’s terms.

Yes, the No. 1 Farm Market is worth all this trouble, for the average Iowa farmer made $7,672 in 1943. He will make 20% more in ‘44, and will be more prosperous yet in the years ahead. But to reach this No. 1 Farm Market—to sell in it—do it right. Use a FARM STATION. Use the No. 1 Farm Station, KMA.

Check your copy of our “Complete Mail Study.” Then check with your nearest Free & Peters office for your availabilities—NOW!

SILLY, AIN’T IT?

KMA
BLUE NETWORK
The No. 1 Farm Station in the No. 1 Farm Market
152 COUNTIES AROUND
SHENANDOAH, IOWA

Page 24  •  July 31, 1944

OWI PACKET, WEEK AUG. 21

Check the list below to find the war message announcements you will broadcast during the week beginning Aug. 21. All station announcements are 60 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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<tr>
<td>Don’t Travel</td>
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<td>1945</td>
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<td>War Bonds</td>
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<td>Crop Corps</td>
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<td>Merchant Marine Recruiting</td>
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<td>Prepare for Winter</td>
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<td>Join a Car Pool</td>
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See OWI Schedule of War Messages 125 for names and times of programs carrying war messages under National Spot and Network Allocation Plans.

‘Companion’ Poll Shows Women Want War News

AMERICAN WOMEN want more war news, “straight from the shoulder, not sugar coated” according to the monthly “Companion Poll” appearing in the August issue of the Woman’s Home Companion. Out of a select group of 2000 “Reader Reporters,” 85% did not think they were getting all the war news they should and 89% felt that all bad news should be released if it didn’t give information to the enemy, the survey showed.

Poll showed strong disapproval of release of Japanese atrocities just prior to the 4th War Loan Drive, many feeling that it was a propaganda stunt, according to the magazine. Some 77% approved of the prompt release of the high loss of life at Tarawa. Strongly disapproved was the handling of the release of news on the shooting of our own men and planes being shot down and the General Patton face-slapping incident. Most of the women approved of the handling of African campaign news.

Spot Radio Is Planned By O’Sullivan Rubber

OVER a quarter of O’Sullivan Rubber Co.’s 1945 advertising budget of approximately $400,000 will be spent in spot radio. Transportation and newspaper advertising also will be used. Reason for the switch to spot radio was given as inability to secure better network time than 6:45-7 p.m. Saturday on the Blue for Leon Henderson, sponsored by O’Sullivan with Milton Cross, announcer.

The sponsors expressed pleasure at the job Mr. Henderson had been doing and were well satisfied with his high rating, it was learned.

Decision to drop out of network radio is for the time being only. Mr. Henderson’s current 52-week contract expires Aug. 5. Agency is Advertising & Sales Council, Ranson, W. Va.

Using Full Blue

GUM LABS., Clifton Heights, Pa. (Ivyryne chewing gum), sponsor of the quarter-hour Saturday program Hello Sweetheart on 123 Blue network stations, will use the full 184 station Blue network effective Sept. 16. McSarkin Adv. Co., Chicago, services the Gum Labs. account.

Prize Winners

THROUGH letters sent to the station, KGRA Pittsburgh took 4 of the 20 prizes offered for the best letters on the subject: “What I am Doing in My Home to Strengthen the Homefront of a Happier Postwar World,” by Parents Magazine in cooperation with the Asso. of Women Directors. Parents Magazine contributed the prize money to permit two first prizes and two second prizes. WMT Cedar Rapids, was second, with three of Libby Vaughn’s entries receiving $5.00. Broadcasters with two winners among their entries were: Beatrice Waxman of WCHS Portland, Me., Norma Lane, WSPD Toledo, and Marvel Campbell, WAIR Winston-Salem. Two New York stations, WJZ and WQXR, contributed one prize winner each.

Show Went On

JUST’ before the WSM-NBC Grand Ole Opry was to go on the air in Nashville a fortnight ago, Whitey Ford, man who claims the character “The Duke of Paducah,” received a telegram that his father was dying at Texarkana, Texas. Whitey Ford and nothing did the show. He then told the cast. He caught a night train for Texarkana, arriving at the bedside of his 73-year-old father just before he died.

5000 WATTS • DAY AND NIGHT

represented nationally by HEADLEY-REED CO.

BROADCASTING • Broadcast Advertising
The Historic
battle grounds of Chattanooga

Chattanooga, scenic center of the South, is also the locale of great and hallowed ground in the history of this country's development.

For, in and around Chattanooga were fought some of the most decisive battles of the Civil War... the Battle of Lookout Mountain, the Battle of Missionary Ridge, the Battle of Chattanooga, and finally, the Battle of Chickamauga itself. In this battle alone approximately 130,000 men took part.

The Battle of Missionary Ridge resulted in the beginning of Sherman's march to the sea.

And in this war, Fort Oglethorpe, the largest WAC training center in the nation, is carrying on a military tradition which Chattanooga has known since its very beginnings.

THE AUTHENTIC PICTURE OF CHATTANOOGA'S RADIO STATIONS

C. E. HOOPER, INC.
MIDWINTER 1944

STATION LISTENING INDEX, CHATTANOOGA, TENN.

<table>
<thead>
<tr>
<th>Station</th>
<th>&quot;B&quot;</th>
<th>&quot;C&quot;</th>
<th>Others</th>
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<tr>
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<td>24.1</td>
<td>26.6</td>
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<tr>
<td>AFTERNOON INDEX (12 TO 4 P.M.)</td>
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<td>25.1</td>
<td>27.7</td>
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<td>EVENING INDEX (6 TO 10:30 P.M.)</td>
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<td>35.5</td>
<td>19.3</td>
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</table>

FOR CHATTANOOGA
5,000 WATTS DAY AND NIGHT

National Representatives
PAUL H. RAYMER CO.
Machugh Is Named Sirica’s Assistant
Veteran Government Counsel
Joins House Probe of FCC

APPOINTMENT of Joseph V. Machugh, Washington attorney, World War I veteran and Government counsel-investigator, as attorney-investigator of the House Select Committee to Investigate the FCC was announced last week by John J. Sirica, general counsel.

Since his graduation in 1924 from Georgetown Law School, Mr. Machugh has been identified with various Government agencies and Congressional investigations, the latest being the Senate Judiciary Committee inquiry into the Montgomery Ward & Co. case. Mr. Machugh organized the facts for that Committee of which Sen. Pat McCarren (D-Nev.) is chairman.

Mr. Machugh joined the Shipping Board, now the Maritime Commission, as junior attorney in 1924 and a year later went to the Dept. of Justice as attorney in the anti-trust division, serving more than six years in that post. For the next year he worked on the now-famous telephone investigation and the succeeding three years was counsel for the Consumers Council of the Coal Commission. In 1940 he became counsel-investigator for the Senate Special Committee to Investigate Campaign Expenditures, headed by Sen. Guy M. Gillette (D-Ia.). Later he served Sen. Burton's Oil Shortage Committee and then became attorney for the Independent Petroleum Assn. of America.

On Nov. 23, 1942, Mr. Machugh, just a month under 43, was drafted as a private and spent six months at Ft. Belvoir before being discharged as over age. In the First World War Mr. Machugh enlisted and at 18 was commissioned a second lieutenant after graduating from Officers Candidate School. Following his discharge in May 1943 Mr. Machugh became special counsel for the Small War Plants Corp. and from thence went to the Montgomery Ward Senate Probe. He is single and has lived in Washington since 1917, except for his Army service. He entered Catholic U. in 1917 as an engineering student and following his retirement from the Army after the First World War, he completed his engineering studies before entering Georgetown Law School.

The investigation, which took him from today's hearing to the South and back, has been a long one. He was employed in the editorial section, reports division, FBI, which compiles digests of enemy propaganda broadcasts.

The Committee adjourned hearings, which had taken place in the Board of FCC and FBI law department and that Kitasako was employed by the FBI.

After the meeting Chairman Lea (D-Cal.), only Committee member attending, pressed for a statement as to whether the investigation would fold should Commission Chairman James Lawrence Fly resign [Broadcasting, July 24], said:

"The investigation will be completed. We hope to finish it this session." He adjourned hearings to reconvene "at the call of the chair."
YOU MAY BE ABLE TO "CAST"
422 FEET*

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

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

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

WKZO ........................................ 65.4%
STATION B .................................. 13.0%
SIX OTHERS ................................. 21.1%
MISC. ........................................ 0.5%

Pardon the pun—but it really isn’t possible to throw a “plug” into Western Michigan, from ANY outside station, with ANY hope of adequate or consistent performance.

The reason is an actual physical barrier in the matter of geographical location, which gives Western Michigan an almost impenetrable fading condition. Distant stations simply can’t put a dependable signal into the area. But WKZO can and does.

WKZO is Western Michigan’s favorite station. Read the caption at the left—then ask us or Free & Peters for the complete Report.

* Wm. J. Lovely of St. Louis did it at Chicago in Sept., 1943!

WKZO 5000 Watts
590 KC
CBS

Strongest selling force in Western Michigan
Owned and Operated by Fetzer Broadcasting Company
KALAMAZOO and GRAND RAPIDS
MEMPHIS IS THE WORLD'S LARGEST COTTON MARKET, WITH THE VALUATION OF COTTON AND COTTONSEED GROWN AND SOLD IN THE MEMPHIS AREA TOTALING TWO-THIRDS OF A BILLION DOLLARS!

WMC, THE STATION MOST PEOPLE LISTEN TO MOST IN THE MEMPHIS AREA, IS THE OUTSTANDING SELLING MEDIUM OF THIS 12TH LARGEST TRADE AREA IN AMERICA.

M. M. JANSKY JOINS LOUCKS, SCHARFELD

MAURICE M. JANSKY last week left Government service to become associated with the Washington radio law firm of Loucks & Scharfeld. Since 1942 he had been senior attorney, U. S. Bureau of Reclamation, where he specialized in matters relating to the Bureau's activities in electrical power.

A brother of C. M. Jansky Jr., head of the consulting engineering firm of Jansky & Bailey, Washington, Mr. Jansky will specialize in communications law and power matters. He is a native of Madison, Wis., where he was born in 1913, and holds a B.S. in electrical engineering at the University of Wisconsin, 1935, as well as an M.E. from Wisconsin's law school in 1937. Mr. Jansky was associated with the Washington radio law firm of Dow & Lohnes from 1937 until 1939. From 1939 until 1942 he was with the Washington law firm of Davis, Richberg, Beebe, Busick & Richardson.

Philip G. Loucks, former NAB manager, is senior member of Loucks & Scharfeld. Capt. Arthur W. Scharfeld is on active duty in the European theatre with AMG.

MISS TRUMAN'S RADIO DREAMS

Daughter of Vice-Presidential Candidate Often

Heard on Air in Nation's Capital

RADIO career is one of the dreams of Mary Margaret Truman, 20, daughter of the Democratic vice-presidential nominee.

For seven or eight years she has sung frequently on two programs in the Nation's Capital — the former Blue network Congressional Children and the National Children's Frolic, on WMAL Washington, Blue key.

According to "Uncle Bud" Ward, m.c. of both programs, Miss Truman has a concert type of soprano voice though she prefers to sing ballads and selections from light opera. She last appeared on the Frolic several weeks ago.

Besides her singing, Miss Truman is interested in the production end of radio. She has taken an active part in the Frolic for many years, and her father has spoken several times on the program.

Both Mr. and Mrs. Ward have taken an interest in her vocal development, and they describe her as a capable singer who is at ease before the mike. Her singing is sweet and unaffected, traits that characterize all her activity. She is a student at George Washington U.

The day after her father was nominated for the Vice-Presidency Miss Truman phoned the Wards from the Midwest at the conclusion of their Saturday afternoon Frolic on WMAL.

McGee Resigns

CHARLIE H. McGEE, Sr., of the domestic and foreign branch of the Radio & Radar Division of WPB is resigning Aug. 1 to return to private business as a manufacturers representative, in Washington acting as adviser and expeditor. Mr. McGee, who was chief of the branch's orders and appeals section, entered Government service in November, 1941 in the contract and distribution branch of the Office of Production Management, forerunner of WPB. Before his Government service, Mr. McGee was connected with several national organizations, including General Motors, working on production and organizational problems. For a number of years he was secretary-treasurer of Hartz Engineering Corp. Mr. McGee's new offices will be in the Carry Bldg., 927 16th Street, N. W., Washington.

WESTERN Electric Co. has leased the Lane Bryant Bldg., 529 W. 42nd St., New York, to increase its facilities for the manufacture of electronic equipment for the Armed Forces.

Spots for Teel

TEEL, a liquid dentifrice, product of Procter & Gamble Co., Cincinnati is now promoted on some 40 stations throughout the country with one-minute transcribed spot and 15-second chain break announcements at varying intervals. Dr. Henry A. R. Miner, New York, Agency is Bowers & C. New York.

ZENITH RADIO Corp. has received the Army-Navy Production Award for the third time for outstanding achievement in producing materials essential to the war effort. A third white star has been added to the Award Flag.
SUPER-SLEUTH of the canine clan, the Bloodhound is EXCLUSIVE because of his unfailing scent... and because of his silent efficiency on the trail, his nobility, good nature and intelligence. Deep tan, strong and muscular of limb, this "hawkshaw hound" stands 28 inches at the shoulder and is soundless on the scent, unlike other hounds that are gifted with deep voices.

K-O-Z-Y... FM PIONEER in the Kansas City Area... is EXCLUSIVE because of its prewar leadership in the field of FM promotion, its uninterrupted wartime proving of FM SUPER-SERVICE and its preparedness, thereby, for immediate postwar coverage for your message. Add KOZY's Rate Card 3 to your current program projections and stay on the trail of a first-class future FM audience.

EVERETT L. DILLARD
General Manager
ELIZABETH WHITEHEAD
Station Director
GENERAL appeal of a new women's program, *Visit With Nancy*, heard Monday through Friday 1-1:30 p.m. on WRC Washington, and presented by Nancy Osgood, is promoted through five window displays in the WRC foyer. Art technique used borrows the freedom and color of Disney and adds depth and realism with the use of cutouts. Captions on three of the five windows are: "For All That's New, Visit With Nancy," "Meet Famous People" and "Meet Little People Behind the News." • • •

KFBI Map

DONE in blue and white, the latest KFBI Wichita, Kan. promotion piece gives statistics on the buying habits of the tri-state area (Nebraska, Kansas and Oklahoma) covered by the station. Mall map of the area is done in blue, grey and black.

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**Merchandizing & Promotion**

**Windows—News Schedule—Fact Folder**

**Bullseye—Brochure—Poems**

News Schedule

TO REACH the scores of vacationists who journey every summer to the Land of Ten Thousand Lakes, WCCO Minneapolis-St. Paul has mailed complete schedules of news broadcasts to more than 1900 summer resorts in Minnesota. Through the cooperation of the Minnesota State Tourist Bureau, the WCCO schedule, printed on simulated birch bark, was made available for posting in all main lodges and guest cabins of Minnesota resorts. Normally, two million vacationists spend $150,000,000 annually at the resorts.

Fact Folder

TWO COLOR 3% x 5 inch "Fact Folio No. 1" is being mailed by WWNC Asheville, N. C. to tie in with station's current trade paper advertising. Folder shows totals for network, national and local active contracts. • • •

WOC Data

DATA on listening and figures from the WOC Listening Report Index are included in a promotion piece being sent by WOC Davenport, Ia. to agencies and advertisers. Piece is titled "Tops and Still Going Up."

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**POURTAIN OF AN ENDURING MARKET**

* Picture an area rich in resources—one-fifth of the nation's oil, the second largest known supply of natural gas, minerals, timber—plus such major industries as cotton, livestock, and varied manufacturing. This is KWKH-land. Here production is now stepped-up to meet heavy wartime requirements but in years past, and for years to come, it is looked upon as an enduring market.

Let us give you more information about KWKH-land—that resource-rich area of East Texas-South Arkansas-North Louisiana. A Shreveport Times station, KWKH is represented nationally by the Branham Company.

KWKH

50,000 WATTS

CBS

A Shreveport Times Station

REPRESENTED BY THE BRANHAM CO.

**Bullseye**

ARCHERY theme is used in the latest promotion piece of KCKN Kansas City, to direct attention to station's use as commercial outlet. Inscription is: "For Bullseye sales results shoot straight to your market." Unfolded, the piece discloses large target with station's call letters in the bullseye. Message concerns KCKN's coverage of Kansas City trading area. • • •

Sears Ad

SEARS, ROEBUCK & CO., Chicago (mail order), features a full page ad on the company's *Everett Mitchell's Town and Farm*, heard over WMAQ Chicago six-weekly at 6:15 a.m. (CT). In its fall catalog to be distributed to 7,500,000 customers. This is believed to be the first time the mail order concern has used its catalog for radio advertisement. • • •

Guest Conductors

COOK'S TOUR is descriptive of the KSFT St. Paul Household Forum format while Bee Baxter, conductor of the program, takes her vacation, according to a promotion folder issued by the station introducing five well-known home economists who will be guest conductors of the show, one each day of the week. • • •

Hallicrafters Brochure

HALICRAFTERS Co., Chicago (radio and electronic equipment), has issued a 32 page promotion brochure titled "More Than 68,000,000 People Are Being Told About Hallicrafters Radio." Done in full colors on heavy stock paper, folder displays color ads and newspaper promotion on Hallicrafters since the beginning of the war. • • •

Yankee Folder

YANKEE Network's latest promotion piece "He Fights For You, Mr. Grocer," features Fulton Lewis, jr., Mutual commentator, who is sponsored by Victor coffee on WNPC Boston, WAAB Worcester, and WLW Lowell, Mass. Promotion piece is in orange, black and white.

Texas Co. Book

TEXAS Co. is distributing "Rime Doesn't Pay," a second volume of the poems of Falstaff Openshaw as read by the "Yankee Alley" character on the *Texaco Star Theatre* programs on CBS during the last season.

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**NBC Station For WINSTON-SALEM GREENSBORO & HIGH POINT**

* 5000 WATTS 600 K.C.

Representatives

HEADLEY - REED CO.
A QUESTION EVERY RADIO TIME BUYER MUST ANSWER

"What Station Carries the Sports in Greater St. Louis?"

If you were asked this question, what would your answer be? Keep this answer in mind—then glance over the following facts about current coverage of important sports events in and around St. Louis.

BASEBALL—All the night home games of the Cardinals and the Browns are carried exclusively by WTMV in Greater St. Louis.

FOOTBALL—The only complete schedule of football game origi-nations in the area was broadcast over WTMV last fall.

HORSE RACING—No other station—and no newspaper—in this market gives complete results from all tracks but WTMV.

BOXING—The St. Louis Golden Gloves Championship fights were broadcast exclusively from the ringside by WTMV.

BASKETBALL—The only complete schedule of games in this area during the past season was originated by WTMV.

TENNIS—The National Tennis Matches to be held at Forest Hills, L. I. will be broadcast exclusively over WTMV in Greater St. Louis.

Frankly, on this evidence, don’t you think that "the Sports Station of Greater St. Louis" is WTMV? This dominance in sports is one of the many reasons for the husky response that WTMV draws from the aggressive, prosperous, wage-earners in the Greater St. Louis Market.

WTMV
EAST ST. LOUIS, ILL.
1490 kilocycles. 250 watts full time.

Represented by
SEARS AND AYER
New York - Chicago - Kansas City

Send for interesting booklet "HOME FOLKS"
BALTIMORE: A MANUFACTURE

Whatever the well-dressed man will wear...

there's a good chance that it comes from Baltimore. For Baltimore is an outstanding leader in the various branches of men's apparel manufacturing. L. Greif & Bro., America's largest clothing maker is a Baltimore concern—so are such well known houses as Schoeneman, Schloss Brothers, Lebow and others. Baltimore makes more straw hats than any place in the world; its hat industry is headed by Men's Hats, Inc. Nationally known Marlboro Shirts, B V D underwear and pajamas, and Smoothie ties are only a few of the many famous Baltimore-made products in this field.
The Baltimore men's apparel industries grow greater year by year --making more products, employing more workers, contributing more to the city's spending power. But clothing is just one industry of over 100 different classifications that contribute to Baltimore's great industrial diversification a--healthy diversification that insures steady progress.

Baltimore is the fastest growing big city in the East. For more than 25 years the trend of growth in industrial output, in wage earners and in payrolls has outstripped other eastern seaboard industrial centers.

Consider your advertising in investment terms--and invest your advertising dollars in this market. Its Number One advertising medium is WBAL.

WBAL means business in Baltimore

BASIC NBC NETWORK

NATIONALLY REPRESENTED BY EDWARD PETRY & CO., Inc.
WAC War

REGARDLESS of what excuses have been given for leaving radio out of the current advertising campaign for WAC recruiting, one conclusion is indisputable: radio was left out. It was no oversight.

Representations had been made both from within and without the War Dept. as to what might be expected if radio were excluded. OWI stated the position of stations in unmistakable terms: That radio preferred to contribute time to the campaign but if paid advertising were to be used radio wanted its share.

Radio is not mourning the loss of whatever revenue it might have received in the initial phase of the WAC campaign. Far from it. It is said. It is glad. It is glad because at long last, thanks to the courageous action of the OWI Domestic Radio Bureau in pulling its WAC allocations, radio has let it be known in a way that cannot be misunderstood that its generosity will not be abused.

No other medium—and we can say this without reservation—has given so magnanimously and so effectively in behalf of the war. No other medium has joined with our Government in a plan in which its facilities are regularly allocated every day of the year for war messages. No other medium can be relied upon to reach so many people in so short a time whenever Uncle Sam beckons.

To those who are responsible for leaving radio out of the initial outlay of the $5,000,000 WAC advertising windfall, despite all such talk about summer listening ratings, network and station policies, we make this flat accusation: radio was left out because it was expected to contribute anyway. So why pay for it? That's been the traditional attitude whenever there has been money to spend for war campaigns.

We do not wish to imply that the exclusion of radio was deliberate. But we do contend that the willingness shown by advertisers, networks and stations to contribute their facilities for war campaigns has resulted in failure to appreciate that radio lives on advertising. Can anyone imagine asking the press to contribute free space for Government messages which are being paid for on radio?

For the edification of the War Dept. a quick calculation is timely. In omitting radio from its WAC advertising it brought upon itself one week's loss of OWI allocations to network programs and another week of station announcements worth, in time and talent, approximately $380,000.

Who is going to pay for that?

Radio has never asked for Government money for advertising. It has consistently opposed advertising subsidies for press or radio. But it rebels against discrimination of the kind manifest in the handling of the WAC account.

What Price Prices?

WONDERS never cease. The FCC, after approving some three dozen station transfers in recent weeks involving in excess of 10 million dollars, out of a clear sky asks the Senate and House Committees charged with radio for policy guidance.

Actually, the FCC seeks Congressional direction "after the fact." It already has sanctioned the most controversial of the transactions, inflated prices and all. Moreover, it was the FCC's duopoly regulation, banning multiple ownership of stations in the same or overlapping areas, invoked during wartime, that really provoked the brisk activity in station sales and skyrocketed prices.

Agligation over prices isn't new. Years ago the Commission decided against a "bare bones" policy on the ground that it was without Congressional authority to do anything about it. We think the Commission properly interpreted the law. It has approved transactions, irrespective of price, and will continue to approve them unless there is a specific Congressional order to the contrary.

If the proposed purchaser meets the requirements as to character, integrity and financial responsibility, the Commission is left with no recourse but to grant. Should the new owner fail to meet minimum requirements, the Commission always has recourse to renewal or revocation proceedings.

It is our guess that the request for legislative guidance is designed to head off inquiries from Congress about station transactions. Rep. Wigglesworth (R-Mass.), a member of the Select Committee to Investigate the FCC and the Independent Offices Appropriations Subcommittee, for years has asked the Commission to supply detailed station transfers and has fulminated against purported "trafficflying" in station licenses.

It's refreshing to have the FCC, that in hand, now ask Congress for advice on station transfers when prices appear "ordinarily high." For years, or in any event for the last five, the Commission has gone blithely on its way deciding important questions of policy involving ownership, programs, business and other practices without once seeking Congressional direction. In fact, it has opposed moves toward legislation which would define its authority.

Now that the Commission has broken the ice, we respectfully suggest that it elicit from Congress its judgment and guidance on such matters as newspaper ownership and operation of stations; dual ownership of standard, FM and television stations by the same licensees under heavy investments are made; extent of its authority over business operations of stations and networks; what, if any, control it may exercise over programs; whether it can collect annually statistics on radio business without specific authorization, and a host of other controversial questions on which Congress, as the creator of the FCC, should express itself.

On second thought, since the FCC feels on the matter of station transfers that the law is not clear, and since questions have been raised as to the Congressional intent on other even more fundamental points, we think it behooves the Commission to seek a full-scale set of interpretations of the Communications Act of 1934.

The easier way would be to write a new radio law. But the FCC opposes that.

HENRY RUTHERFORD TURNBULL

I N 1942 when Thomas E. Dewey was running for Governor of New York, he made 18 radio campaign addresses. Seventeen of his broadcasts ended on the nose; one ran over by 18 seconds. Gov. Dewey will adhere to the same sort of timing in his radio talks during the 1944 Presidential race, according to Henry Rutherford Turnbull, who directed the Dewey gubernatorial radio campaign and who, at the Governor's request, has taken leave until Nov. 8 from his regular position as chairman of the plan board of Duane Jones Co. to serve as radio director of the Republican National Committee.

"No broadcaster scheduling a Dewey address on his station need fear that the Governor will run over his allotted time," Mr. Turnbull declared, "and the same applies to Gov. Bricker. We appreciate the problems of the broadcaster. We realize that in many cases he is cancelling a regularly scheduled commercial program to carry a campaign broadcast, so the latter means no extra profit to him. We also know that when a popular radio show is replaced with a political broadcast the change will not meet with 100% audience approval.""Therefore, we consider it a duty to do all we can to make the broadcaster's job of cooperating with us as painless as possible. We shall not ask networks or stations to clear 30 minutes and then put on a speaker who will talk for 45 minutes. We shall not ask for the same time period two weeks in succession from any sponsor or station. We shall, whenever possible, make use of sustaining time instead of asking for clearance of time already sold to a commercial sponsor."

Mr. Turnbull's statement comes naturally from a key executive of an advertising agency which has majored in radio, so to speak, with about two-thirds of its total billings going into this medium. It is also natural that he intends to apply to his current task of producing votes for Republican candidates at the ballot box the same radio techniques that have successfully produced sales of advertised merchandise over the counter.

Although Mr. Turnbull won't know his campaign advertising budget for a fortnight hence, he asserted that radio expenditures would comprise the "biggest single item" of the appropriation.

Henry Turnbull was just about old enough to cast his own first vote when he entered
Will Your Milwaukee Radio Programs Receive PRAISE Like This?

Milwaukeeans are enthusiastic about WMFM, and they don't hesitate to say so. The WMFM filing drawer marked "praise" is heaped high with documentary proof that WMFM delivers the perfect combination of better programming plus better reception, through the miracle of FM.

Put this enthusiasm to work for you. Include WMFM in your fall schedule. One of the outstanding WMFM sustaining programs may be exactly what you want. If not, we will gladly place our years of experience as FM pioneers at your disposal to help develop a new, sound program.

Don't wait. Act now. Write, wire or phone.
Our Respects to
(Continued from page 34)

advertising as a cub copywriter for Joseph Katz Co., in his native Baltimore. Born Aug. 19, 1905, he had been educated at St. Paul's School, Baltimore, Baltimore City College ("really a high school despite its name," said Henry) and Johns Hopkins, which awarded him an AB degree in 1926.

Journalism beckoned and for a brief period Henry chased news for the Baltimore Sun. "A reporter's life looked glamorous to a youngster," he explains, his switch in careers, 'but advertising seemed to offer the same glamour—more money." And so another advertising man got his start.

Three years with Katz, a couple more with Van Sant, Dugdale & Co. and young Turnbull was ready to tackle advertising on a major market, New York. Starting with Paris & Peart as account executive on A & P coffee, in 1937 he joined Blackett & Hummert and began his association with Duane Jones, moving with him some three years later to Maxon Inc. and subsequently assisting in the formation of Duane Jones Co.

As account executive on such radio-active accounts as Bab-O, Grocery Store Products, Tetter Tea, and the like, Mr. Turnbull became more than moderately familiar with rehearsals, stop watches, control rooms and other studio phenomena. A term ("of hard labor," he says) as time-buyer for Maxon and Jones made him master at rate card mathematics and the knack of obtaining the most listeners per dollar.

These proficiencies are as valuable in political as in commercial radio. Mr. Turnbull proved that in 1945, when he combined stations of two networks into a statewide hookup that insured complete coverage of New York for major speeches by Mr. Dewey. That campaign, and the equally successful 1945 campaign of Joe R. Harris for lieutenant governor, with Mr. Turnbull again at the radio controls, provided valuable experience for the present nationwide political battle.

Spot radio played an important part in the New York campaigns and also will be extensively used this year, Mr. Turnbull says, adding that much of the spot time will be purchased locally by the state, county and city Republican Committees. The national radio staff is now preparing a radio handbook for the guidance of these committees in buying time and preparing radio material.

Recalling with professional pride a number of firsts" in the use of premium offers in radio advertising—conceived during the last 7½ years as right-hand man of Duane Jones, Mr. Turnbull said that in a "pioneering" approach behind this method of salesmanship—the intent to "move people to action"—could be carried over into the handling of radio in the Republican campaign.

The Jones-Turnbull team, incidentally, was the first to put on the air premium offers of theatre seats and silk stockings. They were first in the United States, he said, to get Madame Chiang Kai Shek to endorse a commercial product. The chrysanthemum offered last year by B. T. Babbit Inc. over NBC bore the name of the leading lady of China.

Mr. Turnbull lives with his wife —the former Ruth White of Baltimore—and his two children, Henry Jr. and Susan. His interest in advertising agency man's retreat—Bronxville, in Westchester County, N. Y. His favorite hobbies, he says, are chess and recorded music. Not so keen on the same hobby, his external affiliation is the Johns Hopkins Club.

LYNNE C. SMEBY, assistant director of the Operational Research (Special Army Signal Corps, and former NAB Director of Engineering, and Mrs. SMEBY, on July 7 became the parents of their first child, Lynne Charles Jr.

S. J. PAUL, assistant advertising manager of Borden's Group, has returned to New York, and Mrs. Paul, on July 22 became the parents of an 8 lb. 15 oz. daughter, Celia Ann—their first child.

EDWARD T. BATELCHER, former assistant secretary of the Assn. of National Advertisers, has been elected secretary succeeding George S. McLintock, who has assumed executive directorship of Bristol-Meyers Co.

HERBERT KENDRICK, manager of WILS Beckley, W. Va., has resigned preparatory to embarking upon a station project with G. Lester Hash, of Beckley.

HOWARD L. CHERNOFF, managing director of the West Virginia Network now in the European Theatre of Operations as the network's correspondent, conducted the second of a series of broadcasts July 23, describing conditions as he found them after a trip through hospitals in the United Kingdom.

DR. EVERETT R. CLINCHY, president of the National Conference of Christians & Jews, has been appointed to the Advisory Board of Clergy for Light of the World, CBS serial dramatizing the contents of the Holy Bible, and sponsored by General Mills. Dr. Clinchy replaces the late Dr. James Moffatt.

PAUL MOWRY has been transferred from WABC New York, where he was a senior producer, to the television staff of CBS, WABC parent network, as assistant to Worthington Miner, manager of CBS video. Mr. Mowry is a former member of the staff of WCBR, CBS television outlet in New York, having been assistant manager of studio operations during the "live" series of programs on the station late in 1942. He transferred to WABC when the live telecasts were discontinued because of wartime shortages of men and material.

FLOYD MASTERS, since 1939 mid-western district manager for Stewart-Warner Corp., Chicago, has been appointed manager of the radio division.

WPB Names Butman
CARL H. BUTMAN, Washington radio consultant and former secretary of the old Federal Radio Commission, has been assigned to handle publicity for the Radio & Radar Division, War Production Board. Mr. Butman, has been in the WPB information office the last year.

RICHARD W. HUBBELL, who has succeeded Frederick L. Kupfel as editor of Television Magazine, is continuing his association with the magazine as contributing editor. Mr. Hubbell relinquished the editorship to devote more time to television production and consultation and to the completion of a book on television program production.

AL LEARY, commercial manager of CRCL for 15 years, will operate his own station at Toronto in the near future, and has opened temporary offices under the name of York Broadcasters at 46 Richmond St. West, Toronto. Associated with him will be Commercial Broadcasting Service Ltd.

DON McGILL has been appointed manager of KEKU Sudbury, Ont. Before joining KEKU a year ago he was with OFCO Chatham, Ont. He succeeds Clair Chaloux, resigned.

CHARLES H. KUERTZ, former sales representative for General Mills in Clifton, has succeeded the staff of Specialty Sales, WDL Cincinnati subsidiary.

Eng C. HENRY, former chief of the audio and industrial section of WPB's Radio & Radar Division, has been appointed to the staff of the Industrial Sound Equipment Section to RCA, Camden, N. J., in charge of engineered sound systems and components.

DON'T SIT UNDER THE APPLE (Ky.) TREE!

If you're looking for a windfall of Kentucky business, you'll be interested to know that the Apple (Ky.) crop of buying power isn't exactly in the bumper class! On the other hand, the Louisville Training Area is a tremendous chestnut area with orchard, loaded down with 37.5% of Kentucky's total buying income...harvest your share of the Louisville Area's $4,000,000,000 retail sales, all you need is WAV—a-only NBC station for 100 miles around! Send for the proof now.

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BROADCASTING • Broadcast Advertising
NOW! A WORKING MODEL OF GATES POST-WAR TRANSMITTER DESIGNING

Orders Accepted Now for Post-War Delivery*

MODEL 1D
ONE KILOWATT
BROADCAST TRANSMITTER

An Example of How Gates Wartime Developments Create Higher Efficiency at Lower Cost . . .

Here is "tomorrow's transmitter—completely engineered today!" Combining these important features:
- Low initial tube cost
- Low operating cost
- High fidelity performance
- Extreme accessibility of all components
- Modern, streamlined design
- Extremely easy to install
- "Easy-view" meter panel

Yes! Gates is ready for your post-war equipment needs. This new, 1000 watt transmitter is completely designed and operating under rigorous conditions . . . ready for post-war delivery. The Model 1D is designed as a commercial broadcast transmitter, but is also available, on special order, for high frequency operation up to 20 megacycles. You can order now with confidence, knowing that Gates has taken advantage of every wartime engineering advancement in designing this efficient and economical transmitter.

* May we send you details regarding the Gates Priority System for prompt postwar delivery?

WRITE TODAY FOR COMPLETE, ILLUSTRATED TECHNICAL BULLETIN

Gates RADIO and Supply CO.
QUINCY, ILLINOIS, U.S.A.


BROADCASTING • Broadcast Advertising
Maj. Roberts Back

MAJ. RANKIN ROBERTS, of the public relations staff of Lt. Gen. Joseph Stilwell, commanding general of the China-Burma-India theatre, is back in the States to complete plans for future radio activity in that theatre. He will return to the Orient after a leave. Maj. Roberts formerly was a Texas State Network producer. He was with the War Dept. Radio Branch, Washington, before being sent to Chungking two years ago. He is also conferring on plans for resumption of the Blue series, Yanks in the Orient.

New Canada Station

CKSF is the call letter of the new 250-w station of the Standard Freeholder, Cornwall, Ont., which operates on 1230 kc, according to an announcement of Walter A. Rush, Controller of Radio, Department of Transport, Ottawa. The station was issued license No. 119.

Emerson PD Quota Earnmarks Delivery

Priority System Will Cushion Huge Postwar Set Demand

EMERSON Radio & Phonograph Corp., New York, has set up a "Preference Delivery Quota" program designed to expedite the delivery of the first post-war radios to consumers. As outlined at a meeting of Emerson Eastern distributors, by Jack Geartner, advertising director, consumers are asked to sign a register, soon to be available in radio stores, entitling them to a "PDQ" certificate. Effort will be made to deliver radios when they become available to certificate holders.

Highlighting the importance of the newly-installed priority system, Benjamin Abrams, Emerson president, estimated that immediate postwar set demands would absorb 25,000,000 radios as soon as the production is permitted, while the industry's manufacturing potentiality represented between 15,000,000 and 17,000,000 sets. He predicted that the demand for radios and radio products would result in an expansion of the industry into a $3,000,000,000 volume as compared to its pre-war volume of $400,000,000.

Big Postwar Demand

The Emerson "PDQ" plan will be promoted on Green Valley, U.S.A., Emerson's Mutual program, as soon as adequate distribution can be obtained.

Emerson looks forward to the development of small television sets, said Mr. Israel, vice-president in charge of engineering, visualizing, in place of the 12-inch cathode tube, a small revolutionary tube measuring 1 to 3 inches, coupled with a system of enlargement allowing the projected image to be viewed by many.

William H. Weintraub, head of the agency handling Emerson advertising, emphasized the dominant position held by the U.S. in radio set ownership but added that the industry should not jump to the conclusion that it had reached perfection because 82% of the families own receivers.

Emerson, Flaig are Shifted In WLW Sales Changes

FOLLOWING appointment of William P. Robinson as Chicago manager of WLW Cincinnati [BROADCASTING, July 24], Robert E. Dunville, vice-president of the Crossley Corp. and general manager of WLW, announced other changes in the station's sales set-up.

Mr. Robinson George Clark, whom Mr. Robinson succeeds as Chicago manager, is being transferred to the WLW New York office, filling the vacancy created by the appointment of Eldon Park as assistant general manager of WLW [BROADCASTING, July 10]. Herbert Flaig, WLW commercial traffic manager, will be moved to Chicago to fill the vacancy created by Mr. Robinson's promotion.

Mr. Park took over as assistant manager of WLW on July 24. Other transfers will be completed by Aug. 1, Mr. Dunville said.

Lane in London

WILLIAM T. LANE, general manager and vice-president of WAGA, has arrived in London as the guest of the British Government. According to word received by the station, he flew to England in a British plane with a group of U.S. citizens who are visiting as guests and not correspondents. Mr. Lane will file stories to WAGA and will be guest speaker on several Blue Network broadcasts while he is in London. In his absence, Mr. Lane's assistant, Aaron Beckwith, has taken over the managerial duties.

PROBLEMS of world peace are discussed in Approaches to World Peace, by Lyman Bryson, CBS director of education, Louis Friedlein of the Jewish Theological Seminary, New York, and Robert M. Macher of Columbia U. Book will be published Aug. 2 (Harper & Bros., New York, $5.00).

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manager of WLW [BROADCASTING, July 10]. Herbert Flaig, WLW commercial traffic manager, will be moved to Chicago to fill the vacancy created by Mr. Robinson's promotion.

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Communication by telegraph was probably one of the first of the electronic arts which met with commercial success in America. Of constant interest to every boy in a small town, the telegrapher down at the depot was a hero—a man of great science. With the advent of faster locomotives, telegraphy was a speedy method of traffic control.

Today, and for the postwar period, the picture will include electronic voice communications for the streamlined trains which travel one hundred miles per hour. There must be a more flexible control via electronics, plus the added possibility of passenger luxury in radio telephones. Universal stands ready as an electronic manufacturer to serve in the era of applied electronics.

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

**UNIVERSAL MICROPHONE COMPANY**
INGLEWOOD, CALIFORNIA

FOREIGN DIVISION: 301 CLAY STREET, SAN FRANCISCO 11, CALIFORNIA -- CANADIAN DIVISION: 560 KING STREET WEST, TORONTO 1, ONTARIO, CANADA
Dear Judges:

It goes without saying that we're pleased to have won our third straight BILLBOARD award; but we're especially grateful this year because we realize the quality of competition was higher (much higher), and the judges were the most eminently qualified persons who could be chosen.

So --- thanks again!

Sincerely,

Radio Station WGKV

P.S. The statistically-minded around here have figured it out mathematically; we've now been BILLBOARD Award winners for greater than 65% of WGKV's lifetime.

CHARLESTON, W. VA.

Joseph B. Matthews, Manager
Gil Canfield, Promotion Manager

Represented Nationally By
Joseph Hershey McGillva, Inc.

Affiliated with

KUTA Shifts Personnel
In Program Department

IN A complete realignment of the program department of KUTA Salt Lake City, general manager Frank Carman announced some personnel changes. Frank McIntyre, who came to KUTA from WYK Oklahoma City, will supervise the organization. Mr. McIntyre heads the program department as program-production director. Bill Agee, former Los Angeles announcer, will be night production manager, with Vern Louden, assistant production manager.

Jim Lawrence, former KOVO Provo program director, will fill the newly created post of sport-special events director, and Herman Wilson, formerly of KFEL Denver and KPSD San Diego, afternoon news reporter. Dick Eskelson has joined the announcing staff, coming from KTPI Twin Falls, Ida. Keith Clarke has been promoted from junior announcer to full time status, and Lita Anderson, is new to the continuity staff.

ADD PENFIELD, former night news editor at WSB Atlanta, has been inducted into the Army as a private, stationed at Camp Wheeler, Ga.

FRANCES NEWELL, former woman's program director at KGVO Missoula, Mont., has joined the station's announcing staff effective Aug. 1, replacing Ginger Cook, who is leaving to study in New York. Velma House succeeds Miss Newell.

NAOMI MELENICK, formerly with WJJD-WIND Chicago in news and publicity work, has joined the staff of domestic radio bureau of the Office of War Information in New York.

PAUL O. GODT, theatre organist and program director, has been named public relations director at KXOK St. Louis. Mr. Godt was former program director at WTMV East St. Louis, Ill., KARK Little Rock, Ark., and WKOZ Kalamazoo, Mich.

BILL MELIA, announcer of WWNC Asheville, N. C. and a member of the production staff for the past four years, has been appointed production manager.

ERIC NORMAN, announcer, formerly of WOR New York and the Office of War Information, has joined the announcing staff of WJVN Brooklyn. DR. DEXTER PERKINS, Watson professor of history at the U. of Rochester and news commentator at WHEC-WHEP Rochester, will be the first to occupy Cambriude University's new chair of American history and institutions. (Continued on page 48)

Yea! Dis Is Butch!

Lowbrows, highbrows, inbetweeners!
They're here, with money to burn! Winston-Salem is an outstanding market—served by an outstanding radio station. If you want more sales and good will, you want—
THE BEST SHOW WINDOW IN THE WORLD

There is going to be a brand-new window in millions of homes... the most exciting window ever known—the television screen! Through it people will see the whole wide world in vivid, vibrant panorama. Most important to you, Mr. Advertiser, is the fact it will be the best show-window in the world.

Your product or your service can be demonstrated with ease and artistry in television’s show-window. It will be friendly selling—personal, intimate visits with small family groups in their own living rooms.

Leading advertisers and their agencies have developed new and effective commercial television techniques through experimental programs over DuMont’s New York City station during the past 18 months. These programs provide eloquent proof that adding sight to sound has multiplied air-borne salespower... has opened a new highroad of magnificent promise direct to America’s best postwar markets.

DuMont was first to give television really clear reception by creating the DuMont Cathode-ray Tube. And DuMont pioneering in television station operation and programming techniques will help you realize the greatest return from every penny of your television time-buying dollar.

You’ll want your product featured well down front in the best show-window in the world!
The BUSINESS OF BROADCASTING

STATION ACCOUNTS
ex-studio programs
aw-news programs
sp-spot announcements
at-transcription announcements

WINX Washington
Riser Co., New York (shampoo), 24 weeks, thru E. T. Howard Co., N.Y.

KHJ Hollywood
Gilbert G. Wilson Lake, Denton, Tex. (Cobalt Tobacco), 24 weeks, thru agency, thru Raymond Specter Co., N.Y.

Gordon Bread Co., Los Angeles (bread), 14 weeks, thru The Mayors Co., Los Angeles. Southwest Food Products, Long Beach, Calif. (jelloes, syrup), 5 weeks, thru Adam, Dave Foods Co., Long Beach, Calif.

KECA Los Angeles
Southeast Pacific Co., San Francisco (emphasis), 6 weeks, thru Poore, Cone & Belding, San Francisco. American Express Co., New York (money orders), 5 weeks, thru agency, thru Poore, Cone & Belding, N.Y.
Campbell Soup Co., Camden (Beef-Noodle Soup), 7 weeks, thru agency, thru Poore, Cone & Belding, N.Y.
National Funding Corp., of Calif., Los Angeles (Seaboard Finance), 5 weeks, thru Smith & Bell Adv., Los Angeles.

WHEB Portsmouth, N.H.
Sylvania Electric Products, Dover, N.H. (Vitadent dental cream), 1 week, thru agency.
Fairmount Hotel, York Beach, Me., 6 weeks, thru agency.
Scott Furriers, Boston, Mass., 76 weeks, thru agency.
Ogunquit Playhouse, Ogunquit, Me., 3 weeks, thru agency.
Plough Inc., Memphis (El Joseph Aqiris), 3 weeks, thru agency.
Plough Inc., Memphis (Mammas), 7 weeks, thru agency.
Hotel Roosevelt, New York, 6 weeks, thru Kelly-Nason, N.Y.

WJZ New York
Colgate-Palmolive-Fort Co., Jersey City (Colgate, Caramel toothpaste), 1 week, thru Pedes States Inc., N.Y. Gallo Hard Food Products, Philadelphia (Cream Whip salad dressing), 5 weeks, thru agency.
Griffin Mfg. Co., Brooklyn (shoe polish), 3 weeks, thru agency, thru agency.
Castile Products Inc., New York (Castile soap), 3 weeks, thru agency.
General Electric Co., New York (institutional), 5 weeks, thru agency.

WMAQ Chicago
Marlin Firearms Co., New Haven (vapor blaster), 1 week, thru agency.
National Chemical & Mfg. Co., Chicago (Luminaria paints), 2 weeks, thru agency.
Civic Theater, Chicago (“Wildflower”), 6 weeks, thru agency.
Equitable Inc., Chicago (Courtet), 6 weeks, thru agency.
Macfadden Publications, New York (True Story), 5 weeks, thru agency.

WVOY New York
Roma Wine Co., New York, 312 weeks, thru agency.
C. Ludwig Baum, Brooklyn (retail furniture), 260 weeks, thru agency.
American Hotel & Storehouse Co., Chicago, 26 weeks, thru agency.
Furniture City, Chicago, (chewing gum), 115 weeks, thru agency.
Italian Cook Oil Co., New York (Italian Edible Oil), 312 weeks, thru agency.
R. Romano & Son. New York (wines), 156 weeks, thru agency.
Rosmanni Macaroni Co., New York (macaroni), 312 weeks, thru Emil Mogul Co., N.Y.
American Health Aids Co., New York, (Jetuline), thru agency.
Laver Bros., Cambridge, Mass. (Lifebuoy), thru agency.
Southern Cotton Oil Co., New Orleans (Castile), 78 weeks, thru agency.


20th Century-Fox Film Corp., New York (“Wilson” film), 184 weeks, thru M. H. Hackett Co., N.Y.
V. LaRosa & Sons, Passaic, N.J. (La Passacini), 155 weeks, thru Commercial Radio Service Adv., N.Y.
David A. Salsich International Pictures, 45 weeks, thru New York (“Since You Went Away”) thru Foote, Cone & Belding, N.Y.

KFAK Los Angeles

KPAS Pasadena, Cal.
Millani Products, Chicago, (1890 French dressing), 20 weeks, thru Garfield & Gold, Los Angeles.

WINN Louisville
Taylor’s Drug Stores, Louisville, 15 weeks, thru agency.

Chef Boy-Ar-Dee Shifts To Blue Food Program

CHEF BOY-AR-DEE Quality Foods Inc., Milton, Pa., beginning Aug. 15, will promote the two daily John Boy-Ar-Dee spaghetti dinner on What’s Cooking, on the Blue Network. Economic sympathy suggestions and foods new as related to world events will be presented by Beulah Kerney, home economist, supplemented by Eddie Ballantine’s orchestra and Earl Tanner, singer. Program will be heard Saturday, 11-10 a.m. on the two daily network, with Hal Makel, vice-president and radio director of McJunkin Adv., 6th Avenue, in Charge, producing and directing.

Sponsor is shifting from news commentary by Boake Carter on Mutual Monday, Wednesday and Friday, 12 noon-12:15 p.m. Last MBS broadcast for Chef-Ar-Dee is July 28.

Lowell Thomas on Digest

LOWELL THOMAS, NBC newscaster, sponsored by Sun Oil Co., on July 30 willheard on Radio Reader’s Digest, on CBS as the first of a series of sponsored programs replacing Conrad Nagel while the latter fills a commitment for Monogram Pictures in Hollywood, Digest sponsor is Campbell Soup Co.
DOBTHY ALLSUP has been appointed education director of WHIO Dayton, O.

PHILIP STALEY, production manager of WOOL Columbus, Ohio, is the father of a girl.

ELWOOD STUTZ, formerly of WBTM Dallas, Va., has joined the announcing staff of WHBQ Memphis.

ROBERTA PATRICK, former assistant on the sales promotion and merchandising staff of KYOQ Tulsa, has been appointed assistant to Wally Dennis, director of special events and public relations department, WHN New York. She replaces Ruth Fulling who left last week to enter the advertising agency field in Dallas.

HAL BARKAS, announcer of WCAU Philadelphia, and Ruth Cookerly, of the program department of WFBR Baltimore, are to be married Aug. 6.

AL MASSECHEN, formerly with WGL, Davenport, la., has joined the news staff of WHBQ Memphis.

LILA WARD has joined the news staff of WOC Columbus, S. C.

CHARLES CURTIN, former director and producer for the CBS production department, has joined the Yankee Network as night supervisor of production for the network's key station, WNAC Boston.

NAN MACKENZIE, former secretary to Wynn Wright, national production manager of NBC, has joined the production staff of WMPB Memphis. Kay Allen, formerly with WIBQ Memphis, has joined WMPB as women's editor.

WALLY KING, formerly of KLX and KLS Oakland, has joined KSPV San Francisco as announcer.

GENE GARRETT, former newspaper man, is a new addition to the news and continuity staff of WHB Kansas City.

ALMA SIoux SCARBERRY, script writer of CBS Hollywood, has joined Don Lee Broadcasting System, Hollywood, Ed Chamley, formerly of KQW San Francisco, and Burley Smith, formerly of KFVU Los Angeles, have joined the network as announcers.

MARGO HILL ATKWOOD, former correspondent in Washington, has joined the news staff of KGO San Francisco.

LUCILLE HASTINGS, former editor of the Brighton (Colo.) Blade, has joined the news staff of KLZ Denver.

TOM LIEBERT, for past year announcer and newscaster of KNX Hollywood, has been assigned assistant to Webley Edwards, CBS war correspondent in Honolulu.

JIM DOYLE, announcer of NBC Hollywood, has resigned to freelance.

BEN PALEY, Hollywood supervisor of CBS West Coast production operations, is in Chicago for three weeks on network business.

RICHARD E. FISCHER, formerly with WHAS Louisville, has joined KMOX St. Louis as newscaster. Del King, KMOX announcer, has been named assistant chief announcer.

CLARE CHAMBERS, new to radio, has joined CJKL Kirkland Lake, Ont.

PHIL DUNCAN, writer, and Arthur Edes, announcer, are new members of WLLH Lowell, Mass.

OWEN STENEHJEM, rural sociology specialist, has been named assistant to Chuck Worcester, CBS farm editor in charge of CBS Country Journal.

MARIAN REUTER, former assistant traffic manager for WBDB Chicago, has joined Young & Rubicam, Chicago, as assistant to the radio director. Virginia Smith, secretary to Fred Killian. WBDB production manager, will replace Miss Reuter.

KCMO Goes Hollywood

During a 1944-45 campaign of "Screen Broadcasts," a total of 3,000,000 movie fans in Kansas City will see and hear why it pays to listen to KCMO.

This campaign attracts listeners by visual—audible methods. Thirteen especially produced motion picture "shorts" dramatize top-flight KCMO-BLUE program attractions. Exclusive screening contracts cover the leading theaters in Kansas City's key buying neighborhoods.

- Featuring:
  Walter Winchell  Breakfast at Sardi's
  Jimmy Fidler  Breakfast Club
  Drew Pearson  My True Story
  Bob Wogan  Sweet River
  Raymond Gram Swing  The Lone Ranger
  KCMO News Bureau  Jack Armstrong
  Uncle Ezra  Dick Tracy
  Duffy's Tavern  Victory Parade of Fun Valley
  Radio Hall of Fame  Spotlight Bands
  Gangbusters  Guy Lombardo
  Counterspy  Horace Heidi
  Paul Whiteman

Melody Ballroom with James Coy

Call Any Joseph Hershey McGillivra Office

KCMO 5000 Watts

Kansas City's Only Basic BLUE Network Station
SCHOENHOFEN-EDELWEISS Co., Chicago (Edelweiss beer), has begun sponsorship of horse races from the Arlington-Washington Park track, Saturdays, WMAQ Chicago. Feature race is presented 3-3:15 p.m. CTY. Contract is for 8 weeks, placed by Olin Adv., Chicago.


GILBERT C. WILSON LABS., Denver, Tex. (dehydrated sweet potatoes), in a 13-week campaign ending Oct. 5 is sponsoring twice-weekly participation in Parnass Young's Happy Homes on KJL Hollywood. Agency is Little & Co., Los Angeles.

RELIABLE Flour Co., Boston, Mass., has named Harry M. Frost Adv., Boston, as advertising representative. Radio plans are said to be considered.


GEORGINI PORGIE Mills, Connell Bluffs, Id., has placed its account for "Electronics for Kitchen and Laundry" with Booth & Jacobs, Omaha. Radio plans are said to be included.

GIMBEL BRO., Pittsburgh, has renewed sponsorship of the morning New of the New brand Monday through Saturday on WCAB Pittsburgh. 6:15-9:30. Quarter-hour is conducted by Frances who gives news on fashions, fiction, and the arts.

H. C. G. FROMBERG Dancer-Fitzgerald-Sample Chicago, I1.

Dear Gene: The strain of writing these letters and meeting this book's deadline has been too much. After all, you can't be a master of the brew and the pen as well without paying the price. But it is not so awfully bad though, for the boss has told me to pack my bag and take a week off. Things will probably be worse a mean when I get back, but I'm just the man to straighten them out. So here I go.

Regardst Yours, Aloy

WCHS Charleston, W. Va.

WILDBOOT, a Buffalo, in a spot campaign for Wildroot hair tonic, has started five-weekly quarter-hour sponsorship on WINN Louisian of Marvin Agnew, Blue Network correspondent offered on a local cooperative basis. Agency is BBDO, New York.

C. F. MUELLER Co., Jersey City, N.J., to promote its macaroni, starts the Blue Network quarter-hour news program Bunkhouse Talks on a five-weekly basis on WCNY Twt, Yonkers, beginning Aug. 7 and on WARM Scranton, Pa., beginning Aug. 18. Agency is Duane Jones Co., New York.

JOHN E. REED Co., Hollywood (Susan's Baby Photo Studio), on Aug. 1 starts using an approximate total of 150 transcribed one-minute announcements per week on five Los Angeles area stations. Includes KPFA, KFKD, KFAC, KGFI, KGB.

Contracts are for six weeks. Allied Adv., Los Angeles, has account.

FILM STAR CREATIONS Inc., Los Angeles (handbags, dolls, games) has appointed Hugo Schoenblum Inc., Los Angeles, as agency.

C. C. LOCKWOOD, for more than 20 years associated with the advertising department of Chrysler Corp., has been appointed advertising business manager, Chrysler Division, Chrysler Corp., Detroit, Mich.

PEP BOYS of California, Los Angeles (auto accessories), in addition to a daily quarter-hour news cast on KECA, on July 24 started sponsoring five-weekly Saturday Night On the station using local cut in on the Blue program. Contract is for 52 weeks. Peps on July 24 for 52 weeks, started a daily quarter-hour newscast on KFAC and is also utilizing similar schedules on KFI, KFOX, KFXM. Agency is Milton Weinberg Adv., Los Angeles.

MICHIGAN BULBS Co., Grand Rapids, Mich. (flower bulbs), has begun sponsorship of a test campaign using spot announcements and participation, depending upon availability. Company is now on approximately 30 stations with more to be added. Contracts are for 13 weeks on a continuation basis. Agency is O'Neil, Larson & McManus, Chicago.

IRONIZED VITAMIN Co., Chicago (Ironized vitamins), has appointed Geoffrey-Bradford Corp., Chicago, to handle its advertising. No radio is planned at present.

HARTMANN TRUNK Co., Racine, Wis., has appointed Earle Lodgin Inc., Chicago, to handle its advertising. No radio is planned at present.

H. E. BROMBERG, account executive, has joined Advertising Counselors of Ariz., Phoenix. Francis Mae Ball has been appointed to head retail advertising and Dorothy Tuthill has been added as copywriter.
What, Why, Where Radio?

The answers will be in

Broadcasting's

NAB War Conference Issue

to be published

AUGUST 28th

AMONG THE FEATURES:

FM After the War
Television Network Plans
Building Television Programs
The Motion Picture Role in Television
The War Advertising Council and Radio
The Agency Appraises Television and FM
Circulation Potentials of FM and Television
Radio's Future as Viewed by an Ex-Commissioner
An Advertiser Evaluates Television's Sales Force
Case Histories on Television Programming Experiments
Costs of FM and Television Installation and Operation
What the Advertiser Wants to Know About FM and Television
And a dozen other features, aside from War Conference Activities
and the week's budget of spot news.

Regular rates prevail.

Wire reservations collect today.
Deadline August 15, 1944
I gotta date with 1000 Jeeps! Call AIR Express — NOW!

Maria White, Elisabeth Reading and Toni Mendez have joined the Bow Co., New York, Miss White, former media director of Grey Adv. New York, has been appointed a time buyer and Miss Reading, formerly on the program staff of Newell-Emmett Co., New York, has been named traffic supervisor in the program department. Miss Mendez, former freelancer, has joined the production staff.

McCann-Erickson, New York, has taken additional quarters at 730 Fifth Ave., New York, for publicity and account department. Main office is at 50 Rockefeller Plaza.

Howard S. Round, former eastern sales manager of the Pepsi-cola Co., Chicago, has joined Ivey & Ellington, New York, to direct merchandising and marketing analysis and promotion, a new post.

Roy S. Durstine offices in Cincinnati will be moved from the Enquirer Bldg. to the Carew Tower.

Wallace H. Goldsmith Jr., of the foreign department of McCann-Erickson Inc., New York, left last week for Cuba, where on Aug. 1 he will open up a new office for the agency in Havana, as manager. Mr. Goldsmith has been associated in the past with Tidewater Oil Co., and more recently with the National Assn. of Manufacturers. Harrison Atwood, vice-president of McCann-Erickson's foreign operations, accompanied him to Cuba. Agency has branches in Buenos Aires, Rio de Janeiro, Sao Paulo, San Juan and Puerto Rico.

Charles H. Mayne Co., Los Angeles agency, will continue to function as before death of its President. Charles H. Mayne, on July 12 Eugene P. Ramsey is in charge.

FUTURE PROMOTION for the thrice-weekly half-hour adventure series Red Ryder gets going-over by this executive group prior to its shift from 7 Blue Pacific stations to 5 Don Lee Pacific stations on Aug. 8. New contract is for 62 weeks. Langendorf United Bakers, San Francisco, is sponsor. Planners (1 to 2) are Richard Goebel, president of Pacific Coast Adv. Co., San Francisco, agency servicing account; Dan J. Donnelly, manager of KFRC San Francisco outlet of Don Lee Network; Ray Rhodes, station account executive.

If Air Express shipments could talk—and knew where they were going and why—we wouldn't have to urge you to ship when ready, especially if you are a manufacturer of war materials. For early shipment is the way to be certain of earliest possible delivery. Don't let shipments lie around for routine end-of-day pick up. Call Air Express the instant the label is on. No matter what the label says, it isn't Air Express until it's on a plane!

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

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

WRITE TODAY for "Vision Unlimited"—an informative booklet that will stimulate the thinking of every executive. Dept. PR-8, Railway Express Agency, 230 Park Ave., New York 17, N.Y., or ask for it at any local office.

I gotta date with 1000 Jeeps! Call AIR Express — NOW!

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New Business


GILLETTE SAFETY RAZOR Corp., Boston (shave products) on Aug. 6, 10 p.m. only, sponsors Bob Montgomery-Beau Jack broadcast on over 200 MBS stations. Agency: Mason Inc., N. Y.

GENERAL FOODS (Canada), Toronto (Graperust Flakes) on Sept. 1 starts Henry Alrich on 39 CBC Dominion network stations, Fri. 2-2:15 p.m. (C.B. Nelson, Postum) on Sept. 18 starts The Thin Man on 38 CBC Dominion network stations. Fri. 9:45-10:30 p.m. (Maxwell House Coffee), starts Aug. 51 Frank Morone on 27 CBC Dominion network stations. Thurs. 8:45-9:30 p.m. Agency: Baker Adv., Toronto.


HERMAN BASCH & Co., New York (Hammer Brand for processing), on Aug. 8 for 12 weeks, starts One Man in Hollywood on 5 Pacific stations, Thurs. 3:15-3:30 p.m. (PWT), with transmitted repeat on WNYC, Thurs. 3:30-3:45 p.m. (PWT). Agency: Keil-Mason Inc., N. Y.

Renewal Accounts

EMERSON DRUG Co., Baltimore (Bromo- Seltzer), on July 51 for 8 weeks replaces Vve Pap on 60 CBS stations. Mon. 8:30 p.m. Agency: Ruthrauff & Ryan, N. Y.


CHARLES H. PHILLIPS Chemical Co., Glenrook, Conn. (toothpaste), on Aug. 21 for 8 weeks replaces Ameda of Hom- e-mere Mills on 42 CBS stations Mon.-Fri., 11:11-11:15 a.m. Agency: Dancer-Fitzgerald-Sample, N. Y.


Network Changes

PABST SALES Co., Chicago (beer), has added 18 CBS stations (WDSY WSOY WTXS WMKO WJLC WPAD WHOF WPMD WENT WJHJ WBWH WABA KEYS) to Blue Ribbon Town, making total of 152 CBS stations. Agency: War- wick & Langer, N. Y.

DR. PEPPER BOTTLING Co., Dallas (bottled soda), on Aug. 6 for 8 weeks replaces Al France in Fan Valley with Dart for Dough on 156 Blue stations. Sun._ Fri. 6-6:30 p.m. Agency: Tracy-Locke- Dawson, Dallas.


FREDERIC J. ROBINSON has been named sales manager of Sylvanite Elec- tric Products Inc. for Latin America. He previously had been export sales manager for Latin America for Gil- lette Safety Razor Co.

PAUL G. ARVIDSON, formerly of WHO Des Moines, has joined WOC Davenport, Ia. as chief engineer.

CHARLES R. WEXLER, former as- sistant chief engineer for Emerson Ra- dio Co., has been named chief en- gineer of the electronic division of John Meech Industries, 124 N. Y. Homer R. Denius, former chief production engineer for the radio division of Crosley Corp., has been appointed plant manager of the electronic division of John Meech Industries.

CHARLES W. BRAUER, transmitters technician at KDYL Salt Lake City, has resigned to devote full time to his own business.

JOE PETERS has joined the engineering staff of WMRN Marion, O., following a year with WBNX Columbus, O. Robert Mason Jr., son of Robert Mason Sr., station manager, is a new addition to the engineering staff.

GORDON OLIVE, chief engineer of Canadian Broadcasting Corp., has arrived in England for an inspection of equipment of the CBC overseas units now serving with the Canadian forces in Great Britain, Italy and France.

WILLIAM CODDING, chief petty officer, USNR, former studio engineer at WLUW Cincinnati, was to leave last week for active duty.

For the week ending July 31, 1944

NET

Network Accounts

All time Eastern Wartime unless indicated

FORT WAYNE, INDIANA

A Westinghouse Station

To this grateful acknowledgment, expressed by the entire staff of WOWO, we add our sincerest thanks to all those who, because of their deep interest in advertising and broadcasting, served as judges and granted WOWO the series of Awards and Recognitions presented here.

PUBLICITY

Billboard 1944 Radio Publicity Survey. In this Radio Editors' Poll, WOWO was first in its area.

PROMOTION

WOWO won second place among all Clear-Channel Stations, Billboard Promotion Survey.

PROGRAMS

WOWO won First Award 1943-1944 Institute for Education by Radio, Ohio State University, for family-type programs. Abe Andrews*.

SERVICE

Institute for Education by Radio, Ohio State University, 1943-1944 Award — Tom Wheeler.

WAR-EFFORT

"Proudly We Hail" 1944 Honorable Mention, Institute for Education by Radio, Ohio State University.

MERCHANDISING

Quaker Oats, Honorable Mention, All-Station Coverage.

*From WOWO Cradle Of Stars Audition Transcription Library.

Again, the staff of WOWO appreciates this opportunity to call the foregoing to the attention of all advertisers... and incidentally, if you'd like to get in tune with some of the enthusiasm and spirit that feature the day-to-day operation of WOWO, listen to "Hoosier Hop." It's on the Blue, every Saturday night at 11:00 P.M., E.W.T.

WESTINGHOUSE RADIO STATIONS Inc

WOWO • WGL • WBZ • WBZA • KYW • KDKA

REPRESENTED NATIONWIDE BY NBC SPOT SALES

WESTINGHOUSE RADIO STATIONS Inc

WOWO • WGL • WBZ • WBZA • KYW • KDKA

REPRESENTED NATIONWIDE BY NBC SPOT SALES
NEW BOOK PUTS SALT ON THE TAIL OF ADVERTISING

The Diary of An Ad Man by James Webb Young captures the elusive human qualities which make advertising successful.

When the material in this book first began to appear, week by week, in Advertising Age, the reader response to it was immediate, enthusiastic, and voluminous. Our editorial staff itself could hardly wait for each succeeding installment, and as it arrived it was eagerly passed from hand to hand for advance reading.

For this is a book about advertising—and business—and life—different from any other ever published. In it one of the country’s best known advertising men has put down, day by day, for eighteen months, what he saw, did, felt, thought, and read. And put it down with such a gift for words, such wit and wisdom, as will make you want to read and reread this book throughout your life.

As one prominent agency man quoted me: “Once in a blue moon there appears over the horizon a book about a business which emits flash after flash of penetrating insight. It shoots these illuminating flashes right through that particular business, piercing through the muck of mumbo-jumbo and the underbrush of the basically unimportant.”

“The Diary of An Ad Man does just that—for a business which, though dealing in intangibles, will find tangible, day-by-day guidance in these pithy case-history experiences, acute observations, and usable suggestions.”

About the Author

Jim Young (as he is widely known) has had the kind of career many men long for. He was, successively, office boy, stenographer, and mail order book salesman; then copywriter, branch office manager, and Vice President for J. Walter Thompson Co.; then Professor of Advertising at the University of Chicago, Director of the Bureau of Foreign & Domestic Commerce in Washington, rancher in New Mexico, author and advertising consultant. He is a past president of the American Association of Advertising Agencies and a founder and director of the War Advertising Council. He has traveled widely abroad, and for thirty years has been identified with many of the largest and most successful advertisers in this country and Europe.

The Diary of An Ad Man brings you a distillation of this experience, and of the philosophy which grew out of it. It is a human document of our times, and will, I predict, be referred to in the future as historical source material on the creative business life of the advertising agency. It is a book that will inspire you and excite you; that will make you chuckle and make you mad; that will pay you dividends in usable ideas, stimulated thinking, and pure enjoyment.

I want to put a copy of this fruitful book into the hands of every man who has anything to do with advertising—or hopes to—because I know he will relish both its contents and its handsome format. So I make you this offer: Send me your order for a copy of The Diary of An Ad Man today, and I will not be more than satisfied that it is worth all I say; I will refund your money and you can keep the book. The price is $3 per copy, postpaid. Send for it now. G. D. Crain, Jr., Publisher, Advertising Age, 100 East Ohio St., Chicago 11, Ill.

JACKSON TAYLOR, vice-president of McCann-Erickson, New York, and general manager of the research department, heading copy, market and radio research, has been appointed manager of the agency’s Minneapolis office. Recently he has been assistant to the vice-president in charge of eastern operations. Robert B. Donnelly, vice-president and manager of the Minneapolis office, has resigned to join the Gardner Adv. Co., St. Louis, where he will head the Ralston Purina Co. account.

JEAN HABSTONE, until recently assistant director of network promotion for NBC, has joined the public relations staff of Arthur Rubinfen Inc., New York.

EMERSON FOOTE, president of Foote, Cone & Belding, has returned to New York after 10 days in Los Angeles for conferences with Don Fielding, board of directors chairman, on general agency business.

JACK ROCHE, producer of Young & Rubicam, Hollywood, is in New York assigned to summer shows serviced by that agency. He returns to Hollywood with resumption of weekly Blue Duffy’s Terrors on Sept. 20.

CAROL DAVIS, formerly of Tom Field Inc., New York publicity service, and now manager on NBC Hollywood publicity staff, has been appointed West Coast publicity director of Raymond & Bowles.

Luis P. Dillon, account executive in the Buenos Aires office of McCann-Erickson, New York, for 10 years, has gone to New York to assume a special assignment in the agency’s foreign department.

Hugo Scheinbihner Inc., Los Angeles, has started a monthly open forum luncheon meeting for agency clients with guest speakers of note in various fields of allied business interests.

Oscar H. Romaguera, head of the radio department in the Latin American Division of J. Walter Thompson Co., has left New York to survey markets and advertising media in South and Central America.

LATIN AMERICANS

RADIO FOLLOWERS

SOAP OPERAS, audience participation programs and musical variety shows are the modus operandi of radio programs in Latin America, according to field representatives of the Latin American radio section of the Office of Coordinator of Inter-American Affairs. It’s a subject which was given by the Export Advertisers Assn. July 26 in New York. Discussion revealed that institutional advertising is making a good beginning in Brazil, Mexico and Peru.

Estimates on the number of sets in use by given as CIIA representatives for their respective countries, were as follows: Mexico 500,000, five listeners per set; Ecuador 12,000-15,000, six listeners per set; Peru 10,000-100,000, five listeners per set in private homes and 10 listeners per set in in restaurants and bars; Paraguay 15,000 sets; Cuba 250,000 sets; Colombia 60,000; Venezuela 80,000-100,000; Bolivia 15,000-20,000; Brazil, about 2 million sets (unofficial estimate) with most of them in the Rio-Sao Paulo area. Among speakers were 12 field men who have been conferring the last two weeks in New York, following a week’s conference in Washington, before returning to their respective posts in Latin America.

John S. Ogilvie, CIIA director in Washington, Wilfred S. Roberts, associate director, New York; Jack West Runyon, New York, assistant director; Hollywood; Mrs. Francis McStay Adams, representative for Ecuador; Stewa A. Ayres, Peru; Maria de Burt, Paraguay; Kenneth Campbell, Cuba; John J. Bowles, overseas director, Mexico; Jaime Garcia, Colombia; Frank Rieder and Richard Phillips, Uruguay; Persey Rankin, director of information for Colombia; J. A. Rice, Venezuela; Hugo Urutia, Bolivia; John J. Wiggis, Brazil; Thomas Riley, former television director and J. Walter Thompson Co., New York, who will leave shortly to serve as CIIA representative in Chile, also attended.

Halifax License

The Halifax Chronicle is understood to have been issued a license for a 110-kw station, although no official announcement has been made yet by the Dept. of Transport, Ottawa. The station has bought equipment directly from DUN Edmonston. The newspaper had held a construction permit but allowed it to lapse several years ago.

WCB1 Columbus, Miss., has sold Arthur Geith, MIB commemorator, locally to Roy’s Drug Store, Columbus Walgreens outlet, for $2 weeks. Program originates at KLO Ogden, Utah, at 11 a.m. EVT Monday-Friday.

MAGNIFY YOUR RESULTS

WITH

ORIGINAL
CUSTOM- BUILT
RADIO SPOTS

Harry S. Goodman
Your best source for
SPOT RADIO

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ENTHUSIASTIC AUDIENCE, composed of G. W. (Johnny) Johnstone (center), director of news and special features for Blue Network, and Arthur Feldman (right), back from London, where he was assistant manager of the Blue news office, listen to Blue war correspondent Claude Steiner recently returned from the Southwest Pacific. Feldman will be transferred to Gen. MacArthur's headquarters.

Radio to Share in RKO Increase in Advertising

RKO Radio Pictures, New York, will increase its use of radio, magazines, trade and daily papers in the coming season, according to S. Barret McCormick, director of advertising and publicity, who addressed delegates to the company's third annual sales meeting at the Waldorf Astoria, New York, last week.

In radio, he said, the spearhead will be RKO's Hollywood Star Time on the Blue Network, which by daily mention of film titles on a 184-station hookup is designed to pre-sell RKO products to the public. Listening audience is increasing constantly, he said. Top radio talent will be starred in at least eight films for the 1944-45 season, including Bob Hope, Bing Crosby, Fibber McGee and Molly, Joan Davis, Dennis Day, Dinah Shore, Bob Burns, Frances Langford, Vera Vague, Wall Brown and Lum 'n' Abner.

Blue Meeting

EXECUTIVE and management personnel of the Blue Network Corporation's New York office left New York last Friday for Schenectady, N. Y., for the Thousand Islands Club, near Alexandria Bay, N. Y., for a four-day session. On Friday evening and Saturday morning the group were to witness demonstrations of television at the General Electric laboratories. Sunday and Monday were to be devoted to executive and management meetings at the Thousand Islands Club.

MUST BE ENGINEER TOO, SAYS ROBERTS

CLETE ROBERTS, Blue Network correspondent recently returned from Gen. MacArthur's headquarters, told trade paper and newspaper reporters last week that a radio war correspondent in the South Pacific must be a technician as well as a reporter. Mr. Roberts spoke at a luncheon given in his honor by the Blue Network, prior to his departure Aug. 1 for San Francisco, where he will embark on a new and undisclosed assignment in the Southwest Pacific area.

With Arthur Feldman, former assistant manager of the Blue's London office replacing Mr. Roberts at MacArthur's headquarters, the Blue will be "ready for stepping-up operations in the Pacific," reporters were told by G. W. Johnstone, network's director of news and special features, who will accompany the two correspondents to the West Coast (see photo col. 1).

One of the most discouraging factors for the radio correspondent abroad is the few minutes of time allotted to overseas pickups, according to Mr. Roberts. He described how, on one occasion, he traveled 4,000 miles and broadcast a story which had to be condensed to three minutes. He said radio has won its spurs as a competitor of the press associations in the South Pacific.

ATS Expands Activity

AMERICAN TELEVISION Society, New York, through its president, Dan D. Halpin, announces expanded activities, including distribution of a membership directory, development of an active program laboratory, preparation of a bibliography and review of current books on television and establishment of a speakers bureau. Charles Kleiman, of Reeves Sound Service, New York, is executive director of the laboratory. Milton A. Wale, of the engineering staff of RCA, was named chairman of a new committee on the technical coordination and standards. New chairman of the research committee is Richard Steiner. The 50-week course in television, instituted for engineers of NBC's eastern staff last January, is being duplicated for engineers of the central division, Chicago, O. B. Hanson, NBC vice-president and chief engineer, announced last week.

Rexall Sale to Ayer


Now Exclusive on KFEL!

"My View of the News"

SHEELAH CARTER started her new comment career as a stand-by for her brother Boske, and then made good with her own commentary, five-days-a-week, over the nationwide Mutual network. Her background of education and travel in England, the European and African continents and elsewhere, qualifies her for making a keen and intelligent analysis of the news. KFEL carries exclusively from KFEL. For a complete presentation on the availability and sponsorship of Miss Carter's broadcasts, consult KFEL Manager, Gene O'Fallon, or Ask A JOHN BEAR MAN.

BROADCASTING • Broadcast Advertising
July 31, 1944 • Page 49
Prices Far Above Stations’ Value Cause Durr’s Dissent in Three Sales, He Asserts

PRICES which appeared to be many times more than the “net worth” and several times the “net profits” of stations involved caused Commissioner C. J. Durr to dissent in the sales of WLD Bessemer, Ala., WIXN Washington, and WQXR New York, he stated in a memorandum released last Wednesday by the FCC.

In view of the speculation and misunderstanding because of his dissent, Commissioner Durr said he wanted to make his position clear. He said a letter by FCC Chairman James Lawrence Fly, addressed July 25 to Chairman Wheeler (D-Mont.) of the Senate Interstate Commerce Committee, and Rep. Lea (D-Cal.), chairman of the House of Interstate & Foreign Commerce Committee, on the increasing prices of stations, indicated there was little disagreement between Commissioners with respect to the seriousness of situation (see page 13).

Following is text of his memorandum:


My reason for voting against approval of the above assignments of license was the same in all three cases. The prices being paid for the stations seemed to me to be excessive in light of public interest, and I therefore think that such applications should have been set for hearing with ascertainment:

(a) Whether or not any part of the purchase price represents payment for a radio channel in violation of Sections 901 and 902 (b) of the Communications Act, as amended, and,

(b) Whether the amount being invested in the station by transferee will affect the operation of the station in the public interest.

Station WLD, Bessemer, Ala., is a 250 watt station operating on a local channel. The replacement cost of all of its physical properties, real and personal, is only $12,000, and the original cost $12,000. The net worth of all of its assets, tangible and intangible, according to its books, is $14,200.

For the year 1943, its net income before Federal taxes and without dedication of any salary for the proprietor, was $1,000. The purchase price being paid is $16,000, which is more than seven times the net worth of the station and more than twenty times its net profits before Federal taxes.

Station WIXN, Washington, D. C., is likewise a 250 watt station operating on a local channel but operates with a booster which serves to extend its coverage. The replacement cost of all of its physical properties, real and personal, is only $500, and the original cost $500. The net worth of all of its assets, tangible and intangible, according to its books, is $800.

For the year 1943, its net income before Federal taxes and without dedication of any salary for the proprietor, was $58,492. The purchase price being paid is $200,000, which is two and a half times its eight times the net worth of the station and more than twenty-four times its net profits before Federal taxes.

Station WLD was first licensed only a little over five years ago and Station WIXN less than four-and-one-half years ago. The purchase price being paid for WLD represents a nearly four times its net worth.

C. E. HOOPER
April-May, 1944

A 50,000 watt audience at a 250 watt rate

KOA is the famous NBC Station in Denver and the only one with:

Power (50,000 watts)

Top NBC Programs

Coverage (7 states)

Listener Loyalty (69%)*

Dealer Preference (68.8%)*

*NBC Tale of 412 Cities
**Ross Federal Survey

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BROADCASTING • Broadcast Advertising
THE FCC release issued July 25, announcing that House and Senate committees had been asked for suggestions on station transfers, follows:

The FCC yesterday (July 24) asked Congressional action as to the policy it should follow in passing on the sale of radio stations where the sales prices are far in excess of the going concern and physical property values of the stations and appear to involve considerable compensation for the radio frequencies themselves.

In identical letters to Senate Interstate Commerce Committee Chairman Burton K. Wheeler and Representative Clarence Lea, Chairman of the House Interstate and Foreign Commerce Committee, FCC Chairman James Lawrence Fly suggested the "tremendously high prices" which radio stations command in the present market indicates the sellers may be profiting from their lien on a radio frequency which they have been authorized to use under the Communications Act of 1934, but whose ownership under the Act is reserved to the public.

Chairman Fly's letter which cites several recent transfers of radio facilities, follows in part:

The Congress has had before it proposals to limit the amount of consideration to the value of the physical properties (of radio stations), transferred but no provision of this character has been adopted. The statute does make clear that the frequency is not in any way the property of the licensees. The Commission has rejected and is prepared to reject any transfer which on its face involves a consideration for the frequency.

The Commission, apparently consistent with Congressional policy, has approved transfers that involve going-concern values, good will, etc.

There remains, however, a serious question of policy and one on which the law is not clear, as to whether the Commission should approve a transfer wherein the amount of the consideration is over and beyond any amount which can be reasonably allocated to physical values plus going-concern and good will, even through the written record does not itself show an allocation of a sum for the frequency.

Our concern in this regard is heightened by the tremendous high prices which radio stations are commanding in the present state of the market. This is illustrated by the fact that one local station was sold for a half-million dollars and some regional stations are selling for a million or more.

It is the Commission's policy to disapprove of transfers which obviously represent a profit to promoters or brokers who are simply acquiring licenses and transferring them. Under the present state of the law, however, it is not clear that the Commission has either the duty or the power to disapprove of a transfer merely because the price is indecently high—although it may well be directed that a substantial value is placed on the frequency.

In the absence of a clear Congressional policy on this subject, the Commission thought best to draw the matter to the attention of your Committee and the House Committee on Interstate & Foreign Commerce.

(Continued from page 50)
Radio Leads GOP Fund
(Continued from page 12)

time to personally looking after Gov. Thomas E. Dewey's speaking engagements.

Members of the Democratic National Committee will meet in New York this week with Paul Porter, publicity director, and J. Leonard Reinsch, Radio Director, to formulate plans for the campaign of President Roosevelt and Sen. Harry S. Truman, Mr. Reinsch, on leave as managing director of the Cox stations, WHIO WSB WIOD, will remain with the Democratic Committee until after the November election.

Programs Cancelled
Commercial programs were cancelled for both the Republican and Democratic Conventions by the major networks and some individual stations. The four nets devoted 151 1/2 hours to the two political conclaves, with the GOP broadcasts totaling 60 1/2 hours. Because of extended sessions at the Democratic Convention, more time was given. NBC devoted 22 hours, 19 1/2 minutes to the Democratic Convention and 14 hours, 46 minutes to the Republican. Nominations for Vice-President and polling of challenged delegations took 9 hours, 48 minutes.

Mutual carried 22 hours, 30 minutes from the Democratic Convention and 16 hours, 12 minutes from the Republican.

CBS was on the air 22 hours, 34 minutes from the Democratic sessions, as compared to 14 hours, 7 minutes from the GOP meetings.

The Blue gave 26 hours, 39 minutes of broadcast time, including preview programs, to the Democratic Convention and 15 hours, 27 minutes to the Republican.

Cost to the four networks in canceled commercials, talent rebates and out-of-pocket expenses was estimated at well over a million dollars. Coupled with the cost to the individual stations, some of which arranged for direct pickups at great distances, the overall expense to radio of bringing the two Conventions into American homes was conservatively estimated at $2,000,000.

Each of the networks had several "firsts" or exclusives. Competition was at its peak. Through combined facilities the four major networks carried all general sessions, but other broadcasts, such as interviews, statements by leading Democrats and so on strictly were on a competitive basis, with each net getting its share.

More Shangri-La
Details of how CBS handled the pickup of President Roosevelt's acceptance speech and how the term "Shangri-La" was used to identify the point of origin were disclosed last week. The White House called in Carlstrom Smith, general manager of WRC Washington and WABC New York official, and Clyde Hunt, CBS Washington chief engineer, unfolded the Presidential trip and asked what could be done to feed the acceptance speech to the Convention.

Following conferences between network officials and J. Leonard Reinsch, Radio Director of the Democratic National Committee, it was decided that Hunt and Dick Whitman, CBS Washington technician, would go to the origination point. CBS fed the speech by direct wire to its master control room of WBBM Chicago, and thence to the network's master board at Chicago Stadium, where it was distributed to other networks and to the Stadium public address system.

To maintain secrecy as to the President's destination, engineers referred to the origination point as "Shangri-La" in all communications.

KSD Claims a First
Perhaps the true story of "firsts" by individual stations never will be told, but each station had its inning with exclusives and special features, supplementing network and newspaper coverage. Competition was keener than at any time in radio's history. Most of the broadcasting representatives had benefited by their experience at the GOP convention and accordingly went to Chicago with a view of doing a top job, sewing up exclusives when possible.

KSD St. Louis claims the honor of first broadcasting President Roosevelt's approval of Sen. Truman as the Vice-Presidential candidate. On the eve of the Convention and a day before the news became general knowledge, the St. Louis Post-Dispatch station interrupted a program at 8:17 p.m. Tuesday (July 18) for a special broadcast from the KSD booth at the Convention.

Raymond P. Brandt, chief of the Post-Dispatch Washington bureau, announced that the newspaper and KSD had learned exclusively that Mr. Roosevelt would be glad to accept Sen. Truman and believed the
Missouri would add "real strength" to the ticket. Combining newspaper methods of reporting with radio showmanship, KSD and the Post-Dispatch had a staff of 12 at the Convention, including the station's own commentator and program director and members of the paper's Washington, state and editorial staffs. Afternoon and evening special broadcasts added to KSD's regular NBC coverage.

WKY Interviews Kerr
WKY Oklahoma City sent Jack Lovell, chief engineer, and Dow Mooney, news editor, to Chicago for daily pickups. Preceding the Convention, Gov. Kerr and Oklahoma delegates were interviewed July 18. Throughout the Convention WKY broadcast special programs day and night.

KWK St. Louis piped in two special broadcasts, 8:45 a.m. and 7:15 p.m. during the sessions, with Ray E. Dady, station manager, handling details. Mr. Dady also served with the Mutual staff.

KOY Phoenix, Ariz., and the Arizona Network, comprising KOY KTUC KSUN, had the services of a delegate in Ray Busey, KOY commentator. Mr. Busey originated daily broadcasts through facilities of WLS Chicago, handling the programs when he wasn't in conferences and attending the convention as a delegate from Arizona.

Two KMOX Studios
KMOX St. Louis, with studios both at the Stadium and Stevens Hotel, did six direct pickups daily, featuring Mississippi Valley political leaders. Among the notables heard over KMOX were Robert Hannegan, Democratic National Chairman; Sen. Truman, Sen. Bennett Champ Clark, Sen. Scott Lucas, Rep. Clarence Cannon, Convention parliamentarian, and Harry W. Flannery of KNX Hollywood, former KMOX news director. KMOX staff included Francis Douglas, news director; W. R. Willis, analyst; Katherine Darst, St. Louis newspaper columnist; Gordon Sherman, engineer, and Arthur Casey, supervisor. The special broadcasts supplemented CBS coverage and duplicated coverage of the Republican Convention, according to Merle S. Jones, general manager.

WING Dayton and WIZE Springfield, O., set up studios in both the Stevens and La Salle Hotels, the latter headquarters of the Ohio delegation, as well as the Stadium, for three broadcasts daily, beginning July 18. Programs also were fed to WKRC Cincinnati, WCOL Columbus, WHK Cleveland, and WKBN Youngstown. In charge of operations was Lin Mason, WING program director. Attending the Convention from WING and WIZE also were Charles Sawyer, owner, and Pat Williams, general manager. When Mr. Mason presented Mrs. Dorothy Vredenburgh, secretary of the Democratic National Committee, he interviewed her not about politics alone but about her home, her victory garden and how she keeps up her political work and still does a fulltime job as a housewife. For that broadcast WING and WIZE received scores of commendations from interested women listeners. The Cowles stations, KRNT, KSO, WTMV, claim a new record in on-the-spot coverage as a result of direct pickups from the Democratic Convention. The Des Moines stations, KRNT-KSO, broadcast nine newscasts daily during the sessions and one 15-minute interview show. WNAV did five newscasts and a quarter-hour a day. KRNT and WNAV also carried a half-hour discussion on Convention eve when Jake Moore, Vice-President Wallace's manager, announced that Richard Mitchell, Democratic candidate for Governor of Iowa, would nominate Mr. Wallace for reelection. The Cowles stations thus claimed a 24-hour beat over news wires and networks on the Moore announcement.

Stanley Dixon handled interviews with prominent political leaders. Handling newscasts were Glen Law of the Des Moines stations, Arthur Smith and Whitey Laren of WNAV and Joe Ryan, editorial director of KRNT-KSO.

Chicago Stations
WBBM Chicago, in addition to CBS coverage, broadcast 12 quarter-hour periods direct from Convention headquarters at the Stevens Hotel and Stadium. Most of the special features were conducted by Robert F. Hurleigh and Alvin J. Steinkopf, WBBM news analysts; John Harrington, newscaster, and Val Sherman, chief announcer. WIND Chicago did a special broadcast Convention Summary each night during the assembly, interviewing various leading Democrats, all natives of Illinois.

Reporting the Convention was "old stuff" to WGN, according to Manager Frank P. Schreiber, who disclosed that the Chicago Tribune station has covered the major po-

British Ad Expense
BRITISH Government spent a total of $2,178,000 for advertising in newspapers, magazines and trade publications in the first three months of 1944, according to figures received by J. Walter Thompson Co., New York, from its London office. The total is $50,371 less than the amount spent during the period in 1943. National Savings Committee made the largest expenditure, accounting for over 25% of this year's for the first quarter, followed by the Ministry of Food, which represented about 22% of the total advertising outlay. A total of $803,425 was spent in London newspapers alone, with $818,746 going to the provincial and suburban press and the balance to magazines, trade and technical press.

IF YOU SELL
FOOD
(OR FURS OR FUSES)

ASK YOUR DISTRIBUTOR ABOUT
KDAL, DULUTH

Ask your distributor about KDAL, Duluth. Duluth is one of the first 100 cities in America. The nine-county KDAL primary area (the largest primary area of any of the stations on the Head-of-the-Lakes) contains 376,723 people who spend nearly $130,000,000 annually. You figure out how many carloads of soup and salad-oil that means!

Thanks to its favorable 610 frequency, KDAL's 1000 watts puts a stronger signal throughout this market than any station, anywhere. For instance, an independent coincident daytime survey made in Virginia, Minnesota (60 miles from Duluth, and with an NBC station of its own) showed that KDAL had more than nine times the audience of the other Duluth station, with more than 70% as large an audience as the local Virginia NBC station!

KDAL, Duluth, is the buy for the Head-of-the-Lakes. Don't take our word for it. Ask your local distributor. He knows—and to ten to one he'll say "KDAL!"

1000 WATTS • 610 KC • CBS
FREE & PETERS, INC., Exclusive Representatives

July 31, 1944 • Page 33
COLUMBUS ADDED TO CROSLEY FM's
CROSLEY Corp., licensee of WLW Cincinnati, last week filed with the FCC for a new FM station in Columbus, O., on 46,500 kc and coverage of 15,400 sq. mi. Estimated cost is $200,000 to $225,000. Crosley already has applied for FM facilities at Cincinnati and Dayton.

WJTN Jamestown, N. Y., requests a new FM station on 46,100 kc with 10,250 sq. mi. estimated cost is $39,560 estimated cost is given. The Globe-Democrat Publishing Co., St. Louis, publisher of the Globe-Democrat, has filed for a new commercial television station on Channel 1. KGER Long Beach, Cal., also seeks a commercial television outlet on Channel 7 in Los Angeles. Channel 2 is sought by WBFM Indianapolis in its petition for a commercial television station.

New standard local station is sought by Reed D. Smith, who has been in the newspaper field for the past 15 years, to be located in Charleston, W. Va. Facilities asked are 1,400 kw with 250 w and unlimited time. Dr. Jose M. Rodriguez Quinones and Jose M. Sepulveda, doing business as Paradise Broadcasting Co. Arerobo, Puerto Rico, have filed for a new standard station application was returned for filing on a new form.

Anthony Files for FM
E. ANTHONY & SONS, licensee of WBNH New Bedford and WOCB West Yarmouth, Mass., last week filed for a new FM station to be located at Mt. Asburnumakt, Paxton, Mass. Facilities asked are 43,400 kw with 19,650 sq. mi. coverage. Estimated cost is set at $141,000. Studios for the outlet would be located in Boston, according to the application. FM application for the New Bedford area was reinstated last April.

OWI reported last week that enlistments in the Women's Army Corps have shown a distinct upward trend in recent months. An active duty strength of 77,000 in the WAC as of July 1 was cited in War Dept. figures which showed an increase of 3,500 over the 73,428 on active duty on June 1. WAC enlistments are currently at the rate of about 4,000 a month, according to the report.

WGN-AFRA Fee Dispute
Slaught ered for Arbitration
DISPUTE which arose last week between the American Federation of Radio Artists and WGN, Chicago Tribune station, over payment of commercial fees, sustaining programs promoting the newspaper, will be arbitrated following denial of a request for hearings, it was learned last week.

Both the Chicago Mutual outlet and AFRA have filed their reasons for desiring arbitration in New York or Chicago. Should the dispute develop into an AFRA-Mutual case, the union would have to negotiate individually with MBS outlets as WGN in its argument for a Chicago hearing claimed that it was not bound by AFRA and Mutual contract as each affiliate is individually operated.

Frank A. Eaton
FRANK A. EATON, 57, account executive of Foote, Cone & Belding, New York, the last six months, died Thursday at his home in New York. A native of Toronto, Mr. Eaton for many years was rotogravure editor of the old New York Tribune and later the Herald-Tribune. In 1925 he became vice-president of Underwood & Underwood. In recent years he has worked on various magazines. Mr. Eaton became advertising and publicity director of RKO Radio Pictures in July 1942, leaving that post to join Foote, Cone & Belding. He leaves his widow, three sons, a brother and a sister.
FM Panel Width
Studied by RTPB

Possible Reduction From 200
To 100 kc Is Considered

RADIO Technical Planning Board moved closer to its final recommendations to the FCC on frequency allocations last week as the result of two important panel meetings held in New York. Panel I on Spectrum Utilization met last Monday under the chairmanship of Dr. Alfred N. Goldsmith, and Panel II on Frequency Allocation convened all day Thursday with Dr. C. B. Jolliffe, of RCA Victor division of RCA, as chairman.

In the Monday meeting specific proposals on the width of the FM channel were drawn up and then submitted to Panel II at the Thursday meeting. The latter meeting considered frequency needs between 30 and 200 mc. Services within those frequencies include standard broadcasting, FM, television, point-to-point, emergency service (police, fire, etc.) and marine. Representatives of all 13 RTPB panels presented to Panel II last Thursday recommendations of each panel on the needs of the various services. It is the job of Panel II to reconcile conflicts of service needs, and to present to the full board the recommendations. These proposals are expected after the Panel II meeting in New York Sept. 8.

As the RTPB goes into the final phase of its proposals on frequency allocations to the FCC, the panel meetings are being watched with great interest, especially the final recommendations on FM and television allocations. One group feels that the FM band should be widened and television allocated more room in the higher frequencies, while on the other hand there is another contingent that feels the FM band should be reduced along with a channel width reduction from 200 to 100 kc.

The final draft of the RTPB recommendations, along with minority reports, will probably be in the hands of the FCC by Oct. 1, a little more than a year after the RTPB was organized.

NBC Host to FCC

MEMBERS of the FCC last Wednesday night were guests at an informal dinner at the Mayflower Hotel, Washington, given by Niles Trammell, NBC president. Present were Chairman Flying and Commissioners Cave, Walker, Jett Wakefield and Durr. Mr. Trammell, Frank E. Mullen, NBC vice-president and general manager, and Frank M. Russell, vice-president in charge of Washington activities, were hosts. NBC's plans on post-war operation, including television and FM service, were recouted informally, it is understood. The purpose of the dinner was to permit the NBC executives to talk to all Commissioners at the same time regarding future radio developments. Both FCC members and NBC officials declined comment.

WGCN Transfer Asked

APPLICATION was filed with the FCC last week for voluntary assignment of license of WGCN Gulfport, Miss. from WGCN Inc., licensee corporation owned by Hugh O. Jones and William E. Jones, to a partnership including their father, James O. Jones, for the sum of $10,000. (See considerations). The board will consider this, the last of two applications that have been filed under the Job of Panel II to recon-
cilar recommendations of each panel.

Awarded Citation

NATIONAL Federation of Press Women, at its annual convention in Chicago July 29, voted to award a certificate of merit to Helen J. Sioussat, CBS director of talks, for her work as editor of Talks magazine, a digest of CBS speeches. Federation also announced awards for six network religious programs [Broadcasting, July 17].

P/O Dick Irvine
PILOT OFFICER Dick Irvine, Royal Canadian Air Force, former announcer at CJKL Kirkland Lake, Ont., was killed in action during the liberation of France.

WTM Joins NBC

WTM Trenton, N. J., on Aug. 1 joins NBC as a basic supplementary outlet. Owned by Trent Broadcasting Corp., WTM operates on 920 kc with 1,000 w.

AD MEN, AGENCIES
HAIL CAB EXPANSION

FAVORABLE reaction by advertisers and agencies to its first 81-city program report of two months ago [Broadcasting, May 8, 1944] was announced last week by the Cooperative Advertising Board, Inc., New York. The CAB's expansion in sample, and sevenfold expansion in amount of audience data available to members required a great increase in budget expenditures, CAB reported. A 100% renewal endorsement was received from the program producers and station representatives who were CAB members. Greatest approval from members and advertisers has been for the willingness of the CAB to break with the past. Three chief features of this change have been:

1. 100% increase in the interviewing sample (now over 7,000, 000 calls yearly).
2. New list of 81 interviewing centers.
3. Distribution of the new 81-city sample according to population of all cities 60,000 and over.

The CAB is a cooperative membership research organization directed by a Board of Governors nominated by the Asn. of National Advertisers and the AAAA. Members of the Board are: Chairman, D. P. Smelser, Procter & Gamble Co.; Vice-Chairman, John L. Bover, Standard Brands. George H. Gallup, Young & Rubicam, treasurer, Robert B. Cohn, Bristol-Myers Co.; Bernard C. Duffy, BBDO, L. D. H. Weld, McCann-Erickson, A. W. Lehman, president, and George H. Allen, manager and secretary.

Tops with Engineers

Lehigh vertical radiators for years have been the preferred tower for outstanding performance. Lehigh is now producing for Victory. After Victory, for FM, AM or television . . .

BUY LEHIGH

Radio Division

LEHIGH

STRUCTURAL STEEL COMPANY
17 BATTERY PL., NEW YORK 4, N. Y.
Plant at Allentown, Pa.
Oriences in Principal Cities

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

National Representatives

HEADLEY-REED COMPANY
New York, Chicago, Detroit, Atlanta, San Francisco

July 31, 1944 • Page 55
Postwar FM Wants Placed at 5,000,000

Crossland of GE Tells Music Group of $60 Price

FIVE MILLION FM receivers, which will sell for about $60, will be on the market within 18 months after the war, predicted H. A. Crossland, manager of sales, receiver division of the General Electric Co., Schenectady, N. Y., in a talk before the National Assn. of Music Merchants Convention held at the Palmer House, Chicago, July 24-26. Commercial color television is five or ten years away, Mr. Crossland stated, and maintained that a good sound and picture receiver would cost approximately $200.

Referring to General Electric's future production plans, Mr. Crossland said, "Our plans call for FM receivers in all but the lower priced brackets. We believe that our first postwar line, produced under restricted conditions will consist of FM models to the extent of approximately 20% by units and 60% by dollar volume. While this may appear to be low, it must be remembered that in normal times, judged by prewar standards, the small five-and-six tube set comprised between 60 and 70% of all sets produced. Omitting these small inexpensive sets from the picture, we expect our postwar line to consist of FM sets to the extent of 80 to 90% of all remaining types.

Cheap Sets Too

"This does not necessarily mean that FM will be confined to the higher priced sets. We believe that it is possible to produce AM-FM receivers with excellent performance at the present time that would retail at $60 based on prewar prices. To reduce prices below this figure and at the same time maintain high levels of performance which FM receivers must have is not going to be an easy job. We think, however, that it can and will be done."

Video Labor Snarl

WITH Hollywood Local 40 IBEW officials lodging complaint on use of IATSE technicians by KKO Radio Pictures Inc, in conjunction with experimental television operations on WUXO, film studio has cancelled its scheduled tests. Tiesoup with Don Lee Broadcasting System's television station had provided for weekly telecasts utilizing WUXO engineers, technicians, talent, directors and writers. Union officials pointed out that while television station comes under IBEW jurisdiction, film studio had planned to supplement technical staff with studio IATSE technicians. KKO has abandoned further experimental telecasting, it was said, until union jurisdiction has been settled.

FEDERAL TRADE Commission has cited two firms, Lewis & Cooper, and C. W. Products, both in New York, in a complaint charging them with misrepresentation in the sale of "Footless Pillows" which the companies advertised as offering soldiers more comfort than any article they may carry into combat. Twenty days are granted the respondents to answer the complaint.

15 AND 20-YEAR members of the station, celebrating WGN Chicago 20th anniversary this month, are (seated 1 to r): Katherine Roche, day traffic manager; Edward Carstens, studio engineer; Clyde White, assistant chief engineer; Lily Mauer, chief of continuity typists. Standing: G. William Lang, acting chief engineer; Reed Myers, sales executive; Robert Sibold, studio engineer. Other 15 to 20 year vets, not in the picture, are: Rose Mason, secretary; James Turner, transmitter engineer; Lt. Comdr. Carl Meyers, chief engineer on leave.

Table Products Show

TABLE PRODUCTS Co., Oakland, Cal. (Nu-Made mayonnaise), on July 30 started sponsoring a weekly half-hour variety-musical type program, Star Dust, on 39 Don Lee Pacific stations, Sunday, 8:30-9 p.m. (PWT). Contract is for 52 weeks. Hoagy Carmichael, song writer-musical director, will be featured with a 17 man specialty band. Harry Evans, fan magazine writer, will share m.c. duties. Talent will include the Thrasher Sisters, vocal trio. Walter Snow is producer of Folio, Cone & Beling, Hollywood, agency servicing account.

Board Selects Script

WRITERS' WAR BOARD has selected as script-of-the-month for August a radio adaptation by Richard McDonough, NBC script manager, of George Creel's book War Criminals & Punishment. Script was presented on Words at War, sponsored on NBC by S. C. Johnson & Son, Racine, Wis.

Lockheed Change

LOCKHEED AIRCRAFT Corp., Burbank, Cal. (institutional), with completion of its eight-week contract, on Sept. 9 shifts the weekly half-hour mystery-comedy, The Man Called X, on 70 CBS stations, Monday, 9:30-10 p.m. (EWT) to Blue stations, Saturday, 10:30-11 p.m. (EWT). Firm on July 10 took over second half of Los Radio Theatre hour on CBS stations for eight weeks during summer period while that program is off the air. Herbert Marshall, film and stage star, is featured. Gordon Jenkins is musical director, with William N. Robson assigned producer of Folio, Cone & Beling, agency servicing account.

Keystone Adds 3

KEYSTONE Broadcasting System, while this, transcription network, has added to its affiliates three more stations, WJZM Clarkesville, Tenn.; WROS Clinton, S.C., and WRFN Hot Springs, Ark., all 250 w outlets.

Do you know

Ultra low-drift crystals are now available for prompt shipment to Broadcasters

HOLLISTER & CRYSTAL CO.

Boulder Colorado

BROADCASTING • Broadcast Advertising
TWO SEEK AM CPs;
KRBC, KENO FILE

JOE L. SMITH Jr., operator of WJK Beckley and WKWK Wheeling, W. Va., last week applied to the FCC for a new standard local station to be located in Charleston, W. Va. and to operate unlimited time on 1,400 kc with 250 w.

A new local outlet is also sought for Sacrament's Her- bert Dellar, general manager of KSFO San Francisco and part-owner of Muzak Co., San Francisco, which services restaurants, hotels, etc. with recorded music. Facilities asked are 250 w on 1946 kc, unlimited time.

New FM stations are requested by KRBC Abline, Tex. and KENO Las Vegas, Nev. Facilities asked for Abline are 45,700 kc, 6,936 sq. mi. coverage. Estimated cost is $25,000. Frequency of 49,500 kc is asked for Las Vegas. Coverage is 550 sq. mi. and estimated cost is $5,500.

School District of Clayton, Mo. has applied for a new noncommercial educational station.

Ayer Names Sanford

HERBERT SANFORD, assistant to H. L. McClintock, vice-president in charge of radio of N. W. Ayer & Son, New York, has been named manager of the Hanna office. Mr. Sanford and Mr. McClintock leave for the West Coast Aug. 4. Mr. McClintock will return east after several weeks.

Trout for Rem

MARYLAND Pharmaceutical Co., Baltimore, extending user of spot radio, adds a network program to its advertising schedule for Rem Sept. 23 with sponsorship of Bob Trout news on 19 CBS stations, Saturday 6:55-7 p.m. Agency is Joseph Katz Co., Baltimore.

Smith Bros. Expands

SMITH BROS.: Poughkeepsie, N. Y., in an expanding campaign for cough drops and cough medicine to start Oct. 4 and to continue for about 20 weeks, will use 15-second chain break announcements on some 100 stations throughout the country. Stations will have a minimum of five advertisements. Agency, J. D. Tarcher & Co., New York, expects to add more stations shortly.

A Proven Sales Medium

IN WBNX SERVICE AREA THERE ARE:

2,450,000 Jewish Speaking Persons
1,527,946 Italian Speaking Persons
1,236,758 German Speaking Persons
661,170 Polish Speaking Persons
200,000 Spanish Speaking Persons

Plane Hits Tower

K H U B Waterville, Cal. stayed on the air despite having the top 25 feet of its transmitter tower bent double when a Navy plane crashed into it a fortnight ago, killing the pilot. Harvey Degering, chief engineer, was witness to the accident.

Egolf Deposition Okayed

AN ORDER to take depositions of Willard Egolf, NAB public relations director, with reference to the NAB Code, was granted last Wednesday by Commissioner Norman S. Case, sitting as motions chairman, in the petition of the CIO, alleging that WHKC Columbus, O., was not operating in the public interest. The CIO was denied a request for issuance of a subpoena duces tecum for Mr. Egolf to appear Aug. 15 at a hearing before the FCC on its petition, which asks the Commission to reconsider the WHKC license grant. Depositions were taken Aug. 9. The CIO charged that WHKC, in deleting portions of a speech for broadcast, did not operate in the public interest.

Bolton Joins KTBC

PAUL BOLTON, well-known Texas newspaperman, has been appointed news editor of KTBC Austin, Tex. It was announced last week by Pat Adelman, general manager of the station. For the past several years Mr. Bolton has been chief of the Austin INS Bureau and has served as Time and Life correspondent for Texas politics.

Wills Sponsored

DAVID WILLS, author and political analyst, will be sponsored on WMAL Washington by Thompson's Dairy, 7:45-8 a.m.; Claude Mahoney, who succeeded Earl Godwin on the Thompson period, on Aug. 3 joins the commentator staff of WTOF, Washington. He will be heard 7:40-7:50 a.m. and possibly in the evening. Thompson agency is Lewis Edwin Ryan, Washington.

In Great Britain and Northern Ireland, where purchasers of radio sets pay a yearly license fee, the licenses now total 5,500,000, a new record.

TUHY AFFILIATES WITH LAW FIRM

STEPHEN TUHY JR., FCC broadcast attorney, resigned effective Aug. 4 to become associated with the Washington law firm of Hayes & Hayes. He will join the firm, which headquarters in the Munsey Bldg., in September.

A member of the FCC’s law department since June 1936, Mr. Tuhy began his work with the Commission in January 1935 as a senior clerk in the accounting department. He is a graduate of George Washington University Law School and is married and has four children.

Mr. Tuhy’s duties have been in connection with assignment of all types of broadcast applications, assignment of licenses, transfers of control, applications for construction permits to erect new stations, and changes in existing station facilities. He also has served as counsel for the FCC in broadcast hearings.

Mr. Tuhy was admitted to practice before the U. S. District Court and Court of Appeals in the District of Columbia in 1935 and was admitted to the U. S. Supreme Court in 1940.
JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
DEDICATED TO
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

P A U L G O D L E Y C O .
CONSULTING RADIO ENGINEERS
MONTCLAIR, N. J.

MO 2-7859

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

JOHN BARRON
Consulting Radio Engineers
Specializing in Broadcast and
Allocation Engineering
Earl Building, Washington 4, D. C.
Telephone NATIONAL 7737

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

P A U L A. d e M A R S
Consulting Electrical Engineer
"Pioneer in Fail"
1900 F St., N.W., Washington, D. C.
Phone: Metropolitan 0540

B R O A D C A S T I N G

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

KROY, Sacramento, Calif.—License to cover CP authorizing increase power in and installing 250 kw. WTBW, Terre Haute, Ind.—New FM station, 25 kw, applied for, to change coverage to 7,740 m. (amendment incomplete).

JOSEPH F. TIMLIN, radio director of Schwimmer & Scott, Chicago, assures charges against the Brahan Co., radio department, with headquarters in New York, are false. August 1, 1944. Timlin is in the employ of R. Vanderploeg, former radio timebuyer with McCann-Erickson, Chicago and Minneapolis offices.

WXML Denver—CP change from experimental to full-time station, change 25,400 k to 4,500 k or any frequency that will be determined by the Commission, subject to 100 w to 1 kw, install new transmitter and change emission from A to A6, special amend, to request 45 day change from Temb. Class 2 to Developmental station. Reed D. Smith, 310 W. Van Buren, Chicago—CP new standard station, 1,400 kw 250 w unlimited (returned, form continues).

Paradise Broadcasting Co., Arcadia, F. R. —CP new standard station, 1,400 kw 250 w unlimited (returned, obsolete form).

WASHINGTON, D. C.

R. C. Donovan & Co., 1000 F St., N.W., Washington, D. C., 2400 w or 3 kw, 25 kw, unlimited (returned, obsolete form).

Applications ... 

JULY 22
Crosley Corp., Columbus, O.—CP new FM station, 6,500 kw, 7,500 kw, $200,000 to $225,000 estimated cost.
WFLA Tampa, Fla.—Mod. CP authorizing increase power and changes in DA-N and Cluster Time buyout completion date from 8-15-44 to 9-15-44.
WFPM Minneapolis—CP new commercial television station, Channel 1.

Applications ... 

JULY 25
KQV-WIAS Pittsburgh—Graded petition for further postponement of effective date, to Oct. 1, 1944.
KXTR Hollywood—KHEV Glendale, Cal.—Granted 30 day extension of licenses.
WFAA Dallas, Texas—CP—Graded 30 day extension of license.
KFDM Beaumont, Tex.—Graded license renewal.
WDBJ Roanoke, Va.—Graded for hearing license renewal application, to be heard with application of KSFU Kansas City.
KROW Oakland, Calif.—Graded for consolidated hearing license renewal application, to be heard with application of KSFO San Francisco.
KNTM Santa Barbara, Calif.—Graded extension special service authorization to permit broadcasting under conditions of recommendation of Pacific Coast Maritime Industry Board and public service without charge of information to listeners, for period 8-1-44.
KFDF Nampa, Idaho—Graded vol. assn. license from Frank E. Hrutt as individual to Parsons Broadcasting & Son, partnership. No monetary consideration.
KJR Seattle, Wash.—Graded for consolidated hearing license renewal application, with application of KQUG Olympia.
KFAB Lincoln, Neb.—Directed special service authorization for synchronous operation with WBBM Chicago from Lincoln to midnight, existing 8-14-44, be further extended upon temporary basis only for period ending not later than 9-1-44 conditions.
WWBM Chicago.—Same re above.
WWDC Washington.—Graded extension authority for waiver Sec. 153 and 18.2 of Rules so as to permit operation of synchronous amplifier by remote county, from main transmitter for period 8-14-44 to not later than 10-14-44, condition is inserted.
WHOM Jersey City, N. J.—Graded transfer control from Paul N. Harrington to Joseph Lossi, Margaret Barron and Helen R. Lang.—Graded license from Standard Station Co. through transfer 2,500 ak. (100%) issued and non-assegnable capital stock for approximately $490,082.63.
KBO Des Moines.—Graded vol. assn. license from Iowa Broadcasting Co. to Kingsley H. Murphy for $275,000.
KSAI Los Angeles.—Graded transfer control from George Kinkel, executor of will of John A. Kinkel, deceased, to George Kinkel. No monetary consideration involved.
KSBW Coast Broadcasting Co., Savannah, Ga.—Designated for consolidated hearing applications for new station for applications of A.C. Neff, Savannah, for new station, Chatham Broadcasting Savannah, for new station and WGPC Albany, Ga., to move to Savannah and change frequency.
A. C. Neff, Savannah, Ga.—Same re above.
WGPC Albany, Ga.—Same re above.

JULY 26
WAWZ Columbus, Ohio.—Graded order for UAW-CIO to take deposits; denied license, in sustenance of subpoena duces tecum.
WARC Rochester, N. Y.—Graded petition for license to leave for amendment application.
James F. Hopkins Inc., Ann Arbor, Mich.—Graded motion for license to amend application for new standard station as so as to request 1600 kw 250 w unlimited, subject to use of 1 kw with DA when materials become available; also demand prosecution of application, as amended, from hearing dock; conditions.
Washawen Broadcasting Co., Ann Arbor, Mich.—Adopted answering granting petition for 30 day continuation of hearing in re application for CP; hearing continued to Aug. 15.

Applications ... 

JULY 28
WJYP Janesville, Wis.—CP new FM station, 46,100 kw, 10,565 kw, $28,500 estimated cost.
WILM Wilmington, Del.—Transfer control from J. Hale Steinman and John F. Steinman to Albert W. Steinman (65%); also includes transfer of stock to Julia G. Hill (35%), also includes CP.
WNRJ Bound Brook, N. J.—License to cover CP authorizing extension of experimental station.
National Broadcasting Co., Chicago.—CP new commercial television station, Channel 1, amended to apply to executive producer station on Mt. Wilson and ESR of 1490.

Applications ... 

JULY 29
KUER Long Beach, Cal.—CP new commercial television station, Channel 1.
Cramer Estimates Television Station Outlay at $258,500

TOTAL cost of equipping a first-class television station providing complete program service, operating with a power of 25 kw video and 12.5 kw audio, will require an initial capital investment of approximately a quarter-million dollars, according to Leonard F. Cramer, vice-president and advertising manager of the Allen B. Du Mont Labs., Passaic, N. J., who addressed the television seminar of the New York Radio Executives Club last Thursday. M. A. Trainer of the RCA engineering staff also spoke on building and maintenance of video operations.

Annual Cost $177,500

Breaking down investment as well as maintenance cost, Mr. Cramer characterized a television station as "no penny-ante game," explaining that it would probably be about five years after a station goes on the air before any capital returns could be expected. Total initial investment of $258,500 was broken down as follows:

Two Iconoscope cameras, with push dollies and studio control desk, $23,000; Electrically controlled camera dolly, $2,500; two special film projectors, $12,000; two film pickup cameras, $6,000; master control board, $35,000; studio lighting and audio equipment, $10,000; field pickup equipment, including two cameras, $24,000; field audio pickup equipment, $1,600; field relay transmitter, $5,000; relay receiver, $2,000; truck with generators and antenna, $5,000; 25 kw peak video and 12.5 kw peak audio transmitter with control console, $65,000; installation cost, $15,000; suitable antenna for above transmitter, located on same building, $25,000; fireproofing of film projection room, $1,500; spares and test equipment, $13,000.

He told the group that the yearly operating expenses would be about $177,500. This would include administrative personnel, programming, amortization, and other expenditures. Costs assume that television station would be a network affiliate and do a minimum programing of approximately six hours daytime and four hours nighttime. Figures were given based on a prorated estimate depending, to a certain extent, on local conditions and other variable factors. Costs include a live talent studio, a film studio and field equipment.

Mr. Trainer said that one of the major problems in erecting a station would be to find a spacious and suitable site. Although a country studio offers some disadvantages, he said, a city station presents problems of high rents, local fire laws, soundproofing, studios, and installing equipment that is not too bulky for the studio. Mr. Trainer said that those planning to own stations should not invest too much in a station site immediately, adding, "it is better to wait and see what develops before investing large capital in a permanent location."

Laport Given Important RCA International Post

EDMUND A. LAPORT, chief engineer for engineering products of RCA Victor Ltd., Montreal, Canadian subsidiary of RCA, has been appointed staff engineer for international communications systems and special apparatus at Camden, N. J., Dr. C. B. Jolliffe, chief engineer of RCA Victor Division, RCA, announced last week. James B. Knox, senior engineer under Mr. Laport, takes over the Canadian post.

Widely known for his installations of broadcasting transmitters both here and abroad, Mr. Laport, in his new position, will be responsible for the company's engineering in connection with international communications systems and engineering products for sale in the international field. Mr. Knox formerly was with China Airwa's, Shanghai; the British General Elec. Co., and Standard Tele. & Cables Co., London. In 1937 he returned to Canada as an official of the Radio Division, Dept. of Transport, Canadian Government. He joined RCA Victor in 1941.

Standard Formula In War Advertising Adopted by WAC

New Plan Is Developed by Media Representatives

PLAN to compile standardized information on the volume of war themes advertising carried by major media and coordinating such data under the auspices of the War Advertising Council, was announced last week by the WAC. Field work has been developed by a special committee of representatives from the four major media trade associations, with J. Harold Ryan, NAB president, representing radio. Formula was approved unanimously by council directors.

While the $552,650,000 estimated by the council as the volume of the 1945 war theme advertising should be regarded as an estimate based on the best available information at the time, hereafter, the committee felt, such figures should be based on more carefully compiled information. Any recommendations, it was stated, should include, "insurance war advertising data that will stand up under scrutiny at any time in the future."

General recommendations offered by the committee, approved unanimously by the council's directors, include: that figures submitted by media and compiled by the council be issued only in terms of home front information campaigns, and not broken down according to media; that in compilations furnished by media "the value of editorial contributions in support of war themes be specifically eliminated."

Pointing out that "no single rigid pro-educe can be formulated which would be applicable to all media," the committee has laid down specific procedures to be followed by each measuring war theme advertising. The NAB, the report continues, will furnish war theme advertising figures on the basis of special reports to be prepared by the network and national spot allocation reports prepared by the Office of War Information. Average gross rates will apply in computing radio support of war themes on announcements and programs of local origin. In computing war theme support on network and national spot programs, the ratio between the time devoted to a war message and the commercial copy limitations for individual length programs (established by the NAB) is to be applied to the overall cost. Latter procedure has been discussed with the OWI Radio Bureau and approved in principle, and the details are to be worked out between the Government agency and the NAB, the report states.

Included in the report are the committee's conclusions as to whether similarities exist between sustaining time contributed by the stations, and the editorial content of newspapers and magazines.
INDEPENDENT network committees for the planning and promoting of War Bond activities during the Sixth War Loan Drive in latter November were outlined early last week by Robert J. Smith, chief of the Treasury War Finance Division radio section, in conjunction with the OWI and previous announcements by Thomas H. Lane, WFD director of press, radio and advertising, for closer all-around working relationships between Treasury, OWI and the mutual problem of Bond sales.

Networks immediately took up the challenge and began working on their respective plans, with NBC, Blue, and CBS announcing their committee rosters.

Lineups
Chairman of the NBC War Bond committee is William S. Hedges, vice-president in charge of station relations. Other 15 members of the group are Clarence L. Menzer, vice-president in charge of programs; John F. Royall, vice-president in charge of foreign relations and new developments; Arch Robb, assistant to the vice-president in charge of programs; Edward R. Hite, assistant to the vice-president in charge of sales; Wynn Wright, production manager; Garnet Garrison, Bruce Kammern and Wade Arnold of the production staff; John McKay, manager of the press department; Sydney Eiges, assistant to the manager of press department; Sheldon Hickox, manager of station relations; James S. C. Pepper, assistant to Jack Fisher, manager of station relations; J. Hauser, assistant public service manager; Charles P. Hammond, assistant advertising and promotion; L. J. Gipson, advertising and promotion.

Phillips Carlin, Blue vice-president, programs, is chairman of that network’s War Bond committee. Other members are: Charles C. Barry, eastern program manager; B. J. Hauser, sales promotion manager; C. P. Jaeger, national sales manager; John H. Norton, Jr., station relations manager; G. W. Johnstone, director of news and special features; Earl Mullin, publicity manager.

CBS War Bond committee is under the chairmanship of Douglas Coulter, vice-president in charge of programs. Supporting him will be William Fineshire, acting assistant director of broadcasts, and R. S. Langham, coordinator of broadcasts.

Chairmen of the committees will serve on a joint network committee which will consult with OWI on policy matters. Although this committee will continue to function with OWI and determine policy in regards to network promotion for all government agencies, Treasury will be represented by Mr. Smith in all matters pertaining to War Bonds. Each of the independent committees will assign network personnel to work on specific Bond programs arranged in cooperation with WFD and OWI.

A culmination of experience gained in the bond sales radio operation gives networks opportunity to participate in the planning for the Sixth Loan so as to minimize demands on personnel and facilities which may be burdened with special events, military and political programming at that time.

Possibility that the Blue Breakfast at Sardi’s feature would conduct a six-to-eight week Bond selling and broadcasting tour for the Sixth Loan appeared last week as John Masters, manager of the program, conferred in the East with Treasury officials and representatives of the program’s sponsors. To be presented at local theaters with Bonds as admission, the program would cover two cities each week, it is proposed.

John E. Pearson Firm Adds Four; Drops Five
SEVERAL major changes in the list of radio stations nationally represented by the John E. Pearson Co., were announced last week by John E. Pearson, owner. Effective immediately the Pearson Co. will represent KOAM Pittsburg, Kan.; KORC Enid, Okla.; WSPB Sarasota, Fla., and WINK Fort Myers, Fla.

At the same time, Pearson is resigning as national representative of WJJD Chicago; WQXR New York; KGGF Coffeyville, Kans.; WCAU Carthage Ill., and KPHO Phoenix.

Kathryn Kane and Florence Abus have been added to the New York office staff and Glorie Miller to the Chicago office.

BEULAH’S Bondage might be a program applicable to “Beulah’s” stay at WLS Chicago, since she was purchased by the Quaker Oats Co., by a $255,000 War Bond. Beulah is the daughter of Borden’s famed Elsie. Attempting to find a home for the call, WLS broadcast a plea for help on the National Barn Dance and received hundreds of home offers. Consoling the homeless Beulah are (kneeling 1 to r): Art Page, WLS farm program director; H. A. Jimison, advertising manager, Borden Co. Milk Division. Standing: Dr. O. B. Kent, service manager, Quaker Oats Co.; William R. Cline, WLS.

JULY HOOPER DATA SHOWS NEW DROP
LISTENER DATA included in the July Daytime Network Hooperratings issued by C. E. Hooper Inc., New York, show a downward trend from the last report and from the report for the same period a year ago, on three scores. Average daytime program rating of 5.9 is down 0.4 from last report, and down 0.8 from a year ago. Average sets-in-of 13.3, is down 2.0 from last report and down 0.4 from a year ago. Average available audience is down 1.3 from last report and down 2.0 from a year ago.

Ma Perkins leads the list of top ten,” with Right to Happiness second and Young Widow Brown third, followed by Peeper Young’s Family, Big Sister, When a Girl Marries, Breakfast at Sardi’s (Kellogg), Backstage Wife, Kate Smith Speaks and Our Gal, Sunday.
Situations Wanted (Cont'd)

Chief or transmitter engineer's permanent position desired in Wisconsin, Minnesota or Michigan. Size of station unimportant if salary is adequate. Age 31, five years' experience, ten years' broadcast experience. Studio construction work, 8 kW and 30 kW network operation. Can furnish best of reference. Box 496, BROADCASTING.

Continuity Writer—Woman, 43 years' experience in Midwest station in writing, traffic, women's programs, and programming. Columbia degree. Box 900, BROADCASTING.

Wanted to Buy

Wanted at once—Necessary equipment for complete 5 kW broadcast transmitter. Tape recorders, teleprinter, and phasing equipment and crystals. Box 492, BROADCASTING.

Wanted—Two 270-A tubes, Western Electric or Amperex, new or used. Write Box 811, BROADCASTING.

Wanted—Frequency monitor and modulation monitor. Phone Central 6866, Chicago, Ill., collect, Mr. Clifford.

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

Will purchase radio station. Reliable, experienced full-time operator. Station a family matter. Write details market, station, price. Box 469, BROADCASTING.

Wanted: 1 kW transmitter, late model or old model capable of producing modern ideas; directional phasing and coupling equipment for three-element system; state details and price. Box 610, BROADCASTING.

For Sale

250 watt equipment, complete with all accessories. Cash. All replies answered. Box 488, BROADCASTING.

GEN. FOODS PLANS CHILD NET SERIES

GENERAL FOODS Corp., New York, which has directed its network radio advertising largely to the adult audience through concentration on daytime serial and sophisticated nighttime fare, is branching out into the child listener field with sponsorship of Hop Harrigan on the full Blue network, Monday through Friday, 4:45-5 p.m.

Program will start Oct. 2 in behalf of one of the General Foods cereal products, still to be determined. Agency in Young & Rubicam, New York, which handles Postum Cereal, Grape-Nuts, Grape-Nuts for Family Wheat-Meal. Program was formerly sponsored on the Blue network, West Coast, by General Mills for Cheerios.

Jaques on 66

Jaques MFG. Co. (KC baking powder), on Aug. 5 begins its KC Jamboree on 68 NBC stations instead of six, as erroneously reported in the July 24 BROADCASTING. Agency is Leo Burnett Co.

SITUATION WANTED

Production Man Available—Seeks permanent position in station or agency with exciting standards of production. College degree...10 years successful, progressive experience as musicman, announcer, writer and/or director...currently program director-producer-manager of station, large city...Excellent classification 4-F. Will make only advantageous, well considered change. Box 508, BROADCASTING.

Station Equipment Wanted

Complete station equipment, 10-15 kW, crystal control, plate modulation; vertical aerial. Also, short-wave equipment, 5-10 kW; frequency, 6,250 kcs; crystal control; plate modulation; vertical aerial. Give full particulars and price for spot cash. Box 498, BROADCASTING.

SERVICE DIRECTORY

SOUND EFFECTS Largest selection of sound effects in existence. MAJOR RECORDS.

Catalog and Complete Information Write for catalog

THOM II MUSIC, INC. Transcriptions—Specialized Records 1600 Broadway N.Y. 19, Circle 6-4875

FRITZ BLOCKI PRODUCTIONS Writer-Producer-Director 470 Madison Ave., Plaza 9-1800

"GEARED TO AM-FM EXPANSION" Radio Engineering Consultants


United Manufacturing Corp. Division of U. S. Film, Inc. Custom Built Broadcast and Laboratory Equipment 1121 Vermont Ave., N.W., Dist. 6, N. C. Dist. 1540

"KEEP SHIPPING MONTHLY" wires Eugene Tanner, W6X

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

BROADCAST • Broadcast Advertising
Majority of New York Stations Reject Dewey Soldier Vote Disc

NEW YORK radio stations in general failed to respond to a request that they carry a recorded message from Gov. Thomas E. Dewey, and Republican Presidential candidate, urging the public to support the soldier-ballot process being emphasized to servicemen in letters from family and friends. The majority of the stations officially attributed their action to technical reasons, or to a desire to avoid duplication of material, rather than to the objection that the announcement was partisan and as such forwarded the cause of the Republican campaign.

Disc was distributed as a public service to New York State’s 83 radio stations by Duane Jones Co., New York agency which paid for the pressings and the announcer, according to Henry Turnbull, who several weeks ago obtained leave of absence as chairman of New York City’s planning board to serve as radio director of the Republican National Committee. Mr. Turnbull, as a member of the agency, prepared the text himself and it was edited by the Governor, he said.

By last Friday some 20 stations had indicated they would use the material, he said, and estimated that in all about 60 would use it. The Governor was anxious to publicize as widely as possible the ease with which servicemen can vote in New York, he said, and the idea was to carry it out through announcements distributed to newspapers, and through the discs. However several who were planning to use the material in the disc as a broadcast for stations were eliminating reference to the Republican Governor.

Many Reactions

Reactions and plans of New York stations in regard to the discs were as follows:

WEMP, NBC outlet, was not carrying the disc “because it was convinced that covering the subject through its regular news periods and commentaries was sufficient without special recording.”

WOR was not using the transcription itself because of a policy against carrying recorded public service messages, but the text was being used in full, crediting Gov. Dewey as the source of the message, because the station regards Mr. Dewey as the Governor of the State, and as such entitled to issue a message to its citizens.

WABC stated simply that it had not scheduled the disc, pointing out that for the past six weeks through regular announcements it has been telling servicemen and their families how to go about getting the ballots.

WNEW said that it was carrying live announcements on the subject prepared by the League for War Voters, and saw no need to duplicate their material.

WMAA said that it would carry live announcements on the subject, and referred to the same material it had billed live version of the text, deleting partisan material.

WQXR did not consider the discs partisan in character and had scheduled them for three-day airings.

WINS stated Thursday that it did not consider the material partisan, and would carry the disc on that day, but had no plans for presenting them on subsequent days.

WLNY Brooklyn stated emphatically, through Elisa Godofsky, president, that the disc should be carried “paid political time” and that the station would not carry them under other conditions.

WHN felt the discs were partisan in character and declined to carry them, pointing out that for the past two or three weeks the station has broadcast public service announcements of this nature on its own. Live edited version of the material minus Dewey’s name was being used however.

WJSJ will run an announcement once a day through August, but the Dewey disc will not be used. Station will broadcast live announcements, or a specially prepared disc using its own announcer, eliminating all reference to the Governor.

Promoted

SCHENLEY IMPORT CORP. New York, importer and distributor of Gonzales Byass ports and sherries, is using one minute-transcribed spot and 15-second chain break announcements on 25 stations in 17 states. Campaign started last April, and will continue through the summer. Other stations will be added shortly. Agency is the Kleppner Co., New York.

Control of WILM To Chester Times

WEEU Sold for $210,000; Both Duplo Ray Transfers COMPLETION of two additional duplo transactions, under which WEEU Reading will be sold for $210,000 to three individuals, and control of WILM Wilmington, would be sold to the Chester (Pa.) Times for $126,000, was announced last week, coincident with the filing of applications for FCC approval.

WEEU, NBC outlet operating with 1,000 w daytime on 850 kc, would be sold by the Berks Broadcasting Co. to George J. Feinberg, textile manufacturer; Joseph M. Nassau, veteran Philadelphia broadcaster, and Milton J. Hinlein, owner of KDRO Sedalia, Mo., but a native of Philadelphia. Mr. Feinberg would acquire a 75% interest in the station, with Nassau and Hinlein procuring 12% each for which they would pay out of subsequent earnings. Mr. Nassau would become general manager.

Textile Manufacturer

Sellers are Clifford M. Chafey, president and general manager of WEEU, and the sister station WRAV; H. S. Craemer, attorney; Raymond A. Gaul, commercial manager of WRAV; and Harold O. Landis, chief engineer of both stations. Each owns 25% of WEEU and Messrs. Chafey, Gaul and Landis own WRAV.

Mr. Feinberg now is in the textile manufacturing business in Philadelphia in association with the Hercules Parachute-Cord Co. of New York. Mr. Nassau, a veteran of 20 years in radio, formerly held an interest in what was WILM Philadelphia. A radio engineer, he served last year with the Army Signal Corps as a civilian engineer and since August 1943 has been state director of publicity, press, radio and advertising for the War Finance Committee of Pennsylvania. Mr. Hinlein, graduate of the U. of Pennsylvania, was in the business in Philadelphia until 1929, when he entered the real estate field. In March 1943 he became sales manager of KDRO and acquired the station last June.

Two-thirds interest in WILM was acquired in 1942 by WILM, WILH and a group of radio dealers for $75,000. The stock acquisitions were from J. Hale Steinman, Pennsylvania publisher and station owner, and his brother, John F. Steinman, who own six other stations in the Mason Dixon Radio Group. They would retain a third interest in WILM.

The application sets forth that the station will be moved to Chester, some 16 miles distant. It is presumed application for the removal will be filed as soon as approval is procured and when equipment is available. The Steinmans also own WDEL in Wilmington.

Mr. Hill, under the contract, will acquire 304 shares of 606 outstanding shares of common stock for $65,100, giving him 51% of the common. His wife will acquire 60 shares of preferred and 61 shares of 102 shares of preferred for a total of $27,475. The Chester Times will acquire 40 shares of common and seven of preferred for $12,455, while the WILM-Hill-Zeiders group of 704 shares of common and 68 shares of preferred, or two-thirds of each.

British Accent

BRITISH air combat crews are unable to use American throat mikes, the Army Signal Corps has reported. The tiny microphones can clearly relay the words of flyers of all other nationalities except the British, it was learned, since Englishmen form their tones in the roofs of their mouths, making their words unintelligible over the newly developed throat mike.

Electric Plans

NEW SHOW for 160 electric companies, replacing Report to the Nation on CBS Wednesday, 10:30-11:30, is beginning to take shape, with Robert Armbruster’s orchestra signed to co-feature with Nelson Eddy, sit-com stars of While Electric Hour, tentatively selected. Agency is N. W. Ayer & Son, New York.

WENT Also on CBS

WENT Groversville, N.Y., which went on the air for the first time July 1, broadcasting as a special supplementary station of CBS (BROADCASTING, July 8) on 1270, started taking Mutual programs as a CBS-MBS affiliate. Station is operated by Sacandaga Broadcasters Corp., with 250 w on 1340 kc.

“Hey, O. B. I’ve Got Joneys City!”

BROADCASTING October 13, 1944"
following are excerpts from 
The Billboard of July 22, 1944:

"In announcing its Seventh Annual Radio Station Promotion Survey, The Billboard said: 'It's the promotional intelligence back of what you're doing and how you present it that will stir the committee to vote.'"

"WLW came down in front by virtue of over-all promotional excellence; both in appearance and content it was the superlative. It used a duo-three-pronged approach; program and audience, dealer and merchandising, agency and client. Showmanship and savvy were superb all the way."

"When it came to dealer promotion, WLW was way ahead of the field. This was point-of-sale promotion with a bang."

"The same intelligence was applied to the agency and client promotion."

"WLW simply sees its duty and does it with eclat, thoroughness and dispatch."

\[\ldots\textit{it was Charles Munn who said: "Compliments are like perfume; to be inhaled, not swallowed". So we shall not permit our pride to drift into a feeling of complacency over something achieved \ldots rather must we accept the honor as an inspiration, and a challenge.}\]
IT ALL DEPENDS.

If it happens during a sustaining program, your listeners will tune in another station.

If it happens during a sponsored program, the immediate cost may run high.

But whatever the real cost is, RCA engineers know it is important. They constantly guard against the danger of outage-producing arc-backs when developing rectifiers.

RCA research pays dividends...to you. Take, for example, the new RCA 872A/872. This heavy-duty rectifier, which supersedes the earlier 872 and 872A, will do the job of either of the former tubes...for a longer period of time.

Why? Because of important improvements in design.

These new design features mean freedom from arc-backs. They also mean longer, more dependable performance...a fact that has already been well attested in reports from broadcasters using the new rectifier.

The RCA 872A/872...an improved tube, offering freedom from arc-backs and longer service...is just one more reason why RCA transmitting tubes are the standard of comparison in the broadcasting industry.

The Magic Brain of all electronic equipment is a Tube...and the fountain-head of modern Tube development is RCA.

An "arc-back" is a reversal of the current flow in a rectifier tube. In transmitting equipment, it may interrupt broadcasting.

BUY MORE WAR BONDS

RADIO CORPORATION OF AMERICA
RCA VICTOR DIVISION - CAMDEN, N. J.
LEADS THE WAY...IN RADIO...TELEVISION...TUBES
PHONOGRAPH...RECORDS...ELECTRONICS