what's WOR got to do with sex?

Let's say you're a maker of men's clothing, cigarettes, or hair tonic. Or suppose you sell bustles for the ladies. Don't you think it would be quite important for you to know whether your WOR listeners are men and/or women? We're pretty certain that it would.

WOR is uniquely equipped to let you know exactly what kind of listeners it can deliver during the time your program is on the air. For Crossley, Inc., which prepares WOR's "Continuing Study of Radio Listening," has its personal interviewers check carefully on the age and sex of the thousands of listeners talked to month in and month out throughout the year.

For instance, here's a specific age and sex breakdown made for WOR by Crossley, Inc. on one Saturday evening show:

<table>
<thead>
<tr>
<th>MEN</th>
<th>AGES</th>
<th>WOMEN</th>
<th>AGES</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td>16 to 35</td>
<td>6</td>
<td>16 to 35</td>
</tr>
<tr>
<td>5</td>
<td>36 to 55</td>
<td>6</td>
<td>36 to 55</td>
</tr>
<tr>
<td></td>
<td></td>
<td>1</td>
<td>over 55</td>
</tr>
</tbody>
</table>

Buying time today can be as scientific and productively accurate as building a house, when you plan with the facts uncovered by WOR's exclusive "Continuing Study of Radio Listening." Let us help you make a greater per-penny profit on every penny you invest in New York radio. The number is PE 6-8600. Our address, 1440 Broadway, in New York.
Long association with others gives one a good insight into their likes and dislikes, their way of life. Because so many WLS workers have been associated with the station for a long time, they know the radio audience of Midwest America, their likes and dislikes in radio entertainment and service. That's also why WLS can specialize in broadcasting the exact kinds of music these listeners wish to hear. For Herman Felber, who conducts the WLS Concert Orchestra, has been with the station since 1927. Theodore DuMoulin, 'cellist and contractor with the orchestra, has been at WLS since 1926. Here is another department at WLS with the "know how" to please and influence listeners, a knowledge developed in long years of association with the radio audience. All in all, it's the big reason why WLS Gets Results!
You can win New England with the Right Move

Make your radio appeal direct to New England homes through The Yankee Network's twenty-one home-town stations. Retail merchants everywhere will appreciate this—and not only appreciate it but prefer it to hit-or-miss long distance selling.

The local merchant wants local advertising support. It is instinctive for him to keep the inventory up and give his best selling effort to the products best advertised locally.

The Yankee Network's twenty-one stations can put you right up front with every retail merchant in these twenty-one cities and their trading zones. They put impact into your selling in every important market, and they give you all New England in one move.

Acceptance is THE YANKEE NETWORK'S Foundation

THE YANKEE NETWORK, INC.
Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS.

EDWARD PETRY & CO., INC., Exclusive National Sales Representative
These newscasters, together with KOIL's newswriters and news services, are jointly responsible for OMAHA'S HIGHEST DAY-TIME NEWS RATING.

Represented Nationally by Edward Petry Co., Inc.
While markets throughout the nation, flushed with wartime growth, are showing fantastic gains in population, buying power, sales, etc., may we point out one that shows steady, reasonable gains without the obvious wartime danger signals?

For here is a market, rich in oil and gas, lumber and minerals, agriculture and livestock, whose wartime population increase is small, yet one in which prosperity is definitely on the upswing. Latest figures show steady rises... gains which have been repeated, year after year, for decades past. And each new increase represents a long-term investment for alert advertisers, intent upon increasing sales now... building greater sales for the future.

Only KWKH covers this prosperous market completely, effectively. For further details, contact the station directly, or... ask a Branham Man!

(The above figures were compiled from Sales Management's 1944 "Survey of Buying Powers")

KWKH

50,000 WATTS

CBS

A Shreveport Times Station

Represented by the Branham Co.

THE SELLING POWER IN THE BUYING MARKET

August 7, 1944 • Page 5
MAKING HISTORY IN COMMUNICATIONS

Inspection before assembly, quality control . . . more than that . . . team work from material dispatcher, assembler, inspector, to the girl on the packing line . . . have made possible the fine achievement represented by the Army and Navy “E” Award presented to the men and women of the Universal Microphone Company.

In production of military microphones before Pearl Harbor, Universal had the necessary “know how” for immediate war production. The engineering experience and production efficiency of war production will be reflected in the electronic voice communication components offered by Universal to consumers in the future. Until then – BUY WAR BONDS.

UNIVERSAL MICROPHONE COMPANY
INGLEWOOD, CALIFORNIA

FOREIGN DIVISION: 301 CLAY STREET, SAN FRANCISCO 11, CALIFORNIA – CANADIAN DIVISION: 560 KING STREET WEST, TORONTO 1, ONTARIO, CANADA
NO RE-CONVERSION IN PEORIA

Keystone Steel and Wire Company, like many other Peoria industries, will have no reconversion problem when the war is over. The same machines that produce for the Army and Navy now, will then supply civilian needs. The fabricators who convert Keystone products will again supply the bins and hardware stocks of hometown merchants. Keystone fears no post-war unemployment period.

WMBD serves the workers of Keystone—and all PeoriArea. A thrifty heart-of-Illinois section comprising 16 counties bountiful in livestock and grain, thriving with industry; PeoriArea is a market to cultivate for both present and postwar sales. Reach this rich market area of 600,000 population over Radio Station WMBD.
HENRY Q. HAWES
V. P. and General Manager, McCann-Erickson, Pacific Coast

Says—"Spot broadcasting goes where we send it—and does the job we send it to do"

- Yes, and it sounds as if Mr. Hawes also means "—with no ifs, ands or buts"! Which
  is just about right. You select the markets you want—the stations you want—the
  time you want—the kind of program material you want. So, if you know your stuff, you
  naturally get the kind of results you want.
- When it comes to selecting markets and stations, a great many fairly cagey adver-
  tisers have told us that the group shown at the right comprises the finest "list" in
  America. Some of our customers buy them, straight across the board, because
  they are a beautifully balanced cross-section of clear channel and regional stations
  representative of the most stable and productive elements in the radio industry.
  What more do you want?
Y & R Assumes Burden in WAC Dispute

Prepared to Use Radio When Available

By Jack Levy

TAKING entire responsibility for excluding radio from current WAC advertising expenditures, Young & Rubicam last Friday issued a formal statement explaining that broadcasting industry policies had discouraged them from buying time in the past but that the agency is prepared "to act immediately whenever efficient coverage can be purchased."

In issuing the statement, which was mailed to all radio stations, Sigurd S. Laron, president of Y & R, declared: "I wish to make it clear that the War Dept. has relied completely on our professional judgment. The media plan we recommended early in June for the first stages of the campaign was entirely our own, prepared on our responsibility. The War Dept. accepted our recommendations."

Speed Was Necessary

Y & R stated that its plans board had discussed possibilities of using radio in June when it was awarded the WAC account for the fiscal year 1944-45, and that hope was expressed at that time that special shows and special appeals could be used without violating the radio industry policy regarding paid Government advertising.

"However," Y & R explained, "because of this policy of the industry we had no reason to believe that such plans could proceed quickly. It seemed to us that need for WACS is an urgent one, speed in getting the campaign started was of the utmost importance. We, therefore, recommended to the War Dept. a program calling for the use of those media through which we could immediately purchase national coverage."

The statement took the NAB to task, and particularly Lewis H. Avery, Director of Broadcast Advertising, for delay in canvassing stations as to their policies on Government advertising. Although Mr. Avery issued his open letter to the agency June 20, the agency pointed out, it was three weeks before he conferred with Y & R when he "recommended" he did not know how many stations would accept WAC advertising.

It was not until a full month after his open letter that Mr. Avery began his survey to determine industry policy, which he instituted at their request, Y & R said. "Although the NAB has released some information to the trade press, the agency added, "it has given us no information whatsoever to date as to the number of its member stations and will not or will not be able to give us the figures to settle the issue.

The agency expressed regret that some broadcasters might withdraw WAC messages until the issue is settled. "As we see it," Y & R concluded, "the issue must be resolved by the industry itself. Pending decision by the industry we do not believe broadcasters will stop working for the WAC." 441 Favorable

In an effort to make its best possible showing to Young & Rubicam on station willingness to accept WAC advertising, Mr. Avery sent wire Thursday to approximately 400 stations which had not yet replied to the NAB questionnaire.

NAB's survey included 878 commercial stations in the United States and territories. Up to last Friday 489 had replied, of which 441 were favorable to WAC advertising, 46 against and two undecided. Of those replying affirmatively, about 350 listed specific availabilities, the majority offering 15-minute periods five times weekly and nearly 100 stations submitting 15-minute periods three times weekly.

While stations generally are receptive to WAC advertising, network policies continue to oppose the acceptance of Government money

(Continued on Page 64)

Text of The Young & Rubicam WAC Statement...

On June 20 Mr. Avery of the National Assn. of Broadcasters addressed an open letter to Young & Rubicam, requesting that the entire appropriation for WAC advertising for the coming year be devoted to radio.

This letter was released to the press without consultation with Young & Rubicam. No member of our staff received a copy. Since from the time of or from any individual broadcasting station relating to the subject discussed in Mr. Avery's letter. The letter was given wide circulation by the NAB and attracted comment in the trade press.

The radio industry knows Young & Rubicam's open-door policy. Media representatives know at Young & Rubicam they can secure a complete and thorough hearing for his claims at any time. Media representatives know that we welcome their aid and their suggestions.

The radio industry knows Young & Rubicam's record of expenditure for radio. The industry is familiar with our pioneering in the radio field, and our belief in the effectiveness of radio advertising. It, therefore, seemed entirely unnecessary to treat this matter as a controversy or to present it in such a way as to imply that either this agency or the WAC War was discriminating against radio as a medium.

Because it has been treated as a controversy and because the NAB has so acted as to question the advice given by this agency to the War Dept., we wish to review the recommendations we made to the War Dept. and our reasons for making those recommendations.

Young & Rubicam administered the WAC advertising appropriation for the fiscal year 1943-44. As stated in Mr. Avery's letter, these appropriations spent almost entirely for newspaper advertising—none for radio time.

It was not invested in radio because the radio industry under the policy adopted by the NAB in April 1941 declared its "desire to continue its present practice of making its facilities available at no cost to the Government''. Radio facilities were freely available to the Government under that policy.

At no time in the year 1943-44 was any bidding given of a desire to change this policy, neither was any question raised by the NAB or any group of broadcasters. Newspaper advertising money was being invested in radio advertising, facilities were being donated to the industry.

The non-purchase of radio was not based on any underestimate of the value of radio. Great reliance was placed on radio industry cooperation by both this agency and the War Dept.

The use of radio was discussed by the Young & Rubicam Plans Board in June immediately following the award of the WAC account to Young & Rubicam for the year 1944-45. Hope was expressed that ways could be found to develop special shows and special appeals for radio without violating the expressed policy of the radio industry regarding paid Government advertising.

However, because of this policy of the industry we had no reason to believe that such plans could proceed quickly. Since the award of the WACs is an urgent one, speed in getting the campaign started was of the utmost importance. We, therefore, recommended to the War Dept. a program calling for the use of the WACs through which we could immediately purchase national coverage.

We were familiar with the resolution of June 3, 1943, which the NAB had passed with reference to the Rand Bill. We did not regard it as a reversal of the policy of the National Broadcasting Co. Neither did it the NAB, up until June 20, 1944. For during the entire period money was not invested in newspaper advertising for the WACs and other military recruitment without comment by the NAB.

Shortly after Mr. Avery's letter of June 20 was received, we talked to him on the telephone. Mr. Carlos Franco of the Young & Rubicam staff called him and offered to come to Washington immediately and meet with the NAB and others to discuss the WAC matter. It was agreed that the subject should be discussed with the NAB.

(Continued on Page 65)

... and Macy Too

WFAS White Plains, N. Y., will accept WAC advertising, if and when time is sought for such promotion, Frank A. Seitz, manager, told BROADCASTING. Macy also is owner of a station of WAC advertisers in Westchester county.

(Continued on Page 65)

$5.00 A YEAR—15c A COPY

BROADCASTING & Broadcast Advertising

VOL. 27, No. 6
WASHINGTON, D. C., AUGUST 7, 1944

August 7, 1944 • Page 9
### P & G Heaviest Buyer

Procter & Gamble spent $6,958,500 with NBC and $3,860,722 with CBS. The Cincinnati soap company also led the field in 1942-1943. P & G's distribution of its advertising expenditures is typical of the entire group, which also spent more money for network radio (and points out that these figures cover facility costs only) than for any other medium.

Of the 100 leaders, 76 purchased some network time, 48 using CBS, 36 NBC, 26 in the Mutual field, and 11 in Mutual Magazine, some network time, and 8 in newspapers and magazines, $6,299,600 for newspapers and $7,887,126 for farm papers. This breakdown varies somewhat with others as CBS included both Mutual Network Exchange and Mutual Magazine, rather than the newspaper column.

### P&G Contest

Procter & Gamble Co., with a total of $10,357,222, was the largest network advertiser in 1943, according to an analysis of 1943 advertising expenditures of the 100 leading national advertisers and of the 25 leaders last year by the CBS Research Dept.

Of a $296,447,527 total spent in four media, the major networks received the lion's share, $125,097,616, while $25,261,210 went to newspapers and magazines, $61,299,600 for newspapers and $7,887,126 for farm papers. This breakdown varies somewhat with others as CBS included both Mutual Network Exchange and Mutual Magazine, rather than the newspaper column.

### Media by Expenditures, 1943 (Compiled by CBS Research Dept.)

<table>
<thead>
<tr>
<th>Network Expenditures</th>
<th>76</th>
<th>48</th>
<th>22</th>
<th>10</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advertising</td>
<td>30</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CBS</td>
<td>11</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>NBC</td>
<td>11</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Blue</td>
<td>11</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mutual</td>
<td>11</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>National</td>
<td>11</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>11</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Other Media

| Advertising          | 30 |
| CBS                  | 11 |
| NBC                  | 11 |
| Blue                 | 11 |
| Mutural              | 11 |
| Magazine             | 11 |
| Newspaper            | 11 |

### Expenditures in Farm Papers omitted. Total $7,887,126.

Radio expenditures for facilities only. Talent not included.
Fly Denies Immediate Plans to Resign

Consciences of Personal Needs; May Leave In Fall

RADIO’s favorite topic of conversation—“When will Fly resign”—was clarified somewhat last week with the statement by the FCC chairman that he has been "conscientious of personal considerations which indicate the wisdom of my returning to the private practice of law," he had no plans "to the moment" of leaving his Government post. He inferred, however, in his first recognition of repeatedly published reports, that he would leave after "a few jobs" are finished.

Mr. Fly for several weeks has advised confidants that he planned to leave the Commission, feeling that he should return to financial fortunes after 15 years of continuous Government service with the Department of Justice, the TVA and, since 1938, the FCC. He had pegged no date, however, as it was felt he might leave by mid-August or early September. Evidently aroused by inferences that he would quit "under fire," Mr. Fly released one-paragraph denial last Monday. It read:

No Comment

"In view of the reliable rumors as to my resignation from the Federal Communications Commission, I should like to set this matter at rest. I have been in the Government service for a continuous period of 15 years. For some time I have been conscious of personal considerations which indicate the wisdom of my returning to the private practice of the law. However, there are a few jobs to finish around here and I propose to see them finished. I have no definite plan except to remain here for some substantial period of time."

Whether the chairman will leave before the November elections was problematical. He has refused to comment on reports [Broadcasting, July 17, 24] that he would return to private practice of law or become an executive of Muzak Corp., now providing transcribed service to hotels, restaurants and other public places, but which aspires to establish a non-commercial radio service to homes on a subscription basis, William B. Benton, president of the Chicago and former head of Benton & Bowles, one of the top agencies in radio placements, likewise has declined to discuss the rumors.

Mr. Fly's statement came a day after Drew Pearson, Blue commentator, reported on July 30 in his broadcast that Mr. Fly would resign in November to become affiliated with the Benton organization. Mr. Pearson inferred the White House was the source of his information. In informed quarters it was reported Mr. Fly had sought to submit his resignation some weeks ago but had been advised, in substance, by one of the President's closest advisers, that there was no hurry.

Three Big Questions

Precisely what Mr. Fly meant in asserting there are "a few jobs to finish" was the subject of speculation. He has evinced great interest in postwar communications and has been a staunch advocate of a merger of external communications, more closely linked with British and other monopolies. His name has been linked with the post of coordinator of communications, but it is now doubted, in view of his own statement, that he would remain with the Government when he leaves the Commission. Despite repeated conflicts with members of Congress and officials in Government, Mr. Fly nevertheless has been highly regarded by President Roosevelt and has done things seldom achieved by men below cabinet rank.

Some months ago there were three important projects which Mr. Fly evidently felt should be battled to the end—"a fiscal fiscal year appropriation for the FCC, the White-Wheeler bill (S-514) which would have reorganized the FCC and made the post of chairman innocuous, and the House Select Committee investigation of the Commission. The appropriation issue was settled when Congress dropped off more than two million dollars of the FCC's requested budget. The White-Wheeler bill was pigeonholed by Chairman Wheeler (D-Mont.) with the statement that radio wanted no legislation. There remains, therefore, the Lea Committee probe.

Mr. Fly's resignation would leave two posts on the FCC vacant—and unless the President fills the existing vacancy before then, Commissioner T. M. Craven left July 1 to become a vice-president of the Iowa Broadcasting Co., of which Gardner Cowles Jr. is head. There are a number of candidates, with the name of Rosel H. Hyde, assistant general counsel of the FCC in charge of broadcasting, most frequently mentioned.

Probe Blocks Way

Talk has centered around elevation of J. D. Dury of Alabama to the chairmanship. A left-wing New Dealer, he would have strong CIO support. He is the brother-in-law of Associate Justice Hugo Black of the Supreme Court. His selection to the chairmanship would not meet with the approval of any of the communications fields subject to FCC regulation.

In recent weeks there has been talk on Capitol Hill that should Mr. Fly resign, the Lea Committee would consider its work completed, file a report and ask to be dismissed. On the other hand, Mr. Fly is said to have confided that he would need a leave of office as long as he is under fire. Should the investigation be concluded, then the way would be clear for his resignation.

Chairman Lea (D-Cal.) of the House Select Committee last month declined to comment on persistent talk that the investigation would be concluded. He did say, however, that no interim report would be filed, despite the fact that the first phase of the inquiry is closed. Veteran Congressional observers pointed out that interim reports are customary as each phase of an investigation is completed.

Following a surprise hearing July 25 [Broadcasting, July 31] Chairman Lea said that the investigation "will be completed," and that "we hope to finish this session." Eugene L. Garey, former Committee general counsel, had repeatedly told the Office that the investigation would take "months" to complete and Committee members have remarked that "only the surface" had been scratched.

Chairman Lea said last week, just before leaving Washington for a brief rest, that his plans are to resume public hearings in September although the entire date has not been set. He scouted the theory that pressure might be brought by Administration forces to close the investigation, thus giving Chairman Fly an opportunity to resign without being under fire.

"Our next phase will be alleged favoritism in granting licenses," said Chairman Lea.

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KNOW THESE FOLKS? Rare photo is of the first CBS staff party photographed in April 1929 in the home of Ernie Naftzger, CBS music clearance, 32 W. 67th St., New York, which was then used for studio.

Pioneer Columbians can be identified by numbers:

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Broadcast Advertising

August 7, 1944 • Page 11
CIO Set to Invade Radio on All Sides

Complaints to Fly, FM Stations Are Urged

EFFORTS OF CIO to batter its way into the nation’s political leadership have taken on a pronounced radio aspect. In sharp moves to convert pressure stations into allocation of free time, under pain of complaint of the FCC against their license renewals.

This was brought forcibly into the open last week with the showing of copies of the CIO Political Action Committee’s new Radio Handbook throughout official Washington, wherein unions are advised how to proceed in getting free radio time and what to do if they are refused. It is the full-scale sequel to the campaign handled by the United Automobile Workers, powerful CIO union, against WHKC Columbus, which goes to hearing Aug. 15 because a CIO political talk was edited out of the station.

Urged to File for FM

Release of the Radio Handbook is put one phase of the CIO foray into radio. Last week CIO News official mouthpiece of the union, advised member unions to file immediately with the FCC applications for FM stations to be built after the war, lest “commercial interests sew up the field.” This move followed abrupt dismissal of a petition by the Detroit UAW to buy WJBK, standard outlet, for some $700,000.

With their own FM outlets, according to the CIO News story, the labor group would be able to present freely over their own stations their views on political, national and international problems, in cooperation with the programs of the PAC which played such a dominant role in the Democratic National Convention in Chicago last month.

These moves, and others in the past few months, appeared destined to give radio its most vexatious time clearance problem since the birth of the art.

Release of the Handbook, copies of which were generously distributed at the FCC, drew an immediate retort from the NAB president, who called attention to the attack made on the NAB Code of Ethics and urged all broadcasters to apply the provisions of the code “carefully and faithfully.” The Handbook had been sent to many stations, too.

License Responsibility

Mr. Ryan pointed out that the decision as to what material is broadcast over the air must rest with someone. He said that Congress placed this responsibility directly upon the licensee of the radio station, and that this responsibility cannot be shared with any— the CIO or any other group or individual.

It became evident that the whole question of the NAB Code would become a topic of discussion at the forthcoming NAB Executives War Conference in Chicago Aug. 28-31. Mr. Ryan pointed out that the NAB adopted the Code as a guide in solving the many problems that naturally arise in the exercise of its responsibility. While the Code may not be perfect, he added, it was an “honest attempt on the part of the broadcasters to establish a sound policy of self-regulation in the public interest.”

“In intent and in practical application,” he added, the Code assures labor a “fair allocation of radio time.” It is the result of “many years of experience by the broadcasters in meeting conflicting demands,” he said. Pointing out that the NAB Code Committee is constantly giving attention to matters arising under its provisions, Mr. Ryan said that additions or deletions may be made as circumstances seem to dictate. This, he added, had flexibility to the code. “Without the guiding hand of the Code, chaos would result,” he asserted. “There is no substitute for following its suggestions. Every station and every station management is urged to carefully and faithfully apply the recommendations of the NAB Code.”

Strongarm Pressure

The Radio Handbook, cleverly written and patterned after the most modern promotional brochures, nevertheless gets down to little short of strongarm pressure in advising labor unions how to cooperate with stations or networks for time. Among other things, unions are advised to “shout” and “make it loud” by asking the station manager to give his personal assurance that he will proceed in writing that the refusal is “unfair” and to send copies to Chaiyan Flynn of the FCC, as well as to the Police Stations department of the newspapers also should know about it, the pamphlet advises. Other radio stations in the community should be approached for time “while your protest is publicized.”

Portents of CIO’s all-out plunge into radio were evident several months ago. The situation came out in the open last September when hearings were held by the FCC on acquisition of the Blue Network by Edward J. Noble. A complaint was made by CIO against network program policies. Both Chairman Flynn and Commissioner C. J. Durr upbraided the NAB Code of Ethics and station policy which preceded sale of time to labor, cooperative or other membership organizations.

Then came the UAW-CIO complaint against WHKC which resulted in designation of the whole matter for hearing on Aug. 15. At the union’s request, the FCC granted the petition after denying an almost identical one last September in connection with WHKC’s license renewal. CIO News, in early June, urged its members in various cities to file protests with the FCC against stations that won’t accept their programs. This invitation is strongly reiterated in the new Radio Handbook.

CIO Radio-Minded

Sporadic reports have been received indicating that CIO already has made demands on stations for free time. One recent demand has been made on WNEW by CIO President Edward Noonan. Mrs. Noonan, speaking for the Union, asked the FCC to order publication of the editorial page of the newspaper ownership inquiry, as assistant general counsel of the union. For the last three months, however, he has been in the Navy. The union has been radio-minded for several years. A number of its locals have purchased time over stations for labor discussions and, in some instances, membership campaigns.

CIO News, in its article advocating acquisition of FM stations by unions, held that FM costs are low in contrast to standard stations. Calling attention to the price of (Continued on page 60)

NAB War Conference Plans Go Ahead

Rumors of Cancellation Dispelled by Ryan; Others Meeting

DISPELLING whispered reports that the NAB Executives War Conference scheduled for Chicago Aug. 28-31 has been cancelled, President J. Harold Ryan last week announced that plans for the second wartime session are in their final stages, and predicted that the conference would contribute constructively to the solution of current radio problems.

Without acknowledging reports which reached broadcasters with increasing frequency that the meeting had been called off because of wartime exigencies, Mr. Ryan simply made the affirmative statement last Thursday to his membership that conference plans were progressing. He emphasized that the strides in technical developments have created problems which must be understood to insure radio’s “continuing wartime efficiency.”

Other Conventions Held

Rumors of cancellation developed following notice to the NAB Board by Mr. Ryan of war transportation conditions and of repeated demands from the Office of Defense Transportation that all unnecessary conferences or meetings be called off or postponed indefinitely. The board’s reaction, it is understood, was about equally divided, but members pointed out that the American Newspaper Publishers Assn., trade association counterpart of the NAB, has held its convention in New York and that problems of broadcasters are as vital in the Pacific as those of the newspapers. Moreover it was pointed out that last week 1200 delegates and their wives attended the Lions International convention in Chicago.

Mr. Ryan, under action of the NAB Board some time ago, can call off the war conference if, in his judgment, war conditions dictate that course. Attendance of this meeting will be limited to active and associate NAB members and a gross attendance of not over 600 or 650 is anticipated, as against twice that number at the last two annual meetings. Of the anticipated gross attendance, possibly 200 will be Chicago or contiguous area registrants, so that those accommodated from distant points probably will not total more than 400. Mr. Ryan pointed out that important government officials, including Army and Navy personnel, have indicated a desire for personal consultation with the broadcasters and will attend the conference. FCC Chairman James Lawrence Flynn already has accepted an invitation as a principal speaker, while other key speakers have indicated their acceptance and are trying to clear schedules.

“There is every indication,” Mr. Ryan asserted, “that our conference will contribute constructively to ironing out some of our current industry problems and laying the foundation for more helpful cooperation. It’s a part in the round of normal war effort and is in the period to follow. While broadcasting has performed a most important function in both military and civilian fields in the present emergency, the strides in technical development create problems which must be solved.”

(Continued on page 60)
... said the spider to the fly

There are many lures to buying radio time. Come into my house, says one station, for power and coverage. Come into my house, says another, for prestige and popularity. Come, says another, because of my low cost.

The shrewd time buyer forgets the decoys and says, "Let's look at all three sales talks—power, popularity, and cost. Let's find a common denominator to see what gives me most for my dollar."

In Baltimore your answer is easy. Using Hooper, the coverage claimed by each station, and the cost per actual listener ... and you come up with radio station W-I-T-H, the successful independent, as the best buy in this 6th largest market.

WITH
Baltimore, Md.

Tom Tinsley, President
Represented Nationally by Headley-Reed
Blue Signs Opera
For Six Seasons
Texas Co. to Sponsior in 44-45
With Five-Year Option
CONTINUANCE of the Blue Net-
work's Saturday afternoon broad-
castings from New York's Metro-
politan Opera House for the next six seasons, with at least the 1944-45 series sponsored by The Texas Co., is assured by contracts signed last week by Alvol Noble, chairman of the board of the Blue Network Co.; W. S. Rogers, chairman of the board of the Texas Co., and George A. Shahan, president, Metropolitan Opera Assn.
Terms of the contract between the Blue and the Metropolitan call for exclusive Blue broadcasts of Met operas through the 1949-50 season. Blue-Texas Co. contract provides for Texas Co. sponsorship of the operas in the remaining winter, with options for the succeeding five years. Broadcasts, starting at 2 p.m. Saturday and continuing until the end of the opera, will again this year feature the "Victory Rally" intermission presentations.
Coming season will mark the 14th year the Blue has broadcast the operas and the fifth year they have been aired under Texas Co. sponsorship. Each opera will be shortwave abroad as well as broadcast throughout the U. S. and Canada. Milton Cross will continue as announcer and commentator. Buchanan & Co., New York, is the Texas Co. agency.

WBTH, WSIX Transfers
Granted by Commission
CONSENT was granted by the FCC last week to the Williamson Broadcasting Corp., licensee of WBTH Williamson, W. Va., for voluntary surrender of control of station, owned by George W. Taylor, William P. Booker and William B. Hogg to Lewis G. Kemp, Jr., his wife, Helen S. Tierney, through transfer of 144 shares common stock (100% of issuing and outstanding) for $25,000. Mr. Tierney has been in the coal business the last 11 years. Transferrors no longer had neces-
sary time to devote to station, ap-
plication stated.
WSIX Nashville, Tenn., at the same time was granted consent for voluntary assignment of its li-
cense from the partnership of Jack M. Draughon and William L. Drogan, for use of business as WSIX Broadcasting station. No money was involved.

POWOW on Coast
WEST COAST SOAP Co., Oak-
land, Cal., (Pownow cleanser), utilizing the full seven-station NBC-Pacific Coast chain, on Aug. 5 started sponsorship of Lincoln Television's 65 weeks of weekly half-hour dramatic series Opportunity Theatre, Satur-
day nights. (NT). Cast includes KPO KGW KFJ KFM KFSD KOMO KQW. Agency is Bristacher, Van Norden & Staff, San Francisco.

FISHING AND POSTWAR discussions were mixed by this trio, attend-
ing the semi-annual meeting July 20-23 of the North Central Broadcast-
ing System at the Chase Hotel, Leech Lake, Walker, Minn. Displaying
fruits of their "day's work" are (1 to r): Carl Haverlin, Mutual station relations director; John W. Boer, president of North Central; Ade Hull, Mutual western sales manager. Attending the conference also were: Mr. and Mrs. John Cooley, Bill Baker, KLPM; M. J. Reichert, KGCU; Bert Wick, KDLR; Lloyd Amoo, KSJB; Tony Fahy, Harvey Hewett, KABR; Manny Marget, KVOX; Harry Linder, KWL; E. S. Mitendorf, WLOL; Max White, KWO; Ed Hayes, Warner Timedam, KATE; Ken Gor-
don, KDTH; Morgan Sexton, KROS; Earl Peak, KFJB; Mr. and Mrs. Ed Breen and daughter; Dianne, KVFD; Mr. and Mrs. Dietz, KDNS; KTRI; Walter Hunsicker, WJMS; Donn Clayton, Edith Iverson, B. Harland Odhe, North Central; Paul Reed, General Electric Co., Minneapolis; E. L. Robinson, Howard Perdieu, General Electric Co., Schenectady.

Elaborate Television Relay System
Sought in Petitions by GE and IBM
JOIN APPLICATIONS for spe-
cial authority to serve as a series of Class 2 experimental ultra-
high frequency radio relay units between Washington and New York, New York and Schenectady, and Schenectady and other points West with a view toward provid-
ing facilities for post war network television, including color, and other rapidly expanding business services, were filed with the FCC last week by International Busi-
ness Machines Corp., New York, and General Electric Co., Schenectady. N. Y. Similar requests was filed with the Commission in June by AT&T [BROADCASTING, June 26].

Multiple Service
Six bands of frequencies, each 60 mc in width, are requested in the 1,900,000 kc to 2,300,000 kc range. According to the IBM ap-
plication, the system would be able to accommodate up to three tele-
vision channels "each of which will not only carry the full picture detail of the present standards of the art but which also will be technically constructed to pro-
vide for changing color television which may be developed in the fu-
ture. Therefore, each of these por-
tions of the relay system can accom-
modate band widths up to 20 mc."
GE stated that the system in addition to being able to carry sim-
ultaneously two television transmis-
sions in each direction also would be able to carry several fac-
simile circuits, several FM pro-
gram circuits and up to 60 business machine circuits.
Both companies would collabor-
ate on the project, the IBM peti-
tions seeking three transmitters for Washington and six for New York. GE requests six for the area of New Scotland, N. Y., and two for Schenectady. With initial research to be conducted on the New York system, Schenectady link, the GE com-
ercial television station WRGB is ex-
pected to figure in the experimenta-
tion.
Applications for IBM were filed by J. G. Phillips, secretary-treas-
urer, with accompanying letter by Walter S. Lemmon, general man-
ger of the radiotype division. GE ap-
plications were signed by W. K. G. Baker, vice-president.

Koster Manages WAAB
H. WILLIAM KOSTER, a radio veteran of 11 years, last week was
appointed manager of W A B WC Worchester by Lincoln Travers, ex-
ecutive vice-president of the Yan-
kee Network. A native New Yorker, Mr. Koster joined WPBO Prov-
edence in 1935 as head of the ac-
counting department and subse-
sequently worked in advertising, pro-
duction, office management and program. In April 1944 he be-

Continental Places
CONTINENTAL Baking Co., New York, is the first advertiser to sign for participations in Cook 'n Corn, which will be broadcast Monday through Saturday, 8:15 to 8:30 a.m. on WABC New York.
Continental will sponsor participations on the Thurs-
day, Thursday and Saturday pro-
Read and judge for yourself!

“Our client will not expand his campaign this fall. But in spite of this we were able to get an OK for WWVA.

“We will want something for September and you might take it up with the station because their judgment is pretty sound. Let us know what they can offer.”

So wrote an advertising agency to John Blair & Co., our national representatives. The italics are ours.
Radio Regulations adopted in Cairo in 1938. These documents are "restricted" and are not available for publication at this time.

General interest centered around the IRAC proposals, still in the restricted category. The purpose of the IRAC plan, it is generally known, was to devise high frequency TV Co, which would provide for new developments which have been created by military requirements, covering radio, radar and other electronic innovations. Throughout the preliminary conversations it has been emphasized that aviation needs should be given primary consideration, along with other safety of life services.

Anticipated world-wide development of air transportation is expected to entail allocation of considerably increased space for aviation below 200 megacycles.

Considerable interest has been manifested in the spectrum positions to be occupied by FM and television, with both services seeking the lower portion of the ultra-high frequency band. While preponderant Government opinion appeared to be for FM moving into the higher bands, where there would be greater room for development, certain industry groups contend this would retard introduction of the visual service.

Syling Leaves FCC to Take RCA Post; Willoughby Heads Broadcast Division

RESIGNATION OF Philip F. Siling as assistant chief of the FCC in charge of broadcasting to become engineer in charge of the RCA Frequency Bureau was announced last Friday by the FCC. Simultaneously, the Commission announced the appointment of John A. Willoughby, assistant chief, broadcast division, as acting chief, succeeding Mr. Siling.

Mr. Willoughby, a veteran in FCC service, has been with the Commission since its formation in 1934. Prior to that, he was with the Federal Radio Commission.

A graduate of Clements College in South Carolina, Mr. Willoughby did radio engineering work with the Army Air Corps in 1922-24, and was with the Naval Research Lab. from 1924 until 1927. He was with the Marconi Co., as Lancing, England, until 1930, when he joined the Radio Commission as an engineer. He is 51 and was born in Florence, S. C.

The Commission, in announcing the change, expressed appreciation of Mr. Siling's services during the last nine years and stated that his "loyalty, hard work, efficiency and ability to get things done" would be " sorely missed."

Mr. Siling, in his resignation, has relinquished his broadcast functions but his formal resignation is not expected to take effect until later this month. He succeeds Dr. C. B. Jolliffe, former FCC chief engineer, as head of the RCA Frequency Bureau. Dr. Jolliffe will devote full time to his duties as chief engineer of the RCA Victor Division in Camden, relinquishing the Frequency Bureau post which he has held since he left the FCC in 1935.

Mr. Siling was chief of the International Division of the FCC prior to his appointment as acting assistant chief engineer last February. At that time he succeeded George P. Adair, who was elevated to chief engineer. The appointment was for the war's duration, since Lt. Comdr. Gerald C. Gross of the Navy is on leave as assistant chief engineer in charge of broadcasting.

Mr. Siling, 47, was with I & T from 1929 to 1933 in various engineering capacities, which include executive capacities. He was assistant deputy administrator with the International Recovery Administration, 1933-1936. In 1936 he joined the FCC as a division chief, and in 1937 was made assistant chief of the International Division, becoming its chief in 1941.

Allocations Conference Opens Friday

Two Day Session Called By Dept. of State

To Draw 500

POSTWAR spectrum allocation--knottiest of the technical problems confronting all radio services--will get its first airing in a week at the general conference called by the Dept. of State to consider frequency allocation problems arising from operation in a postwar world telecommunications conferences. The session, probably to draw an attendance of over 500 communications executives, engineers and observers, is called for Aug. 11-12, at 10 a.m., at the Interdepartment Auditorium, Washington (Broadcasting, July 24).

Of greatest interest to radio men will be allocation problems dealing with new high frequency services, such as FM and television. Main consideration will be the report of the Interservice Radio Advisory Committee, made up of radio representatives of Governmental agencies. This and other sessions will be held as a basis of discussion between Government and industry, and it was emphasized that no definite conclusions can be reached.

Sessions Open to All

In addition to preparations for an anticipated world telecommunications conference, the preliminary meeting also will consider proposals for the Interservice Conference tentatively scheduled to be held at Rio de Janeiro early next year. The State Dept., whose auspices the sessions will be held, has invited the entire roster of the Radio Technical Planning Board and its committees to attend. The invitation however, is also extended to executives in radio, whether or not on RTPB committees. Formal invitations are not necessary, it was stated.

The conference is opened by Francis Colt D韦, chief of the State Department's Telecommunications Division. Dr. H. Dillinger, chief of the Radio Division, Bureau of Standards, and chairman of the State Department's technical committee in charge of the conference, will preside.

Plans have been directed by Adolph A. Berle Jr., Assistant Secretary of State in charge of communications, Mr. DeWolf, and Harvey B. Ottenman, assistant chief of the Telecommunications Division.

It is expected that the international conferences on communications, notably with regard to radio, will be held within six months or a year, and that some interim immediately following the war. The Department has circulated documents about which the Aug. 11-12 meetings principally revolve, including the IRAC report, a proposed complete revision of the Madrid Conference in 1932, and a revision of the International General

Honest Promotion For Video Urged

Television Seminar Addressed By Franco and Winner

THE NECESSITY for honest, sincere and informative advertising and publicity about television if the public and permanently sold on this new medium of entertainment and education was stressed by both Carlos Franco, manager of the station relations department of NBC, and Lewis Winner, editor of Communications, in their talks before last week's television seminar of the Radio Executives Club of New York.

Decrying current published statements which imply "a proximity of television, an availability and a quality of service which are a long way from reality," Mr. Franco urged complete candor from the very start as the best service to the long run of the entire industry. "That would at least be novel; it would be pleasant; it would pretty certainly base the effort of the industry on a sound business principle," he said.

Public Demands Best

To create a reasonable, popular desire for the industry must assure the public, Mr. Franco continued, that it can attain and maintain fine picture quality and that in addition to this continuity of picture there will be a variety of editorial pattern that will make television more desirable than other attractions. When sets are available for demonstration, the television stations must do their part to make the real picture product on the demonstration screen so wonderful that purchase is almost irresistible there will be.

Stressing the scientific complexity of television as compared with sound broadcasting, Mr. Win- her said days of the "radio, when the newspapers published diagrams enabling anyone handy with tools to build his own receiver and so helped to create an audience for the programs, will not be duplicated in television unless receivers can be simplified far below their present complexity. Radio service alone, he said, would be insufficient to enable them to keep television sets in operation, he said, adding that the dealers and their salesmen and even to some degree, the purchasers of videos have to be educated in the elements of television electronics. This is necessary, he explained, because the eye is a more sensitive organ than the ear and a small fraction of the distortion in sound that is accepted without complaint from a cheap radio receiver would be intolerable in a television picture.

SERIES of weekly five-minute video programs based on surveys conducted by the Portable Audience Research mag-
Thanks

Radio Stations of America... for lending us your listeners!

Yes, War-time Washington is crowded to capacity with folks from every city and state. They are here, many of them with their families, helping to hasten the day of victory. Their radio listening has been catered to by many fine stations of America.

NOW... they are listening to WINX. It's the kind of "hometown station" they like. It breathes the air of individuality... of originality... with its Symphony Hours, its Music Hall, its emphasis on NEWS, MUSIC and SPORTS.

When this great struggle is over--and the normal way of life returns--many of these listeners will return home. We hope that during this interim we can contribute to their listening pleasure.

On WINX they will hear many familiar names such as... SUPERSUDS... GRUEN ...LIFEBUOY ... VENIDA ... KELLOGG ... STANBACK ... TABASCO SAUCE ... SATURDAY EVENING POST ... TRUE STORY ... CLICQUOT ... WRIGLEY ... and many others.

WINX

Washington 1, D. C.

National Representative: FORJOE & CO. • New York • Philadelphia • Chicago
Treasury WFD Information Service Headed by Molohon

New Unit to Aid Stations, Networks, Agencies In War Bond Programming and Planning

INFORMATION Service of the Treasury War Finance Division, designed to offer all-around assistance to broadcasters and one of the new projects to be formed in conjunction with the policy expansion program of Thomas H. Lane, WFD director of radio press and advertising, has been placed under the supervision of Barney Molohon, former commercial broadcaster, it was announced last week by Robert J. Smith, chief of the WFD radio section.

Mr. Molohon, who joined Treasury just before the Fifth Loan, was formerly chief of the radio unit of the War Food Administration. He also set up and directed the radio and motion picture unit for the Office of Defense Health & Welfare Services and organized the radio unit for the Army Quartermaster Corps. Before going to Washington he had spent eight years in commercial radio in the East, as New York manager for Viking Radio Corp., and on the West Coast, where he handled radio publicity, wrote the transcribed series Report of Odd Facts and such other features as The Plainsman, Spotlight on Sports, Rackets Expose. T/Gt. Norman H. Agathon, on loan from Lt. Gen. S. B. Loomis, Commanding General, Army Ground Forces, will assist Mr. Molohon as chief of a radio news bureau for the unit which will cooperate with OWI in the same manner as all other WFD projects. Before entering the service Sgt. Agathon was with the Washington Bureau of Trans-Radio Press and had experience prior to that with INS.

Shirley Burke, who before joining Treasury had worked under William S. Rainey, former NBC New York chief, has been appointed to head the New York office of the Information Service, with headquarters at 509 Madison Ave.

The Treasury also plans to appoint a regional broadcaster to head station relations.

“Our object”, Mr. Molohon said, “is to put real sales tools in the hands of broadcasters who are just as interested as we are in selling War Bonds. War Finance, through this unit, places its nationwide and key-positioned facilities at the disposal of the industry, in an overall information and service capacity.”

Functions of the unit are to: (1) initiate and develop publicity and promotion, particularly upon request; (2) obtain answers to all questions relating to Government agencies, etc., especially where they tie in with Bonds; (3) arrange for speakers such as war veterans from all branches of the service, civic figures and famous personalities, in addition to setting appearances for such (example cited was case of a local hero just returned from overseas—WFD would be able to arrange for an exclusive War Bond interview on the hometown station should it be desired); (4) assist writers, producers and directors by supplying any exclusive or special data or suggestions; (5) offer other support of any nature as requested by individual stations, networks, agencies or advertisers in planning War Bond activities and promotion.

The unit also is preparing a breakdown of various types of programs—news, drama, comedy, music, farm service, religious, variety, women’s features, sports and personal appearances for on-air services for these groups in addition to suggestive material to be prepared by Treasury. Informal advisory committee for each group is being named.

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CBS Gross First Half Is 42 Million

Net Earnings of 2½ Million Are 4% Above 1943 Figure

CBS and its subsidiaries showed a gross income of $4,627,666 for the first half of 1944, up 20.5% from the gross of $3,828,316 for the comparable period of 1943, according to a consolidated income statement issued last week by Frank K. White, vice-president and treasurer.

Operations Costs Up

Increases in discounts, operating expenses and tax provisions, however, give the network a net income for the 26-week period of $2,024,489, only 4.1% above the net of $1,980,532 for the same period of last year. Earnings for the first half of 1944 equal $1.34 per share, compared to earnings of $1.28 per share for the first half of 1943.

Statement was issued following a CBS board meeting at which the directors declared a cash dividend of 40 cents a share, payable Sept. 1 to stockholders of record Aug. 18.

WAIR, KASA Ask Shift of Control

APPLICATION was filed with the FCC last week for assignment of license of KASA, Elko, Nev., from E. M. Woody, sole owner, to the Southwest Broadcasting Co., a new entity in which Mr. Woody, who also is engaged in local business, no longer is able to devote necessary time to the stations. According to the application, and his son, who has been wounded in service in the South Pacific, will be unable to assume part of the responsibilities.

A quarter interest in Southwest Broadcasting is held by Lonnie J. Preston, attorney and director, who formerly was manager of KOKL San Angelo, Tex., assistant manager of KAGL and KSAO in San Antonio, and commercial manager of KPLT Paris, Tex., and is now representative of KCN Amarillo, Tex. Hoyt Houck, vice-president and director, holds 50% interest. Walter G. Rossell is secretary and director and holds remaining interest.

Voluntary assignment of license of WAIR Winston-Salem, N. C., was requested from C. G. Hill, George D. Walker and his wife, Susan H. Walker, to Mr. Hill and Mr. Walker doing business as WAIR Broadcasting Co. Mrs. Walker transfers her one-third interest in the station as a gift. No money was involved.

WHYN Buys Mt. Tom

MOUNT TOM, historic Connecticut Valley landmark, 1200 feet above sea level, has been bought by the Hamil Communications Corp., operators of WHYN Holyoke, Mass., for future development of FM and television, it was announced last week. The purchase of the property that was described as a choice location for radio from the Holyoke Street Railroad grounds and about half of the 577 acres, formerly owned by the Mt. Tom Railroad Co.

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Decca Net Up

DECCA RECORDS Inc., New York, has reported a consolidated unaudited net profit of $504,620 for the six months ending June 30 after provision of $615,141 for taxes. This is equal to $1.30 per share and compares with net profit of $428,345, equal to $1.10 per share, for the corresponding period of 1943.

On Telechino

BASED on favorable sales, series of 90-minute television shows titled TeleTales, on Telechino film, will be produced by Continental Television Productions, Hollywood, starting Aug. 11. Forty subjects will comprise the series, with Marcia Drake assigned producer.
Hooperatings are swell! We are glad that the radio industry has such a splendid service. Advertisers are glad, too, that WRVA changes the radio picture in Richmond because WRVA improves the Hooperating* (Hooper Survey, October 1943 - February 1944). WRVA is “Virginia's Premier Radio Station”, serving the Old Dominion from Richmond.
WOAI's commanding position in the San Antonio market is shown on the chart below. Percentages are from the C. E. Hooper survey - Spring, 1944.

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For WOAI's dominance of the urban field (nine cities in the station's primary area) be sure to see next week's issue of Broadcasting. This second chart adds to the picture of why WOAI sells more merchandise to more people in Central and South Texas than any other station - at a lower cost per sale!

50,000 WATTS CLEAR CHANNEL NBC AFFILIATE MEMBER TQN

WOAI San Antonio

Represented Nationally by EDWARD PETRY & COMPANY

THE POWERFUL ADVERTISING INFLUENCE OF THE SOUTHWEST

Dreier Predicts
AT THE SAME time that the German radio was broadcasting news of the frustrated attempt on Adolf Hitler's life, the NBC mail room was sending out "NBC News Features", containing a prediction by Alex Dreier, NBC Chicago commentator, that "the assassination of Hitler before the end of 1944 is envisioned". Dreier, frequently asked for his quota of "commentators' predictions", recently rang the bell with his guess that Russia would rent air bases to the Allies for shuttle-bombing operations against German objectives.

NBC Coast News Office Expands for Pacific War
ANTICIPATING increased activity in the Pacific war theatre, NBC completed plans to augment its Pacific Coast facilities and personnel as news headquarters for this area, according to William F. Brooks, network manager of news and special events. Currently on the West Coast to outline schedule for a 24-hour-a-day coverage of the Pacific war, he conferred with Sidney N. Stroitz, western division vice-president; Joseph A. Alvin, news and special events director, in Hollywood. Similar sessions were held with John Elwood, manager of KPO San Francisco, and Wally Roe of ROA Communications in early August.

Mr. Brooks revealed that Francis McCall, New York operations manager of news department, now in London where he handled D-Day operations for NBC, probably will come west in the near future to get the new plan underway. "We have increased our Honolulu staff," Mr. Brooks stated, "sending John Cooper from our international division in New York, and Robert McCormick from Washington, to augment the staff of KGU newsmen already covering the war from that base." He further pointed out that NBC planned to improve war coverage by tape and wire recorders in Pacific advance bases where there is no point-to-point transmission.

Fibber McGee Renews
UPON SIGNING of a new radio contract that might carry over into television, Jim Jordan, the Fibber of NBC's Fibber McGee & Molly, stated last week in Chicago that he and his wife were actively interested in making plans to train themselves for television. They are interested, Jordan mentioned in further motion picture work as a good preparatory school for the problems of television. New contract, placed by Needham, Lewis & Brody, Chicago, is for four years and was signed a full year in advance of the termination date listed on the old contract.

AL TURNER, freelance publicity expert and for six years editor of Life, Chicago, has been appointed director of publicity and advertising of the Stevens Hotel, Chicago, replacing Fred Joyce, now with 20th Century-Fox Film Corp., as Chicago field representative.
Is your Pacific Coast
Radio Coverage
ONLY "HALF THERE"?

If the network you're using on the Pacific Coast isn't Don Lee, your coverage—like poor Philbert—is only "half there." For half of the retail sales on the Pacific Coast are made outside the counties in which Los Angeles, San Francisco, Oakland, Portland and Seattle are located—and only Don Lee completely covers this "outside" half.

How so? Markets in the "outside" area are surrounded by mountains, and long range broadcasting doesn't work. But local broadcasting does. And that's where Don Lee comes in...with 36 local stations within these mountain-blockaded markets. Largest coincidental survey made on the Pacific Coast (C. E. Hooper—276,019 calls) gives Don Lee 60 to 100% of the listeners in many of these "outside" markets.

Here are examples of Don Lee's superior coverage of the inside half: The April Hooper rating for Jack Benny was higher on Don Lee than on Network A—and since changing to Don Lee from Network B, Point Sublime has a much higher Hooper rating.

When you buy network radio on the Pacific Coast, be sure your coverage is "all there." Buy Don Lee!

The Nation's Greatest Regional Network

Mutual
DON LEE

THOMAS S. LEE, President
LEWIS ALLEN WEISS, Vice-Prez. & Gen. Mgr.
5515 MELROSE AVE., HOLLYWOOD 36, CAL.
Represented Nationally by John Blair & Co.
Fulltime Head of CBC Is Urged

Law Revision Included in Commons Group

Recommendaons

By JAMES MONTAGNES

RECOMMENDATION for a full-time paid chairman of the Canadian Broadcasting Corp., the wide range of CBC operations and the advisability of investigating the affairs of private stations were highlighted in the report of the House of Commons Committee on Radio Broadcasting, which was tabled in Parliament at Ottawa on July 27.

Commenting on the presentation made before the Committee by the Canadian Assn. of Broadcasters [BROADCASTING, May 1], in which the CAB asked for a privately-owned net and judiciary board, the report stated that "the CAB have evidently forgotten that private broadcasting stations have not vested interest in the radio frequencies they are allowed to use. We believe they should be reminded with reference to control over the privately-owned stations have been exercised with fairness, and we recommend a continuance of that policy."

Present System Approved

"The CAB appear to be fearful of the future and to wish to safeguard their position, and suggest the matter of supervision and regulation be committed to an impartial body," (The Government-owned CBC is the regulatory body.)

The Committee pointed out "that ever since 1928 every parliament, every political party, every parliman
tary committee inquiring into the question has been in favour of a system similar to the one we now have. Your Committee are of the opinion that nothing would be gained for the public by having an overall controlling commission, although the Board of Governors of the CBC might be specially charged with having the matter clear to all concerned that they are prepared to encourage cooperation and concerted action in the national interest following formal hearings of private broadcasters."

"Your Committee discussed the advisability or necessity of broad-
ening the opportunity for future Committees on radio broadcasting so that the affairs of the private broadcasters might be investigated as well as those of the CBC," the statement continued.

As regards the CBC, the Committee recommended that the Canadian Broadcasting Act of 1936 be amended to allow for the establishment of a full-time paid chairman of the board of governors, and in continuing this the Committee pointed out that there "has been a great expansion of the service of the CBC since its inception (in 1936). The activities of the chief executive of the CBC (currently acting General Manager Dr. Augustin Frigon) embrace two fields which are very wide apart. One function calls for imagination, a broad culture, a comprehensive understanding of our national life, and an enthusiasm for the future of our country. Whilst for the other, business, administrative ability, and a positive mind are required." Dr. Frigon May Be Named

The salaried chairman of the board of governors would be in charge of policy, the general manager responsible for administration. "Each would have his own definite field of action and their respective functions should not involve any conflict. The authority of the chairman must be predominant," the report stated. The CBC board of governors was urged to submit a recommendation so that the position of general manager is filled with the approval of Dr. S. J. Thompson last November) be filled as soon as possible.

While no names were recommen
ded for a salaried chairman or general manager, the report emphasized the job done by Dr. A. Frigon in his capacity as acting general manager. Opinion in Canadian radio circles is that Dr. Frigon likely will be appointed general manager with Ernie Bushnell, chief program supervisor, as assistant. B. K. Sandwell, recently appointed to the CBC board of governors, a former university professor and for the past decade editor of the influential weekly Toronto Saturday Night, has been mooted as the most likely choice of the Government for the post of full-time chairman of the CBC Board.

Recently appointed chairman, George A. Church, is now in London, appointed general manager of the Canadian Brotherhood (Continued on page 50)

Western Canadians Talk Sales, Shows

Havana Treaty Also Subject Of 2-Day WAB Conference

SALES and program problems highlight the convention agenda of the Western Assn. of Broadcasters at Banff Monday and Tuesday this week (Aug. 7 and 8).

Following the report of President G. R. A. Pitcairn, CFRN Edmonton, at the opening session on Monday morning, Keith MacKinnon, chief of Canadian Broadcasting Corp. transmitters west of the Manitoba boundary, Montreal, was to deal with an analysis of the Havana Treaty as it affects Canadian stations. His talk was considered timely in view of the CBC recent ruling that 34 Canadian stations can now go to 5 kw under Havana Treaty rulings.

Closed Meeting

A closed meeting for WAB members was scheduled for Monday afternoon, with Glen Bannerman, president and general manager of the Canadian Assn. of Broadcasters, Toronto, planned to review CAB activities since the CBC convention in Penticton, B.C. The guest speaker at the Monday evening annual WAB dinner was to be Capt. Paul Hammond, chief of Special Services, Northwest Command.

Opening session on Tuesday morning will be a discussion led by Les Garside, CJGX Yorkton, Sask., on the formation of a program and sales division of the WAB. A discussion led by Bert Cairns, CFAC Calgary, follows on the purchase of time by national advertisers through local reps at local radio station convention sessions. Tuesday will include reports from committees, election of officers and discussion of delayed broadcasts for western zone stations.

CKNW, Canadian Farm Outlet, on Air Sept. 1

SCHEDULED to begin full-time operation on 1290 kc with 250 watts, Sept. 1, CKNW New Westminster, B. C., will bring new service to more than 400,000 listeners in the Fraser Valley farm area, according to an announcement by William Rea Jr., owner and station manager and farm service specialist.

E. Ross McIntyre, formerly of CKNW, has been named CKNW's chief engineer. Commercial manager is David M. Armstrong, formerly of CKBI Prince Albert, Sask. Frank Keay, formerly of CROV Kelowna, B. C., is general sales manager.

All of the equipment for the station, including the electric tower, is being purchased by the Station. The installation is located on an island in the Fraser River. Antenna is 200 ft. and was constructed by Hamilton Bridge Co.
Complete informality translated into highly productive salesmanship!

Ed Schaughency, with his Man-Friday, "Rainbow" Jackson, are breakfast guests in most Pittsburgh and Tri-State homes every weekday.

From personal appearances over the years, in hundreds of towns, they are personally known in these same homes.

Proof of extreme popularity: 90% of the normal, 100,000 annual visitors to KDKA are women; housewives and homemakers (home purchasing-agents). Invariably their first question is: "Can we meet Ed Schaughency and 'Rainbow' Jackson?"

Quick point: This best-known Pittsburgh Radio Personality, conductor of the KDKA Musical Clock for more than 10 years, turns product-names into buy-words throughout the KDKA area. Been doing it for some advertisers, continuously, for eight years.

Put this KDKA-Schaughency-"Rainbow" combination of Power and Personality behind the promotion and sale of your product!

NBC has any further information you might require, all based on Schaughency's Success at Informal Salesmanship.

1. Ed Schaughency and Rainbow Jackson
2. Morning Musical Clock
3. 50,000-Watt KDKA

KDKA PITTSBURGH 50,000 WATTS

WESTINGHOUSE RADIO STATIONS Inc
KYW•WBZ•WBZA•WOWO•WGL•KDKA
REPRESENTED NATIONALLY BY NBC SPOT SALES
Put your Confidence in WSIX--Nashville

Here's a market that won't fold up when the war ends—for the simple reason that it is built on the diversified industry and agriculture of the Tennessee Valley.

When peace comes, these same plants will be found making the same essential products and these same farms growing the same hogs, corn and tobacco as now.

Let us give you the complete picture of this unusual market, covered by WSIX. Contact this station.

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

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**NAB HONORED BY SIGNAL CORPS**

NATIONAL Assn. of Broadcasters has prepared a recording of the presentation ceremony in which the Signal Corps, Army of the U. S., awarded a Certificate of Appreciation to the NAB on Aug. 7 in Washington. Brig. Gen. Jerry V. Matejka, chief of Personnel and Training Service, Office of the Chief Signal Officer, made the presentation, which was accepted by J. Harold Ryan, NAB president. Recordings will be sent to NAB member stations for broadcast.

When making the award, which consisted of a large, parchment-like scroll signed by Maj. Gen. H.C. Ingles, Chief Signal Officer, Gen. Matejka, who was Gen. Eisenhow-
er’s Chief Signal Officer in the African campaign, told how broadcast teams landed with the assault troops and were soon on the air in Casablanca and Algiers.

The Germans and Italians who surrendered in Tunisia and Bizerte in May 1943, Gen. Matejka said, were whipped, physically and mentally, though their equipment was in prime condition. “Who can say,” Gen. Matejka said, “how much the truth broadcast to our enemies in North Africa influenced them to surrender?”

Mr. Ryan thanked Gen. Matejka and outlined the efforts of radio stations to recruit and train personnel for the Signal Corps in the year preceding Pearl Harbor when broadcasts were used to obtain applicants for courses in radio instruction.

The Certificate of Appreciation will be hung in NAB headquarters in Washington, with copies sent to the NAB members whose efforts earned the award. Text of the Certificate follows:

The Chief Signal Officer, Army of the United States, extends his appreciation to the National Assn. of Broadcasters for loyal and patriotic services rendered the Signal Corps of the Army of the United States in the accomplishment of its vital mission during a period of national emergency.

This acknowledgment of your distinguished contribution in furtherance of a future world at peace will be inscribed forever in the annals of the Signal Corps.

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**WISH ‘Breakfast Club’ Promotion Wins Bond**

WISH Indianapolis won the $500 War Bond given by the Blue Network Breakfast Club for excellence and initiative in promotion during the recent drive for charter members.

Chosen by a board of judges composed of representatives from Swift & Co., which sponsors the 8:30-8:45 a.m. (CWT) segment of the Breakfast Club, and J. Walter Thompson Co., agency, other awards were: second prize of $100 War Bond: WAGA Atlanta; $5 War Bonds to WCBS New York, Chicago, Detroit, Atlanta, Boston; $5 War Bonds to every station in the United States that submitted entries; $5 in War Stamps: WMPS WJTN KGO KTKC WJBO WCOJ WKP WIVB KXOK KXEL; $5 in War Stamps: WFMF KABC KB BK KTCW MFJR WRDF WBTM WBCM WJTN WOMET WGTN KOMET WGH WMPD WMOB KG KWSM WICH WSGN KCMO KSCJ. More than 90,000 persons became charter members during the drive promoted by the Blue Network.

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**THE TEXAS RANGERS**

Now back again on WJDX
Jackson, Miss.

Selling Flour

GEORGE E. HALLEY
TEXAS RANGERS LIBRARY
HOTEL PICKWICK, KANSAS CITY 4, MO.
AN ARTHUR R. CHURCH PRODUCTION

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**NEWS**

**NATIONAL ASSOCIATION OF BROADCASTERS**

**MEMBER STATIONS**

**Broadcasting** • Broadcast Advertising

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Page 24 • August 7, 1944
The Sky Riders—a new WGN origination—is setting a fast pace in Chicago and throughout the country. Here is a program fundamental in its appeal, modern in its treatment, and fast in its routine.

Broadcast from Chicago's famous Servicemen's Center, over WGN and the Mutual Broadcasting System, this program attracts a tremendous crowd of servicemen and women to each performance and holds an equally high appeal for the radio audience.

The Sky Riders is an excellent example of WGN's program building ability and policy of bringing the best in all types of radio entertainment to Chicago and the Middle West.

A Clear Channel Station

CHICAGO
50,000 WATTS

ILLINOIS
720 Kilocycles

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

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

MUTUAL BROADCASTING SYSTEM

The Sky Riders
WGN's NEW QUIZ SHOW
Blazes across the horizon
Tulsa Newspapers Applicants for FM
Three AM, One Video Sought; KOVO Requests Change

SIX new FM stations, three standard outlets and a commercial television station are requested in new applications filed with the FCC last week.


Shellyville Radio Inc., Shellyville, Ind., requests a new FM station on 46,100 kc with 3,730 sq. mi. coverage. Cost estimated is $24,870.

Owners of the new company are Emma S. DePrez, president and 37.5% owner; John C. DePrez, vice-president, 37.5%; Marion T. Ayers, secretary-treasurer, 25%. John DePrez also is director and 25% owner of the Democrat Pub. Co., publisher of the Shellyville Democrat. Emma DePrez is secretary-treasurer and 56% owner of Democrat Pub. Co.

New Altoona AM Asked
WALA Mobile, Ala., seeks an FM outlet on 46,100 kc with coverage of 10,000 sq. mi. Estimated cost is $75,000 to $100,000. Frequency of 46,100 kc and coverage of 13,200 sq. mi. is requested by WIL St. Louis in its FM petition. Cost is $25,000 to $30,000.

WGBI Scranton, Pa., is applicant for an FM station on 48,100 kc with 19,570 sq. mi. coverage and an estimated cost of $49,500. KGKL San Angelo, Tex., seeks FM facilities of 45,900 kc with coverage of 6,936 sq. mi.

Altoona Broadcasting Co., Altoona, Pa., filed for a new standard local station on 1240 kc with 250 w and unlimited hours of operation. Company is composed of H. T. Wolf, president and secretary, who holds 1,000 shares common (25%) and 100 shares preferred (33.3%) stock; J. S. Woods, vice-president and 12.5% common; T. C. Matthews, treasurer, 25% common and 33.3% preferred; T. W. Metzger, assistant secretary, 12.5% common; W. J. Woods, a director, 25% common and 33.3% preferred. Mr. Metzger is general manager of WMRF Lewistown, Pa., in which the Messrs. Woods and Matthews hold ownership interest. Mr. Wolf heads the Wolf Furniture Co. and is a director of the Penn-Alto Hotel, both of Altoona.

A new standard local station, with facilities of 1600 kc and 250 w unlimited time, is sought for Des Moines by Capital City Broadcasting Co. President of Capital City is George O'Dea, chairman of the board of Iowa State Bank and president of O'Dea Finance Co. and O'Dea Chevrolet Co., Des Moines.

Sidney J. Pearlman, owner-operator of Peartone Transcription Studios, Des Moines, is vice-president. Hugh Gallagher, secretary-treasurer of O'Dea Finance and a vice-president of American Mutual Insurance Assn., is secretary-treasurer of the new company, in which each holds a third interest.

Ernest E. Forbes Jr., trading as Magic Carpet Broadcasting Co., Birmingham, Ala., requests a standard outlet on 1490 kc with 250 w, unlimited time. Application was incomplete.

New commercial television station is sought by Hearst Radio Inc., Baltimore, licensee of WBAL Channel 6, in assignment asked.

KVOO Provo, Utah, requests a construction permit to change frequency from 1240 kc to 960 kc and to increase power from 250 w to 1,000 w, using DA-N.
The Brands that sell are those advertised on WBAL

WBAL—50,000 Watts . . . One of America's Great Radio Stations
BASIC NBC NETWORK—Nationally Represented by Edward Petry & Co.

Baltimore
Broadcasting • Broadcast Advertising
His Parents call him "Worthen"
But he's "BUD"
to SPORTS FANS in MAINE!

THE word "tradition" is not one to be used loosely in New England, especially in Maine, but that's what Worhen C. "Bud" Cornish has become in the twenty years he's been Sports Editor and Columnist of the Portland Press Herald and on the air over WGAN with his lively, informative, reliable sports broadcast, "Along the Maine Stem."

Every weekday from 6:05 to 6:15 p.m. State-of-Maine sports fans take time out to hear "Bud" Cornish give the latest local and national sports results, along with his own timely comments and reports of the behind-the-scene activities of his listeners' favorite sports.

If you want to make a home run in the Portland, Maine, market and that of 14 counties in Maine and one in New Hampshire, "Bud" Cornish is all set to go to bat for you. We suggest you get in touch with us or our national representative... immediately!

Price Urges Broadcasters Re-Survey Code in Handling Pacific Area News

IN HIS customary, six-month, re-survey of the voluntary censorship code, Byron Price, Director of Censorship, issued a special request July 31 to broadcasters and editors urging them to review every Code provision with their staffs. Pointing out that no changes are being made in the Code, Mr. Price drew attention to the necessity for special precautions in handling news of the Pacific-Asian area.

"The successes of the Allied Forces around the world," Mr. Price stated, "do not diminish the need for voluntary censorship. On the contrary, it is more important than ever before that the Codes be observed in spirit and in detail. Changing personnel in newsrooms places an increased responsibility on management to see that the vital requirements of security are not overlooked. Each... broadcaster is urgently requested once again to take affirmative and positive action to see that every Code provision is re-read and impressed upon everyone member of his staff."

Calling attention to the special request of Jan. 19 [Broadcasting, Jan. 24], Mr. Price asked broadcasters to remember that the "need for all of the precautions mentioned continues unabated with respect to operations still to come in the European theatre". Having in mind a possible future invasion in the Pacific, Mr. Price pointed out that the enemy "knows it is our intention to liberate the Philippines and all the other territory now under Japanese occupation and to carry the attack to the mainland of Japan by land, sea and air. What we must protect are all hazards."

He continued, "is information of the time, place and method of attack, the sequence of operations, the strength of the attacking forces, and their technical equipment."

The best test of whether material should be broadcast, said the Director of Censorship, should be: "Does the enemy know this?"

"Hard fighting lies ahead," he pointed out, "and only the thoughtless and irresponsible will take chances which might help the enemy to kill Americans."

Book on Radio Technique
Written by Alice Keith

TECHNIQUE of radio writing and speaking is discussed in a new book by Alice Keith, director of the National Academy of Broadcasting, Washington, titled How to Speak and Write for Radio [Harper & Bros., New York, $3].

Making use of professional scripts that have been used on the air, Miss Keith shows every type of program and the most effective manner of presentation. The last chapter, devoted to "Putting the Message on the Air", deals with voice range, inflection, breathing and the various methods of effective delivery.

KDBR on MBS

KDBR Sedalia, Mo. operating on 250 w, 1490 kc, on Aug. 6 joined Mutual as a fulltime outlet. WENT Groverville, N. Y., operating on 250 w, 1340 kc, now affiliated with CBS, became a dual affiliate when it joined Mutual on July 22.

BLAZING new SALES in IDAHO

Representing LEADING Radio Stations

JOHN BLAIR & COMPANY

POCATELLO - IDAHO

BROADCASTING • Broadcast Advertising
WHY PORTLAND, OREGON PEOPLE PREFER KGW

L. R. WILSON
MANAGER...NORTH PACIFIC SALES DISTRICT...G. E. LAMP DEPARTMENT
SAYS...“Naturally we are pleased that our candidate from this district, Marie Rogndahl, was nation-wide winner of the General Electric ‘Hour of Charm’-‘Undiscovered Voice of America’ contest. Those people at KGW certainly have the ‘know-how’ when it comes to developing radio talent. Miss Rogndahl got her start at KGW and her ‘discovery’ was the logical development of a policy emphasizing interest, entertainment in public service programs produced by the station.”

L. R. WILSON
Co-operated effectively with KGW in presenting Miss Marie Rogndahl as a candidate in the “Hour of Charm” contest. Now Marie will have her name in lights — presumably manufactured by the General Electric.

LEFT:
Marie Rogndahl, blonde beauty, whose thrilling soprano voice will now be heard each Sunday over NBC and KGW on the General Electric Co.’s “Hour of Charm”.

RIGHT:
Geraldine Peterson, violinist and leader of her own all-girl orchestra on KGW won a contest conducted in 1940 by Leopold Stokowski and toured South America with his American Youth Symphony orchestra. By making public service synonymous with showmanship, Station KGW consistently develops winners.

THE STATION WITH EAR APPEAL
KGW PORTLAND OREGON
Affiliated with the National Broadcasting Co.
Represented nationally by Edward Petry & Co., Inc.
Pat Williams is Elected Vice-President of WING

J. P. (Pat) Williams was elected vice-president and general manager of WING Dayton at a meeting of the board of the Great Trails Broadcasting Co., station licensee, last week, succeeding Ronald E. Woodyard, whose resignation was accepted at the same time. Mr. Woodyard resigned to devote his time to other interests [BROADCASTING, July 17].

A native Cincinnatian, Mr. Williams for the last three years has been affiliated with WING and WIZE Springfield, both owned by Charles Sawyer, Cincinnati attorney and Democratic National Committeeman from Ohio. The new vice-president and general manager of Great Trails, who also will supervise WIZE, started his radio career as a salesman.

Owl on 16

OWL Drug Co. has returned to the air to promote its 153 West Coast stores by placing a five-minute transcribed show Sweet Lelliott Time on 16 stations: KMPC, KFWB, KNX, KSPD, KGB, KOV, KSPO, KJBS, KFO, KFRE, KGM, KALE, KPIO, KOY, KJH. Agency is Ruthrauff & Ryan, San Francisco.

Keystone Adds Six

KEYSTONE Broadcasting System, New York, has added to its transcription network six stations: WHBU, Anderson, Ind.; KXOX, Sweetwater, Texas; KTCS, Emporia, Kansas; WELD, Tupelo, Miss.; KGEK, Sterling, Colorado; KGKB, Tyler, Texas.

Kesner to Clapp


Paul H. Raymer Co., Chicago, station representatives, as of Aug. 1, is representing WJJD Chicago.
To keep the home fires burning, 150 tons of coal an hour are washed, sized and loaded at this coal mine—typical of many in the Inland Empire. They helped skyrocket Spokane Bank Deposits to an all-time high on June 30, 1944—$221,723,620, a $15,843,044 increase over April 13. Just another reason why KHQ's complete coverage makes it an outstanding advertising value. (Photo Courtesy Bear Creek Mines.)
**As a Civic Enterprise, WIP Philadelphia now presents three-weekly program Life Begins for Baby, designed to give birth data from Philadelphia's leading hospitals. The quarter-hour program, which is in effect a "birth announcement column of the air," is at the disposal of the Council for Social Agencies, which use it to acquaint Philadelphia citizens with its desperate need for foster homes and homes available for baby's day care where parents must leave their children from morning to night.**

**Service Series**

NEW SERIES of half-hour programes devoted to the men and women in uniform and the work they are doing was scheduled to begin on CBS today (Aug. 7). Series, titled Service Time, will be heard five times weekly for nine weeks, featuring a different branch of the service each day.

**WBMM Sustainer**

CONDENSED versions of the world's great novels, interspersed with dramatized episodes by a regular cast, make up the format of the WBMM Chicago quarter-hour sustainer, Presenting Michael Scott, Mondays through Fridays, beginning Aug. 7. Charles Dickens, The Tale of Two Cities is the first work scheduled on the program. Voice of Michael Scott, a fictitious name, was chosen from 15 applicants after a series of auditions by a jury of women and WBMM producers. Hunter Kahler, WBMM assistant conductor, will compose special background music for each show, and direct the ensemble. John Barnes, special assistant to program operations director Walter Preston, is writing the scripts.

**WOW News Roundup**

NEW mid-day roundup of news, livestock markets and weather reports titled Four Bell News Roundup, is heard daily, 12:12-30 p.m. over WOW Omaha. Livestock market news is given direct from the Exchange in South Omaha. Departmentalization of the news permits a multiple sponsor policy, giving each sponsor full "middle commercial" benefits.

**WNNE Recruiting**

WNNE New York titles its WAVE recruiting program Blues in the Night, presenting songs by a WAVE and a sailor on the weekly quarter-hour show.

**No Greater Concentration of Buying Power**

Until you reach the Pacific Coast

**KCKN Kansas City**

**Day and Night**

KCKN is the only Kansas City station operating on a 24-hour schedule—day and night, all night.

**BASIC MUTUAL**

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

**Excerpt for Los Angeles, San Francisco, and Seattle, there's no greater concentration of effective buying income in the entire western half of the United States than is to be found in Greater Kansas City.**

And directly on this nine hundred million dollar market KCKN concentrates ALL of its efforts—no attempt whatever being made to interest the thinly spread farm and small town audience surrounding Greater Kansas City. KCKN is strictly a metropolitan station for metropolitan listeners.

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

Wire or phone your nearest Capper office TODAY for availabilities.

**The Voice of Greater Kansas City**

** BEN LUDY, General Manager, KCKN, Kansas City... WIBW, Topeka**

**ELLIS ATTABERRY, Manager, KCKN, Kansas City**

**NPC V-Discs**

AS NAME bands, classical and semi-classical orchestras and vocalists perform on For the Record, weekly half-hour program which started on NBC July 31, the program will be recorded on "V-Discs" for distribution to overseas forces through the music section of the special services division of Army Service Forces. The NBC audience will now be "listening in" on the production of music records which the ASF is now shipping abroad at the rate of 250,000 discs monthly. Musical portions of the program will be based on requests from G.I.'s abroad. First program presented Benny Goodman's band and quartet, Perry Como, and Carmen Miranda, with Deems Taylor, commentator and composer, as m.c.

**WMCA Music Feature**

SERIES of three-hour weekly programs titled Musical Monologues has been started by WMCA New York, in which Anne Seymour, radio actress, traces the development of types of music, with recorded illustrations. Scripts are written by Anne Lies Landau, former music advisor for the pre-Nazi Berlin State Radio.

**WSPD Concert Hour**

DESIGNED as a public service, WSPD Toledo is conducting a series of programs titled The Concert Hour, heard Saturdays 7-9 p.m. Light concert music from the WSPD recording library is featured. Highlight of the program is the presentation of a guest vocalist selected from the Toledo area.

**Answers Offered**

LISTENERS to KTSM El Paso, Tex., now can have any question answered through the We'll Find Out program sponsored by the State National Bank. Program is in the form of a round-table forum with a panel of four persons participating to answer questions submit.

**Soil Show**

WKY Oklahoma City now has a new Sunday afternoon half-hour program, Save the Soil, devoted to soil conservation. Although informative, emphasis is on entertainment, with a short dramatization showing need for correct soil care. Elmer Peterson, conservation expert, interviews farmers.
It takes a steady, knowing hand to plow a straight furrow. And a good plowman is never satisfied with anything short of perfection. It takes men of experience and judgment—men imbued with quality ideals—to build quality products. The skilled direction the NEW DETROLA management now applies to the manufacture of precision war equipment will one day guide the making of fine electronic products for home and industry. Hasten The Day Of Victory By Buying More And MORE War Bonds.
Nelson Is Jones V-P
JAMES M. NELSON, after two years as associate editor of American Magazine, has returned to the Ralph H. Jones Co., Cincinnati, as vice-president and account executive to supervise campaigns for Kroger Grocery and Bakery Co., one of the nation's largest users of spot radio, with three daytime dramatic programs. Prior to his association with the American Magazine, Mr. Nelson was for six years manager of the Ralph H. Jones New York office, and previously had done advertising and merchandising work with Young & Rubicam; Sears, Roebuck & Co.; Butler Bros., and the Chicago Daily News.

YMCA THANKS RADIO FOR PROMOTION JOB
IN AN open letter to the radio industry, issued through Broadcasting, Henriette E. Harrison, national radio director of the National Council of YMCA's, thanked radio for its promotion of the YMCA centennial, May 20-June 20. The letter to the industry follows:

DURING the period of May 20th to June 20th, sponsors, agencies, artists, networks, commentators (both men and women), interviewers, regional and local stations all contributed generously and graciously of their time and facilities to the centennial celebration of the Young Men's Christian Association.

As a result of the excellent radio coverage given the YMCA, together with this unusual opportunity to interpret its work with youth, requests are coming to national headquarters to start new associations in communities where there were none, in many instances remote rural sections of the country. Radio again does a job.

To everyone in the industry who cooperated in the interest of young people everywhere during our centennial celebration we say, thank you.

“IT'S A DEAL”, said M. E. Weiner (1), vice-president in charge of sales of Chef Boy-Ar-Dee Quality Foods, Milton, Pa., to E. R. Borroff (r), Blue central division vice-president. Middleman (in fact and photo) is Hal Makelim, vice-president and radio director of Mr. Junkin Adv., Chicago, who placed the Chef Boy-Ar-Dee What's Cooking on the Blue in the Saturday 9:30-9:55 a.m. spot, beginning Aug. 19 for 52 weeks.

Southern California War Workers Listen to KGER!
Takahashi isn't the only one who has found that working people in the Los Angeles-Long Beach area listen to KGER! Many advertisers who want to sell economically to the more than two million prosperous consumers in this area use KGER year after year—and get results! There are good reasons, of course: KGER gives you complete coverage of metropolitan Los Angeles and Long Beach, at rates that make KGER one of the best buys in radio. Why not consider KGER for your Southern California advertising schedule?

World Television Viewed by British Institution of Radio Engineers Issues a Postwar Forecast
POSSIBILITY of international television is foreseen by the British Institution of Radio Engineers, a group which has been studying postwar developments in radio and television. In a recent report they foresee, not only nationwide television in England, but possible extension across the Atlantic.

Other postwar improvements which are given as the Institution's prognostications of what's to come, include: colored stereoscopic television relayed to motion picture theatre; an increase in broadcasting by introduction of shortwave transmission; sound films in the home, along with increased popularity for home recording of phonograph records, which may be used in conjunction with cine-cameras.

Increased Exports Seen
That the design of postwar receivers may be planned well in advance, the Institution's report pointed out, it is desirable that a statement on the national policy regarding use of transmission systems during the early postwar years be issued by the Government. Because the continent will be almost destitute of good domestic receiving equipment, it was stated, the possible scope for the expansion of exports will have been enormously increased.

A large number of powerful broadcasting stations could be operated with great benefit in Asia and Africa, a system of interlinked and synchronized stations raising the intellectual standard of hundreds of millions, the report continued.

Television Firm
NATIONAL TELEVISION Corp., Chicago, will set up operation as a corporation in the near future with offices in Chicago and New York. Harold L. Feigenbloom, member of the law firm Hartford & Feigenbloom, 139 North Clark St., Chicago, is announced as temporary president.
Listeners have become accustomed to depending upon Radio for news broadcasts of national and international interest, but it took a street car strike in St. Louis forcefully to demonstrate the usefulness of radio as a helpful servant of its own community.

Radio First With Strike News

Early in the morning of Thursday, June 1, thousands of St. Louis and suburban homes were first informed by radio of the unannounced strike and tie-up of street car and bus transportation.

Strike Conference Broadcast

For the first time in the St. Louis area, and perhaps in the nation, listeners were enabled to listen in on a strike conference and hear the conferees saying what they really thought.

KSD Initiated the Broadcast...

This broadcast was initiated by KSD after obtaining the consent of Mayor Kaufmann, the Union leaders and the Public Service officials. The broadcast was of sustained interest throughout the session. There were several dramatic incidents and the atmosphere of the conference room was vividly communicated to KSD listeners.

Again KSD Proved Capable & Quick
Programs Versus Announcements

We are all familiar with the Klondike rush for spot announcements. We welcome this business, but as surprising as it may seem, more than eighty per cent of the time we sell is for programs of five minutes and more. That is in dollar volume.

Program selling is a specialty that requires more than quoting good availabilities. It requires the skillful use of more than one selling device. Personal presentations are made by men who devote their time to radio selling exclusively—men who know where the business is and how to get it. Programs must be sold.
Paul H. Raymer Co.

Radio Station Representatives
The Nation's Advertising Network

Radio Presentation to Chester H. Hacker, Inc.

Hollister, California

For Radio Station

KSD

1,000 watt

Network

Hollywood,

HUGH FORGER: "SONG AND DANCE" 

HUGH FORGER has appeared in many of America's favorite programs

Over a period of fifteen years, Hugh Forger has appeared in a variety of movies, radio programs, and TV shows.

On August 10, 1932, he launched "SONG AND DANCE" on KSD, featuring

"SONG AND DANCE" is a unique radio show that combines music and

Hugh Forger is the highest paid radio personality in the city and he

is the only radio personality to have promotion in our

The program is divided into seven-minute segments, giving Hugh

This program is divided into seven-minute segments, giving Hugh

Peter, an opportunity to fully exploit his talent and reach his

Peter, an opportunity to fully exploit his talent and reach his

sponsor for each period. This also offers the advantage of carrying

sponsor for each period. This also offers the advantage of carrying

other stations.

2-minute units.

Monday through Saturday — 7:00 A.M. to 12 Noon

Announcer.

Good morning.

A national brand

Newspaper

A vitamin product

Cosmetic manufacturer

The latest hoopla rating for the program is 4.2.
Jilted

UNLIKE newspapers, broadcast stations or networks carry no political labels. They are not Republican or Democratic or independent. Their owners and their executives may vote any way they please, but the stations pledge fealty to no political party.

That's as it should be. Long ago broadcasters wisely resolved they should have no editorial policy and carry no political brand. Stations reserve no time for their ownership to project partisan views or exhort their listeners to vote this way or that.

But broadcasters are citizens, vitally interested in the national welfare and interested too in their own ability to operate in the free, competitive way guaranteed Constitutionally. As dispensers of public service they are perhaps as sensitive to the public taste as any group.

During the last few weeks broadcasters had their ears cocked toward Chicago. They had a big job to do in keeping their audiences informed on the two great political conventions, and they performed the task admirably. The conventions were covered fully and dispassionately. There was no editorial, partisan viewpoint.

But broadcasters had another interest—their own future. In latter June they saw the Republican Convention adopt a forthright plank in their platform pledging a free radio along with a daily meeting of the public. The convention came out for a new radio law which will define, "in clear and unmistakable language," the FCC role.

The Democrats met less than a month later. They adopted a shorter platform. The word "radio" was ignored. There was no satisfactory explanation. It couldn't have been that the "free radio" plank was overlooked. It was brought to the attention of the Resolutions Committee by the NAB and by many broadcasters. National Chairman Hannegan was aware of it. So was Paul A. Porter, publicity chairman, himself formerly an attorney who specialized in radio.

Broadcasters can deal only with the facts before them. The Republicans pledged remedial legislation. The Democrats didn't. Perhaps it is too much to expect, since the complaint against regulatory practices has developed since the New Deal took office and any black-and-white commitment for legislation might be construed as a repudiation by the administration of its own FCC, particularly in a campaign year.

We recall, however, that in 1939 President Roosevelt himself called for a new Communications Law in letters to the respective chairmen of the Senate and House committees handling radio. He thought then that substantive provisions of the Act required change and that ambiguous provisions should be clarified. What has altered that view we can't fathom. No one can argue that radio is freer today than it was in 1933 or 1939, or that the statute is less ambiguous or antiquated.

It is regrettable that the Democrats failed to express themselves. It is reasonably certain that the Dewey-Bicker team will point to that omission in the vigorous campaigning ahead. We hope that the ensuing debates will draw from the Democrats a clear-cut expression which in some measure will compensate for the glaring omission in its platform.

Our Respects To—

ARTHUR HOWARD CROGHAN

THE CHALLENGE of radio as a new art form stirred Mr. Croghan away from his week-old job with the St. Louis Star early in 1927. He was 21. KWK St. Louis (then KVFE) was only 30 days old when he joined as salesman.

Seventeen years have passed since then and Mr. Croghan still looks on radio as a field to be explored. Now as vice-president in charge of sales of WJBK Detroit, his energy is constantly directed toward new goals of achievement.

Mr. Croghan was born in St. Louis on Feb. 11, 1905, the grandson of Capt. Arthur James Croghan, of the Little Brigade, and one of the few survivors of the heroic Battle of Balaklava. The younger Croghan attended grammar school in the usual number of years, but by the time he got to high school, his individualism began asserting itself.

In his words, "The principal and I could not agree on the international situation or something, so I left high school after the first half year and went to work."

He worked for the General Outdoor Advertising Co., and the Flexme Electric Sign Co. of Buffalo for a while. Then he went with the St. Louis Star—for a week. KWK had barely sent out its first signal when Arthur Croghan heard they needed a time salesman. He took over, and six months later became sales manager, remaining in that position until 1929.

The following year he opened his own office in St. Louis as a sales representative. His next move brought him to Minneapolis where he spent seven years in sales work. In 1937 he applied for a station license but application was denied. He still has as far back of his mind, however, for location. Southern California is the one and the next year or two may find him heading an independent station.

When WTOL opened in Toledo in 1939 Croghan saw another opportunity to new ideas, and so he accepted a post as man on the staff. A year later, decline offer to become manager of WTOL, he accepted. At WJBK Arthur Croghan found some unique in the way of format and sales as many stations were doing in the field which he had no previous contact. An independent station serving a metropolitan industrial audience comprising 60% of the population of Michigan, WJBK devotes an average of 5% of its 24-hour day to broadcasting.

(Continued on page 40)

BROADCASTING • Broadcast Advertising
Prestige-Building, Sales-Stimulating Programs

...AVAILABLE TO YOU ON WMFM

The popularity and acceptance of such outstanding WMFM sustaining programs has been proven. The ability of WMFM programs to build prestige and stimulate sales has been proven.

The proof of WMFM's ability to deliver results is seen in the fast growing list of national and local advertisers.

Tens of thousands of Milwaukee and Wisconsin families have eagerly accepted the WMFM schedule of distinctive, quality programs, keyed to the wants and needs of the community.

We will work with you in utilizing currently popular WMFM programs or in developing a new show tailored to your problems and to your budget.

The time to act is now. Get full information of the job that WMFM can do for your company and your products by writing, wiring or phoning.

WMFM

THE MILWAUKEE JOURNAL FM STATION
McTigue Heads WINN

HARRY C. McTIGUE, production manager of WINN and associated with the late D. E. (Plug) Kend-}

brick in the station, last week was formally elected vice-president of the Kentucky BROADCAST-

ing Corp., owner-licensee, and ap-

pointed station general manager. Mr. Kend-

rick, president of the Kentucky corpo-

ration, died July 26 at his home in

Louisville [BROADCASTING, July 31].

Before becoming affiliated with

WINN Mr. McTigue was assistant man-

ager of WLOL Minneapolis-St. Paul.

DON ROBERT, CBS midwest sales man-

ager, gave a cocktail party July 26 in

Minneapolis in honor of Bob

Buckley, assistant sales manager of

the network’s midwest division, and

Howard Keeds who recently joined

the division. Mr. Keeds succeeded A. E.

Joselyn, general manager of WCCO

Minneapolis-St. Paul, and Al Shee-

han, assistant manager of WCCO.

SAMUEL CHOTZINOFF, manager of the

NBC music division, on Aug. 6 left

for a three-week tour of NBC branches throughout the
country. Purpose of trip is to survey the

local music scene in each NBC divi-

sion.

CURTIS P. RITCHIE, owner of

WGBP Pueblo, Colo., State Sen-

ator, declined the Democratic nomin-

ation for Congressman, opposing J. Ed-

ger Chernow.

LOUIS VYNER, executive director of

WSBA York, Pa., is on an eastern
tour of radio as guest of Allen Stock,
general manager of National Radio

Features, Albany.

WINN WRIGHT, NBC national pro-

duction manager, on Aug. 3 addressed

the Third Annual Radio Institute,

Chicago, which was formed in co-

operation with NBC Chicago and

Northwestern U.

WILLIAM H. KELLEY, San Francisco

regional manager of RCA and for

20 years a sales executive for that

firm, has resigned to become general

sales manager of Galvin Mfg. Corp.

Chicago.

W. WOODBURY (Nick) CARTER

corporately with WSBK Syracuse, has

been named assistant manager of

WIBX Troy, N. Y.

FOUR TOP MARKETS!

• Central Kentucky

 WLAP Lexington, Ky.

• Amarillo

 KFDA Amarillo, Tex.

• The Tri-State

 WCMU Ashland, Ky.-

 Huntington, W. Va.

• Knoxville

 WBIR Knoxville, Tenn.

All four stations owned and operated by

Gilmore H. Ruan and J. Lindsey Ruan

Page 40 • August 7, 1944

BROADCASTING • Broadcast Advertising
NBC HAS THE **BIG** SHARE OF PACIFIC COAST LISTENING TIME*

*Average Pacific Coast Hooperating (June report) of all programs for each network during time indicated

It’s double-billing for NBC programs in the West! For NBC is the leading network both **day and night**. Why this double popularity? Here’s the answer:

NBC Western Division has its own Parade of Stars—19 stellar news, drama, comedy, music and variety programs—broadcast exclusively to west-coast listeners. In addition, NBC’s bright array of trans-continental shows are prime favorites in the West.

You’ll find the Number One drama and music programs... the top comedy and variety shows... three out of four of the leading news programs—heading NBC’s roster of stars.

Is it any wonder NBC is "The Network Most People Listen to Most"—day and night? And doesn’t it follow that advertisers and time buyers can benefit from this **double** leadership?

**WESTERN DIVISION**
SAN FRANCISCO Taylor and O’Farrell * HOLLYWOOD Sunset and Vine

of the NATIONAL BROADCASTING COMPANY, INC.
*A SERVICE OF THE RADIO CORPORATION OF AMERICA*
IT TAKES 4 Aces for a Winning Poker Hand

IT TAKES A 50,000 watt station to sell the Denver market and the Mountain and Plain States Region.

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

- Power (50,000 watts)
- Top NBC Programs
- Coverage (7 states)
- Listener Loyalty (59%)*
- Dealer Preference (68.8%)**

* NBC Tale of 412 Cities  
** Ross Federal Survey

FIRST IN DENVER

KOA

50,000 WATTS

Represented Nationally by NBC Spot Sales

Page 42 • August 7, 1944

Broadcasting • Broadcast Advertising

WINCHARGER TOWERS

Bonds for VICTORY

IMMEDIATELY AVAILABLE on SUITABLE PROGRAMS

WINCHARGER VERTICAL RADIATORS and ANTENNA TOWERS

WINCHARGER CORPORATION

SIOUX CITY, IOWA
WHISTLEABLE music? Why, it's music EVERYONE likes... old and new tunes familiar to us all...melodies that we can whistle while we listen.

As for NEWS...Each day over 285 minutes of RELIABLE news, edited from the fast and accurate newsgathering facilities of AP, UP and REUTERS, presented in listenable style day and night.

In SPORTS...The Brooklyn Dodgers...The New York Football Giants...The National League Hockey Rangers, and other exciting sports events featuring Red Barber and Bert Lee.

15,000,000 listeners prefer this WHN policy of MUSIC, NEWS and SPORTS and that's why WHN is a "MUST" for your fall schedule.
JOE RYAN, farm editor of KRNT Des Moines, has been named director of news and special events, replacing Charles Logan, who has left to accept a commission as lieutenant in the Marines.

WAYNE DAVIS, formerly of WBIR Knoxville, has been added to the announcing staff of WPFA Spartanburg, S.C.

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A hunting license presented to WGAR Correspondent David Baylor by the United States Marines became a good luck charm for his European assignment in hunting up Ohio service men.

When David Baylor in June departed for Europe as special war correspondent for Radio Station WGAR in Cleveland, it was on a definite assignment to seek out hometown lads in the service and, when possible, to transmit their voices back to the parents, wives and youngsters who anxiously wait at home.

Five times weekly (starting July 9th), Correspondent Baylor's short wave interviews and reports on Cleveland service men are aired over WGAR. By prearranged notice to families of men who will be interviewed, scores of homes now are hearing the voices of their fighting men for the first time in many months. And, with a recent shift to 1220 kilocycles which extended its area and improved the strength and clarity of its signal, WGAR now reaches thousands of additional homes with its overseas-originated programs, now totaling twelve weekly broadcasts through BBC facilities.

There is no fan mail so prized at Cleveland's Friendly Station as the ever-increasing number of thank-you letters from mothers and dads, wives and sweethearts of the boys whose voices have "come home" over WGAR.
KROGER GROCERY & Baking Co., Cincinnati, has renewed sponsorship of its two-hour daily daytime serials heard Monday through Friday on WMAQ Chicago. Programs are "Mary Foster, the Editor's Daughter," 11:00-11:35 a.m. (Kroger Clock Bread), and "Linda's First Love," 11:30 to 11:35 a.m. (Kroger Hot-Dipped Coffee). Contract is for 52 weeks. Agency is Ralph H. Jones Co., Cincinnati.

KELLOGG Co. of Canada, London, Ont. (bran flakes), has started one-minute spot announcement campaign on a large number of Canadian stations. Account was placed by J. Walter Thompson Co., Toronto.


MORRIS ROSENBERG Co., Los Angeles (Rose peanut butter), new to radio, has started sponsoring participation five times per week on "Kitchen College on KFWB Hollywood. Contract is for 52 weeks. Agency is Gertrude Press Adv., Los Angeles.

MORTON'S Clothing Co., Boston, has started local sponsorship of "Boos Carter on WNAC Boston, Tuesdays and Thursdays, 12:10-12:15 p.m. Agency is Minna Lee Simson Co., Boston.

W. E. BALCOM, member of the sales force of Peabody Co., Chicago, has been appointed eastern sales manager of the Pennsylvania Division of Lever Bros. Co., with headquarters in New York.

JIM FURLONG's Industrial Bank, Denver, has started a number of one-minute spot announcements on KOA Denver. Dudley Art Forrester, Denver, has renewed its schedule of one-minute announcements on that station. Business placed through Ted Levy Adv., Denver.

UNITED STATES Time Corp., Waterbury, Conn., has appointed Compton Adv., New York, to handle advertising for Ingersoll watches and clocks. No medias plans were disclosed last week.

WESTERN MICHIGAN'S LARGEST MARKET - GRAND RAPIDS - LARGER THAN THE NEXT THREE CITIES - KALAMAZOO - MUSKEGON & BATTLE CREEK Combined!

Has more than twice as many Grand Rapids listeners as any other radio station anywhere.

ENAMELED Utensil Manufacturers Council, Cleveland, has appointed Ruthrauff & Ryan, Chicago, to handle its advertising. Radio plans are being considered.

E. LYNN WERNER, formerly with United States Adv. Corp., on Aug. 1 joined the Direct-Source Division, Motor Products Corp., Chicago, as advertising manager.

SIDNEY G. ALEXANDER, discharged from the Maritime Service as a lieutenant, has returned to his former post with Columbia Pictures Corp., New York, in charge of national cooperative advertising and radio.

SCALANDRT'S BILLS, New York, has named New Century Adv., New York, to handle its advertising and has signed a 52-week contract with WOV New York for a weekly half-hour program.

How many more than twice as many Grand Rapids listeners as any other radio station anywhere.

Broadcasting - Broadcast Advertising
Having once learned how to swim, you'll never forget.
Years may pass but the habit of proper arm and leg coordination will return the moment you enter the water.

Another powerful habit is that exemplified by the people of Southern New England. For more than 19 years, they have consistently turned to WTIC for their radio entertainment.

This habitual listenership is of prime importance to national advertisers. It means that there is a waiting and attentive audience to receive your sales message. It's a guarantee that your story will be heard.

Another point to bear in mind is the fact that the people of Southern New England possess an effective buying income more than 60% in excess of the national average. Convince them of the merits of your product. They have the money to buy it.

For real sales results, get into the habit of using WTIC's 50,000 WATTS to reach the whole of this wealthy Southern New England market.

IN SOUTHERN NEW ENGLAND
PEOPLE ARE IN THE Habit OF LISTENING TO WTIC

DIRECT ROUTE TO AMERICA'S NO. 1 MARKET
The Travelers Broadcasting Service Corporation
Member of NBC and New England Regional Network
Represented by WEED & COMPANY, New York, Boston, Chicago, Detroit, San Francisco and Hollywood
FRANK S KENT last week resumed duties as president of Tracy, Kent & Co., New York, after receiving a discharge from the Army Air Forces. Mr. Kent, who held the rank of a major, joined the Air Force in 1942.

OSCAR VASQUEZ, a former space buyer for Expert Adv. Agency, New York, has been appointed timebuyer for Irwin Vladimir & Co., New York.

ROGER M. COMBS Jr., former account executive with Erwin, Wasey & Co., New York, has joined Dancer-Fitzgerald-Sample, New York, as account executive.

MARTIN A. GOSCH, Hollywood producer of Foote, Cone & Belding on CBS Jack Carson Show, has resigned that post effective in late August to devote time to other freelance assignments.

HENDRICK VOLLERTS has joined J. Walter Thompson Co., Hollywood, and has been assigned chief writer of the CBS Frank Sinatra Show which resumes Aug. 16.

CHESTER McCracken, formerly in charge of Bristol-Myers NBC program Mr. District Attorney at Pel- lar, Ryan & Lusk, New York, has been appointed radio director of Doherty, Clifford & Sheinfeld, New York.

ROBERT FRANKLIN, head of Robert Franklin & Assoc. Adv., has been elected president of the Fresno, Cal., Advertising & Sales Club. Paul R. Bartlett, manager of KFRE Fresno, is vice-president.

WILLIAM CAYTON, former copy chief of Pedlar Adv. Co., New York, has been appointed copy director and assistant to the president of S. Duane Lyon Inc., New York.

DAVID G. LYON, former account executive of Bloow Co., New York, has been appointed manager of the research department of Walter M. Sweitzer Co., New York.

JOSEPH YOCAM, announcer with Smith & Bull Adv., Los Angeles, is the father of a boy.

RAY SCHOONOVER, formerly on the copy staff of J. M. Mathes Inc., New York, has joined the copy staff of Doremus & Co., New York.

WILLIAM TYLER, formerly on the copy staff of Korn & Eckhardt, New York, has joined the copy staff of Doherty, Clifford & Sheinfeld, New York. He was also previously with Foote, Cone & Belding, McCann-Erickson, and Young & Rubicam, all of New York.

MARGE KERR, formerly head of the radio publicity department of Tom Finline Inc., New York, has joined the radio staff of N. W. Ayer & Son, New York, as talent buyer. Miss Kerr replaces Alina E. Marks who has joined the radio division of the Overseas Branch, Office of War Information. Prior to joining the Finline staff, Miss Kerr was a member of the NBC Chicago publicity department.

MIRIAM DIXON, assistant to Fred Bell of the K Agencies of Atlanta office, is hospitalized, following a recent major operation.

ROBERT KAHN & Assoc., Chicago advertising agency, last week moved its offices from the 13th floor of 430 North Michigan Bldg., to occupy entire 9th floor.

GORDON WALLACE has joined Spitzer & Mills, Toronto, as account executive, after 14 years with Maren Adv. Co., Toronto.

GRANT H. ADAMS, for 13 years with Spitzer & Mills, Toronto, and its predecessor Lord & Thomas of Canada, has resigned to become sales promotion manager of Canadian Johns-Manville Co., Toronto.

FRANC DILLON of J. Walter Thompson Co., Hollywood publicity staff, has been named head of the newly created West Coast special services department. Her former assignments have been taken over by Grace Wilcox.

LEWIS TITHERTON, head of the radio department of Compton Adv., New York, is the father of a boy.

HOWARD S. ROUND, former sales manager of the PepsiCo, has joined Ivey & Ellington, Philadelphia.
A Community with 1797 Corner Drug Stores

That's a pretty sizeable drug business for just one community.

But just picture 1797 corner drug stores arranged network-fashion all over eastern and central New York and western New England, and you've got the picture of this busy metropolitan community served by WGY (a community of 97 cities with over 5000 population) which brought together as it is by WGY, provides one of our nation's choicest single markets.

This WGY community is a wealthy market worth 3½ billion dollars in annual earnings, $44,542,000 of which goes for drug purchases alone. It is a vast market, serving 1,045,717 radio families, with more sets tuned to WGY than to all other stations in the area put together.

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

*WGY's primary and secondary areas contain 18 cities of over 25,000 population, 39 over 10,000, and 49 incorporated cities, and villages over 5000.

WGY
Schenectady, N. Y.

50,000 watts—NBC—22 years of service

Represented nationally by NBC Spot Sales
CANADA LISTENING IN SUMMER DROP

SETS IN USE have dropped 2.3 points to 32.6 for the leading evening network commercial, Radio Theatre, for Canada, according to the July national ratings report of Elliott-Haynes Ltd., Toronto. Radio Theatre leads with a 22.1 rating, coming up from third place. Grace Fields rates second with 20.7 followed by Words of War with an 18.0 rating, followed by Bing Crosby Music Hall, Grand Union (Canadian origination), Alfred Family, Album of Famous Music, Walter Penn, Big Town, Victory Parade (Canadian origination), Linn & Lair, Information Please, Green Hornet, and That Bresner-Day.

Lending French-language evening network shows rate Les Secrets du Dr. Mordu, at 23.3, followed by French radio theatre, Le Cafe Concert, La Capitaine Bravo, and La Course au Trésor. Sets in use on French network programs show a drop of 7.4 to 39.3 for the leading program.

Daytime sets in use have not dropped as much, and leading daytime program has dropped 2.8 points to 17.2. This is the Canadian originating serial, Soldier's Wife, which has a rating of 13.3, and is followed for second place by Big Sister, with 12.7, Head of Life, Mrs. Perkins, Vic & Vale, Pepper Young's Family, Lucy Linton, Right to Happiness and Woman of America. Leading daytime French-language broadcasts show a drop of 11.3 in sets in use to 30.7, with Jeunesse Doree leading program with a 30.1 rating, followed by Vie de Famille with a rating of 19.5 and Belles Nouvelles, Grande Sœur et La Rue Principale.

S. K. ARNOTT has been appointed account executive for Ronalds Adv. Agency, Toronto. For the past two years, Mr. Arnett was head of his own public and industrial relations firm in Kitchener and previously was associated with Lord & Thomas, McConnell Eastman Ltd., and newspapers in Toronto and London.

Fulltime CBC Head

(Continued from page 22)

of Locomotive Engineers, is considered too busy with labor union work to take on the post of salaried chairman.

The report reviewed the 25 meetings held by the Committee and dealt in detail with the progress of the CBC. The Committee recommended that the interest in the CBC of employees now overseas be protected and that men in the armed services, when they return to civil life, be given preference in employment in the CBC.

Fair News Reporting

After reviewing the CBC overseas news reporting, the Committee was of the opinion “that Canadian listeners are receiving a news service that is not surpassed in any other country, and that the news is given with accuracy and fairness.” They also felt that the present arrangement for free time on networks to political parties is a fair arrangement and be given a year’s trial after which it can be revised if necessary.

Insofar as CBC finances are concerned, the Committee was of the opinion that the surplus of $285,000 should not be used on specific capital expenditures as voted by the CBC board, but “should be devoted to improving programs and that capital expenditures should be provided from monies granted by parliament or both rather than taken from fees collected from (listeners) licenses and commercial earnings.

“Looking to the future of radio, much costly preliminary work and expenditure will have to be made to develop television, FM and facsimile. The CBC should keep up to date and be prepared to make effective any advances in modern radio. To meet this need the CBC should have appropriated by parliament to its use for these specific and other purposes sufficient monies to meet their needs, so that the general radio services to the country should be uniform.”

Hooper proves it’s a Bull’s-eye!

A Million Perplexing People in Our Primary Plus a Hooper of 91.3% by Day and 80.4% by Night!

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

WTAR is the only station in this market with more listeners throughout the 8 a.m.-10 p.m. day than all other stations COMBINED.

National Representatives: Edward Petry & Co.

55,530

What’s your potential audience, when your message goes out over WWNC?
55,530 * RADIO HOMES
(CBS Sixth Series Market Data)
are right in the primary and secondary listening area of

WWNC 570 KC
Serving Western North Carolina
from Ashevile
Don S. Elias, Executive Director
Represented by The Katz Agency

55,530

Looking Ahead?
Look at the
NORFOLK Metropolitan MARKET

As long as industry produces goods, and moves "em, and as long as ships are built to carry "em... the nation needs NORFOLK!

Norfolk, Portsmouth, Newport News—cash-heavy concentrations, half a million buyers... make up the Norfolk Metropolitan Market... the neatest package of metropolitan buying power you can find for proving postwar plans.

WTAR NORFOLK VIRGINIA

National Representatives: Edward Petry & Co.
SEATS NOW ON SALE

THEY HUNG THE S.R.O. SIGN OUT ON THE COAST AND IN CHICAGO!

FOR NEW YORK SHOWING ON WJZ

Galen Drake
and his double-barrel package!

“Sunrise Salute” 6 to 7 A.M.

AND

“Housewives’ Protective League”
HALF-HOUR STARTING 1:45 P.M.

THE PACKAGE with a waiting list of sponsors in two of America’s greatest markets, had its start July 31 in the World’s Richest Market.

GALEN DRAKE brings to WJZ one of the nation’s most winning personalities and voices . . . a voice that breezes through an ad lib routine with the intimacy of an across-the-table companion.

SUNRISE SALUTE is an hour of music and chatter with Galen Drake talking about anything from De Gaulle to troubles of tiny tots.

HOUSEWIVES’ PROTECTIVE LEAGUE isn’t a typical service program.

It’s provocative and has the added salability of having products approved by a picked panel of housewives.

THIS COMBINATION PACKAGE has a record of over 72% renewals in markets where Galen Drake has been on the air.

FOR COMPLETE DETAILS OF THIS TRIED AND TESTED PROGRAM, CALL WJZ OR BLUE SPOT SALES.
EXPERIMENTING with adaptation of radio programs for television, CBS has selected Reveille Sweetheart, Miss America A-Shopping, Arthur Godfrey, Margaret Arlen and Sing Along as possible material to be tried out on future telecasts on WCWV New York, network's video station.

ROBERT MAXWELL Associates, New York, has acquired radio rights to "Our Town", the Thornton Wilder drama. A five-weekly daytime program is being readied, with Maj. Wilder's sister, Isabel, and Johanna DeWitt as scriptwriters.

AAAA Issues New Book On Newspaper Statistics

AMERICAN Assn of Advertising Agencies has issued volume 13-A of Market and Newspaper Statistics, dealing with the 65 cities in the U.S. and Canada of over 100,000 population in which newspapers were audited to Sept. 30 and Dec. 31. Included in the volume are latest figures on population, dwelling units, audited newspaper circulations, lineages, retail rates, general rates, and the differential between retail and general rates.

The studies aim to help space buyers determine the size and character of markets, cost of reaching these markets with newspapers, and the amount of circulation connected with inducements. Volume was compiled under the direction of the AAMA Committee on Newspapers, of which H. H. Kynett of the Aitkin-Kynett Co., Philadelphia, is chairman, and L. M. Malitz of Warwick & Legler, Inc., New York, vice-chairman.

Admiral Promotes Three

ADIMARAL Corp., Chicago, has announced some changes in its executive personnel, according to Ross D. Siragusa, president. J. B. Huara, former vice-president and radio plant manager, was elected executive vice-president in charge of production and engineering for all divisions of the company; Irwin M. Arbella, former president of Radio Products Corp., Chicago, which was merged with Admiral, was elected chairman of the executive committee; R. A. Graver, former midwest manager of Admiral, was made vice-president in charge of the radio division. J. H. Clipping, vice-president in charge of sales, will resign following termination of all war contracts. Health of his family requires his removal to a different locale, it was stated.

General Foods Series

GENERAL FOODS Corp., New York, last week signed a contract to sponsor "Those We Love" on 63 NBC stations, starting Oct. 8 at 2:30 p.m. for Sanka Coffee. The weekly half-hour dramatic program, which made its radio debut on NBC in 1938, is scripted by Agnes Ridgway. Contract is for 52 weeks. Agency is Young & Rubicam, New York.

WENY SHUT-IN AID

Quarantined Elmira Children

Hear 'Playground' Show

TO HELP entertain children kept at home under voluntary quarantine because of a recent polio epidemic in up-state New York, WENY Elmira has established a program titled "Programming of the Air," heard each weekday morning, 10:15-10:45, featuring Bill Pope, sportscaster, and Sally Edwards, women's editor, who reads stories in serial form. Program appeal is divided into two age brackets: 5-10 and 10-16 years. Elmira's recreational director also presents various ideas for home amusement on the broadcast.

According to Dale Taylor, WENY manager, the program has been popular since its inception both with restless, quarantined children and their harassed mothers, many of whom have phoned and written the station their thanks for introducing this form of entertainment.

With more than 150 cases of polio reported since June 20, one of the nation's most serious outbreaks of the disease is centered in Elmira. Spot announcements are used daily by WENY, warning parents to keep their young at home, away from other children during the epidemic. State and local health authorities are being interviewed on the air as a means of keeping the community informed as to the condition of the disease and its preventive measures.

Republic Starts

REPUBLIC RECORDING & Transcription Co., Chicago, an enterprise of Hilliard-Currie Music Publishing Co., 54 W. Randolph St., Chicago, licensed by the AFM on June 22, began operations last week. No executive officers have been announced. Bill Currie, Hilliard-Currie Co., and Jimmie Hilliard, West Coast sales promotion executive, will direct company's business. Republic will issue records under the name of Republic Recording, using name bands, and will provide a general library service to radio stations.

JOHN F. BLAIR Co., Chicago, station representatives, are representing WDSU New Orleans as of last month, according to Fred Weber, WDSU manager.

1480 Kilocycles

Full Time Operation

WHOM

FOR BETTER THAN AVERAGE RESULTS

Joseph Lang, Gen. Mgr.

New York Studios: 29 West 57th Street, New York City

BROADCASTING • Broadcast Advertising

In Kansas City

the Swing is to WHB

GET "IN THE SWIM" in Kansas City by using WHB...for RESULTS! Here's a station that's pulling its head off, in mail-pull and in sales for sponsors. "Your Mutual Friend" is Kansas City's Dominant Daytime Station...delivering the 'most listeners per dollar' throughout the western half of Missouri and the eastern third of Kansas. For program or announcement availabilities,

"phone DON DAVIS"

KANSAS CITY -- Scarritt Building -- Harrison 1161
NEW YORK CITY -- 507 Fifth Avenue -- Vanderhill 6-2550
CHICAGO -- 333 North Michigan Blvd. -- Centra! 7980
HOLLYWOOD -- 5855 Hollywood Blvd. -- Hollywood 6211

KEY STATION for the KANSAS STATE NETWORK
KANSAS CITY  Wichita  Kansas City  Emporia  Great Bend  Enos
Missouri  Kansas  Kansas  Kansas  Kansas

MONTHS: APRIL-MAY, 1944 -- KANSAS CITY

HOOPER STATION LISTENING INDEX

TOTAL COINCIDENTIAL CALLS -- THIS PERIOD 13,954

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American press wire service
In selecting a new transmitter, naturally you will take a good, hard look at operating costs. They have an embarrassing way of turning up every month where they have to be considered.

Westinghouse Transmitters are designed to keep operating costs at a very low minimum. For example:

1. Air-Cooled Tubes—featured by Westinghouse, eliminate the expense of water cooling. Air which cools the tubes can be used to heat the building.

2. Metal Plate Rectifiers—also featured by Westinghouse, seldom require replacement. Their life is practically unlimited.

3. Conservative Operation of All Tubes—results in long life and low upkeep cost.

4. Class C Operation—of all radio frequencies provides higher efficiencies and lower power consumption than any other type of circuit.

These are only a few of the advantages Westinghouse Transmitters offer. Others include: Simplicity of Control, Continuity of Operation, High Fidelity Signals, Ease of Maintenance.

PLACE YOUR ORDER NOW FOR YOUR POSTWAR TRANSMITTER

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

Westinghouse RADIO DIVISION
THE BUSINESS OF
BROADCASTING

STATION ACCOUNTS

KQW San Francisco
Cracker Jack Co., Chicago, as weekly, 52 weeks thru Burroughs & Sands, Chicago.
National Lead Co., San Francisco (Dutch Bay paint), 2 weeks, 13 weeks, thru Evan's Paint & San Francisco.
Lambert Pharmacal Co., St. Louis (Lintoth powder), 2 weeks, thru Lambert & Penney, N. Y.
West Coast Soap Co., San Francisco, 2 weeks, thru Lambert & Penney, N. Y.
Jewel Adw., Oakland.
University Hydrosol Chemical, San Francisco (plant chemicals), ap weekly, thru Gersh-Pacific Adv., San Francisco.
Langendorf United Bakers, San Francisco (bread), 7 to weekly, 13 weeks, thru Kessinger Adv., San Francisco.
San Francisco Life, San Francisco (magazine), ap weekly, 13 weeks, thru Royal Radio Productions, Oakland.
Ben Hur Coffee Co., San Francisco, 5 weeks, thru Flora Cone, Belding, San Francisco.
Macfadden Publications, New York (True Story), 2 weeks, 13 weeks, thru Har-vey-Spector, N. Y.
BC Remedy Co., New York (headache powder), 1 week, 3 weeks, thru Har-vey-Spector, N. Y.

KTSA San Antonio
Bagdala's Ice Cream Co., San Antonio (real estate), as weekly, 6 weeks, thru Filnik Adv., San Antonio, Tex.
Lucas Bros. Co., San Antonio (real estate), as weekly, 52 weeks, direct.
Lambert Pharmacal Co., St. Louis, 52 weeks, thru Joseph Katz Co., N. Y.
Stamey Tobacco, Jonesboro, Ariz. (Cotton magnate), 4 to weekly, 104 weeks, thru New Emitters, N. Y.
Procter & Gamble Co., Cincinnati, Ohio (Dudley's), 3 to weekly, thru Cincinnati, Ohio.
Procter & Gamble Co., Cincinnati, Ohio (Dudley's), 3 to weekly, thru Dancer-Fischer-Samuel, Chicago.
San Antonio Transcript Co., San Antonio, as weekly, 17 weeks, thru Amsel & Auld, San Antonio, Tex.

WENC Chicago
Morton Salt Co., Chicago, as weekly, thru Kenyon & Eckhardt, Chicago.
Swift & Co., Chicago (Smirnoff cleaner), 3 weeks, thru New, Louis & Bursby, Chicago.
Eckerd Inc., Chicago (Corovent), 10 weeks, thru Schwimmer & Scott, Chi-

WAGA Atlanta
Southland Coffee Co., Atlanta (Bakery's Sunrise Coffee), 5 to weekly, 3 weeks thru Donahue & Co., Atlanta.

WCOA Pensacola
Harvel Watch Co., New York, as weekly, 26 weeks, thru A. W. Lewis Co., Newark, N. J.
Brown & Co., Memphis (Sundays), thru Remington & Mazzena, 10 to weekly, 28 weeks.
Dr. Pepper Bottling Co., Dallas, 3 to weekly, thru Har-vey-Massengale Co., Durban, N. C.
BC Remedy Co., Durham, N. C. (headache powders), ap weekly, 13 weeks, thru Har-vey-Massengale Co., Durban, N. C.
U. S. Tobacco Co., New York (Roostra snuff), 15 to weekly, thru Arthur Rodner Int., N. Y.
Swift & Co., Chicago (Jewel shortening), 5 to weekly, 13 weeks, thru J. Walter Thompson Co., N. Y.
Brintone Co., Savannah (Jetterine), 5 to weekly, thru Harvey-Massengale Co., Atlanta.
Ex-Lax Inc., Brooklyn, as weekly, 28 weeks, thru Joseph Katz Co., N. Y.
Carter Products Inc., New York (Carter's Little Liver), 5 to weekly, 26 weeks, thru Ted Bates Inc., N. Y.
Beech-Nut Packing Co., Canarsie, N. Y. (gum), 2 to weekly, thru New-Emmett Co., N. Y.
Colgate-Palmolive-PEET Co., Jersey City (Super Body), 15 to weekly, 26 weeks, thru Wm. Say & Co., N. Y.
Pepsi-Cola Bottling Co., Long Island City, N. Y., 12 to weekly, 30 weeks, thru New-Emmett Co., N. Y.
Capital City Products Co., Columbus, O. (Dixie Margarine), 9 to weekly, thru Merritt Kreiner Inc., Memphis.
Bubola Watch Co., New York (watches & clocks), 7 to weekly, thru Apio Inc., N. Y.
Burger Brewing Co., Cincinnati, 10 to weekly, thru Midland Advertising, Cincinnati.
American Chemical Co., Birmingham (Hot-Fire), 15 to weekly, thru Cex Agency, Birmingham.


Woyo Fort Wayne, Ind.
Leaf Gum Co., Fort Wayne, 13 weeks, thru Russell & Jacobs, Chicago.

WNLG New London, Conn.
Diamond Ginger Ale Co., Waterbury, Conn., 15 to weekly, 13 weeks, thru Russell & Jacobs, Chicago.

Proprietary Head Urges Better Copy
Dr. Cullen Calls for Modified Vitamin Air Commercials

AUTHENTIC copy in advertising, particularly radio commercials, based on a "careful study" of the effects of vitamins on the human system, must be written if the public is to accept vitamins for their real worth, said Dr. Frederick J. Cullen, executive vice-president of the PA July 28 bulletin.

"Recently I have heard many say that they wonder what is wrong with the advertising of vitamins," said Dr. Cullen. Pointing out that the radio announcer is apt to place an emphasis on certain words and phrases, he is led to believe that the public is actually getting the benefit out of the uses of the vitamins than they actually have a right to expect," Dr. Cullen urged the Pro-ducers to let the public know the better supervision to its commercial copy.

Urges Modified Copy
"A person listening to a radio program," the bulletin said, "may be convinced that if he consumes a certain brand named vitamin . . . ." advertising copywriters are constantly objected to putting modifying phrases in copy, if the true story is to be told concerning the effects of the vitamins, the copy must necessarily contain many modifying phrases," he said.

Advertising Psychology

A NEW BOOK, Practical Psychology [Macmillan Co., New York, $1.50], by Frederick J. Cullen, professor of psychology at Colgate U, contains two chapters of possible interest to radio advertisers and agencies. The chapters, "Consumer and Advertising Research," and "Advertising, have sections dealing with radio audience surveys, and optimum lengths for radio programs. The book is well annotated and should prove a helpful reference.

Farmers Union Plans

NATIONAL FARMERS UNION, New York, an organization of small farm operators, has appointed the Wallace Thorsen Organization as its public relations council. Working jointly with local farmer cooperatives, NFUS is planning a fall campaign to promote the interests of the farmers and the co-ops. Radio, newspapers and magazines will be used.
MOST AMUSING bird, the Penguin is EXCLUSIVE because it doesn’t fly . . . and because of its great courage and “good-fisher” reputation. This below-the-equator resident will not hesitate to attack a man. Small, featherless, paddle-like fore limbs are used like oars in the water. On land, the bird assumes an upright position on short, stout hind legs.

EVERETT L. DILLARD
General Manager

ELIZABETH WHITEHEAD
Station Director

FIRST to prove FM’s Future in the Kansas City Area . . . K-O-Z-Y is EXCLUSIVE because its services are well past the blueprint stage, way over the hump of promise and available now for productive programming. Think of K-O-Z-Y in terms of immediate results, immediately expandable with postwar production. Remember, Kansas City is a KOZY Market! Write today for Rate Card 3.

FM Radio Station
KOZY

PORTER BUILDING • KANSAS CITY, MISSOURI

FM Pioneer in the Kansas City Area
Col. Kintner Is Named Vice-President of Blue

LT. COL. ROBERT E. KINTNER has been elected a vice-president of the Blue Network, effective Sept. 15, to act in a supervisory capacity over general public service and public relations, Edward J. Noble, chairman of the board, announced last Friday.

Col. Kintner, in the service since July 29, 1941, was recently retired and will revert to inactive status before joining the Blue Network. He was previously comptroller with Joseph Alsop of a nationally syndicated Washington news column. He was graduated from Swarthmore College in 1931 and before forming his association with Alsop was financial reporter and Washington correspondent of the New York Herald Tribune. In addition to writing a daily column, Alsop and Kintner were authors of numerous articles in national magazines and of several books, among which was American White Paper.

Universal Microphone Co., pioneer manufacturers of microphones and home recording components as well as Professional Recording Studio Equipment, takes this means of rendering a service to the owners of phonograph and recording equipment. For the past 33 years Universal Microphone Co. has been the leader in all types of recording equipment, from phonograph to studio. If you have any questions about your equipment, please call us or send us a message. We will be happy to help you.

**KSTP Musicians Still Defy NWLB**

Back to Work Order Referred To Padway by Petrolio

MUSICIANS at the Minneapolis studios of KSTP were still on strike late Friday, despite a request of the National War Labor Board to James C. Petrolio, president of the American Federation of Musicians, to order the men back to work. Mr. Petrolio advised the Board Tuesday he had referred its request to his attorney, Joseph A. Padway, who would be in Washington on Friday. Mr. Padway conferred with the Board upon his arrival but the Board took no action.

**asks Union Take-Over**

Earlier in the week, George Murk, president of Local 73, AFM, issued a statement asserting, "We are staying out of KSTP until a contract is signed with us or the President of the United States takes over the station".

A request that the President take over the station was made to the Board by Stanley Hubbard, KSTP president, who wired William H. Davis, chairman, on Monday, as follows:

"Petullo continues to defy WLB. George Murk, president of the Minneapolis Musicians Local 73, announced in morning papers union has no intention of complying with WLB directive that KSTP musicians be sent to work. Board ordered to do as President Roosevelt. Musicians operate like any other business with a president, vice-president, secretary and board of directors. In this instance a bar, poolroom, and restaurant is licensed by Minneapolis city council for such operations. Under circumstances, feel you should request the President to order these men back to work immediately and further request the President should also be requested to take over this union which is continuing to defy your orders."

In the meantime, the Board continues to receive reports of the regional panel, which held hearings on the case, until the strike is ended.

**AMERICAN Assn. of Advertising Agencies has announced election to membership of Kane Adv., Bloomington, Ill., and Mitchell-Paust Adv., Chicago.**

**CHATTANOOGA**

**IN THE HEART OF**

**TVA**

**POWER**

**EMPIRE**

**WODD 5,000 WATTS**

**CBs**

**DAY AND NIGHT**

**PAUL H. RAYMER CO.**
DEAR SIRS,

During a few quiet spare moments out here on the latest battle front, I thought that perhaps you would care to know the history of one of your Model 6-E Recording Machines. Just what it has been through, just what it has done for thousands, perhaps millions of people all over the world, and just what it is doing at the present moment.

It was available in Cairo over two years ago, and the R.A.F. purchased it for the Nobile Recording Unit for work on the front, recording everything and anything that would be interesting to the public of the world. I am the engineer that has had the pleasure of operating this machine all this time, and being in the radio trade for fourteen years, should know when a set is well made or not.

It has travelled over 23,000 miles. Approximately 20,000 by road, track, or desert, in one of the hardest sprung trucks of the British Army, and 3,000 by air.

It has recorded bomb and shell explosion in slit trenches, covered with dust, blown over on one occasion by blast. Dropped on numerous occasions.

Has recorded in the air, and on sea rescue craft, with better results than expected.

Has travelled to: Amman Transjordan, to Tripoli, back to Cairo, back to Tripoli, on to Tunis, Bizerte, on to Algiers, back to Tunis, on to Sicily, all through Sicily, on to Italy. All this way by truck, recording, recording, recording. Never once, through all this bumping, buffetting, and banging about, has it let our little party down. Never in my opinion, has any radio apparatus stood up so well, for so long in such conditions.

Recordings from this machine have been broadcast from the following countries: England; America; Canada; New Zealand; Australia; 8th Africa; Egypt; Palestine; Algeria. Perhaps presently, from Italy itself.

Please thank your engineers and assembly workers for such an efficient and trouble free recorder, and may you continue to put such products on the market.

If you care to acknowledge this letter please address to my home in England. 110 Cardinal Avenue, Norden Park, Norden, Surrey, GB.

Yours truly,

To: The Managing Director,
Presto Recording Corp.,
212 W. 55th St., New York; U.S.A.

1251200 TINNISWOOD, B. SGT.
ROYAL AIR FORCE.
P.R. (01) UNIT.
BRAE.
24/9/43.

PRESTO

World's largest manufacturer of phonograph disc recording equipment and discs.

Presto Recording Corporation, New York 19, N.Y., U.S.A.
WAVE DOESN'T PLAY TO WIN (Ky.)!

WAVE's signal probably doesn't reach the 200 or so miles to Win (Ky.) — but you're not missing much by our inability to cover this tiny town or any others like it in these parts. Because WAVE does cover the whole Louisville Trading Area—a market of 1,336,000 people who have 57.9% of Kentucky's buying power, and spend 17.1% more in retail stores than the rest of the State combined! That's the Kentucky market you want — and WAVE delivers it at lowest cost!

LOUISVILLE'S WAVE
500 watts ... at 6 a.m., 6 p.m., 9 p.m.
FREE & PETERS, INC., National Representatives

PROUDLY displaying his 'growing-up' chart is Bill MacDonald, farm service editor of KFAB Lincoln, Neb., who has just celebrated his 16th birthday in commercial farm radio. Bill "Mac" started his radio career in 1926 with KFNP Shemandoah, Ia. He joined KFAB early in 1942 and last October was appointed farm service director. His department, known as Your Neighbor, works in cooperation with the many agricultural agencies in the KFAB area.

WIOD Miami, Fla., broadcast a report on the Bretton Wood, N. H. World Monetary Conference by Dr. Luis Isadora, head of the Cuban delegation of the conference.

WWSW Pittsburgh broadcast a re-created game between the Boston Braves and the Pittsburgh Pirates on Aug. 1 to war veterans at Denison General Hospital, Butler, Pa.

WCW Montgomery, Ala., now presents a daily Want-Ad Program 6 to 11 p.m. WCVI Rochester, N. Y., now a West Coast outlet for the CBS network, now is broadcasting from the Rochester Auditorium, where the program is being recorded.

WBOF Chicago, is now airing daily quarter-hour "Studious News," shorted from London by Kevin O'Carroll, BBC commentator.

AHP CORP. FORMS EXPORT COMPANIES

AMERICAN HOME Products Corp., in preparation for overseas postwar expansion for its pharmaceutical products, has formed two new companies to handle all its U. S. export business, according to an announcement last week by W. F. Silbersack, executive vice-president and general manager. The new organization, which started operations Aug. 1, is under direct supervision of Donald C. Townley, vice-president in charge of AHP's foreign division. One company, Wyeth International Ltd. will export pharmaceuticals, biologicals, nutritional products and vitamins produced by Wyeth Inc. and other AHP subsidiaries. Robert C. Hodgman is president.

The other export company, Home Products International Ltd., of which Mr. Townley is president and Elliott Warburton vice-president, will handle export sales of the corporation's food, household, cosmetic and packaged drug products. Heretofore the overseas sales of AHP were carried on by the export divisions of the Kollmorgen Co., San Francisco, and now a part of Home Products International, it was stated. Headquarters of both export organizations are at 22 E. 40th Street, New York.

While no radio plans were mentioned, AHP's cultivation of foreign organizations is clearly upon the recognition of the South American market by other pharmaceutical firms [Broadcasting, March 6].

Seeks Montreal Outlet

J. ARTHUR DUPONT, Quebec regional commercial manager of Canadian Broadcasting Corp., Montreal, has been using WBNX to 1 kw station on 800 kc for the Montreal area. It is understood that application has been approved by the CBC Board of Governors, and now awaits signature by Munitions and Supply Minister C. H. Howe, Canadian licensing authority.

NBC Names Two

WILLIAM ERVIN and Ira Skutch were appointed assistant managers of NBC's guest relations department. Mr. Ervin was formerly manager of NBC's Vanderbilt Theatre studio and Mr. Skutch previously was supervisor of setup operations and supervisor of studio and floor operations.

IN WBNX SERVICE AREA THERE ARE:

2,450,000 Jewish Speaking Persons
1,522,946 Italian Speaking Persons
1,336,758 German Speaking Persons
661,770 Polish Speaking Persons
500,000 Spanish Speaking Persons

WBNX broadcasts daily to Metropolitan New York's racial groups which comprise 70% of the population. These millions, with millions to spend, have their own churches, newspapers and radio stations. They need to WBNX programming and public service, the reason why many of the country's largest advertisers today are using WBNX consistently. If your products are merchandised in Greater New York, WBNX should be on your list. Write WBNX, New York 51, N. Y. for availabilities. Or call Malrose 5-8333.

A Proven Sales Medium

Ask the Walker Co.
Network Accounts
All line Eastern Wartime unless indicated

New Business

GENERAL FOODS Corp., New York, (Sanka Coffee) on Oct. 1 for 8 weeks starts Those We Love on 63 NBC stations, Sun., 2-2:30 P.M. Agency: Young & Rubicam, N. Y.

GILLETTE Safety Razor Co., Boston, on Sept. 28 for 3 weeks starts Friday night lasting broadcasts on full MNB net, Fri. 19 p.m. (repeat on 36 Don Lee stations, 9 a.m. WPTI. Agency: Mason Inc., N. Y.

GENERAL FOODS Corp., New York, on Oct. 1 starts Hop Harrigan on 180 Blue stations, Mon. thru Fri., 4:00-4:30 p.m. (repeats for Central Montana and Western Time Zones). Agency: Young & Rubicam, N. Y.


WEST COAST SOAP Co., Oakland, Cal. (Powow cleancr) on Aug. 5 started for 25 weeks, Opporunity Theatre on 7 NBC Pacific stations, Sat., 11:15 a.m. (WPTI). Agency: Breeder, Van Norden & Staff, San Francisco.

COHEN FAMILY PAPER Co., Chicago (Old Dutch Cleanser) on Aug. 1 starts Tuna and Tonic on 29 CBS stations, Mon. through Fri., 3:45-4:30 P.M. Agency: Grant Adv., Chicago.

Renewal Accounts
SOUTHERN SPRING Red Co., Atlanta, on Aug. 31 for 13 weeks renew Robert St. John, newscaster, on 16 NBC stations.

TENMAT Mutual Casualty Co., Chicago, on Aug. 27 for 5 weeks renews Upton Clise, commentator, on 97 MBS stations, Sun., 6-6:15 a.m. (WPTI). Agency: Leo Burnett Co., Chicago.

LUMBERMENS Mutual Casualty Co., Chicago, on Aug. 27 for 5 weeks renews Upton Clise, commentator, on 97 MBS stations, Sun., 6-6:15 a.m. (WPTI). Agency: Leo Burnett Co., Chicago.

J. A. FOLGER & Co., San Francisco (coffee); on Aug. 11 for 8 weeks renews Breakfast News on 18 Pacific stations, Mon. thru Fri., 7-7:15 a.m. (WPTI) and on KVEC KSL, 6-6:15 a.m. (WPTI). Agency: Raymond R. Morgan Co., Hollywood.


Network Changes
ELECTRIC COMPANIES (aux) on Sept. 5 replaces Report to the Nation on 15 CBS stations, Tues. 9-9:30-10 p.m. with Electric Hour. Agency: N. W. Ayer & Son, New York.

CBS RECORDING of 16 hours of D-Day broadcasts were presented to the National Archives. Reading letter of presentation from Paul W. Keeton, CBS executive vice president, to Dr. Solon J. Buck, Archivist of the United States, are (1 to r): Earl H. Gurnons, director of CBS Washington; Capt. John G. Bradley, chief, Archives division of motion pictures and sound recording; Dr. Buck.

CFPR Direct Lines
CFPR Prince Rupert, B. C., is now linked by land telephone lines of the Pacific Communications Services of the Canadian and U. S. armed services, with Canadian Broadcasting Corp. control at Vancouver, the CBC has announced. When the Alaska Highway was started the CBC leased the station to furnish entertainment and news to civilian and armed forces operating in the Pacific defense work. No landlines were run, and the station operated with recorded programs flown from Vancouver. Recently the armed services in the area asked for improvement in the service with relayed programs for morale purposes of the troops stationed in the area. Landlines are now being used at various times during the day for a total of five hours daily to relay CBC, NBC, WJZ, Blue and MBS and other programs from Vancouver.

Neuwerth to Coast
O. J. NEUWERTH, production director of WBAM Chicago, and his wife, Grace, for 20 years secretary to Judith Walker, NBC central division director of public service, are leaving Chicago for Hollywood when Mr. Neuwerth will do radio directing. Mrs. Neuwerth will be affiliated with NBC Hollywood.

Blue Spot Sales Opens Coast Office for KECA
With acquisition of KECA Los Angeles as an owned and operated station of the Blue Network, national representation of the station has been taken over by Blue Spot Sales, which has opened an office in San Francisco, with Lewis Lacey, well known in California advertising circles, in charge. Blue Spot Sales also represents the network's other three O&O stations, WJZ New York, WENR Chicago, KGO San Francisco, as well as Washington and the Blue Pacific Coast Network.

Virtually every big Blue network show originating in New York and Hollywood participated in welcoming KECA to the Blue in an hour-long program Saturday, Aug. 5 at midnight.

CBS Testing on KNX
SHOWCASTING for sponsor consideration and eventual release over CBS Pacific stations, group of half-hour programs under title, Six For Tomorrow, is being presented on successive weeks on KNX Hollywood. Under supervision of Gordon T. Hughes, CBS producer, initial broadcast on Aug. 2 was The Couple Next Door.

On Victory Committee
DONALD W. THORNBURGH Pacific Coast vice-president of CBS; Sidney N. Strots, NBC western division vice-president, and Lewis Allen Weiss, vice-president and general manager of Don Lee Broadcasting System, have been appointed to the executive board of the Hollywood Victory Committee. Don E. Gillman, Blue western vice-president, is a member.

83.9% of WSAI's contracts are RENEWED contracts!

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83.9% of WSAI's contracts are RENEWED contracts!
CIO Set to Invade Radio
(Continued from page 12)

$500,000, paid by the Washington Post for WINX, Washington local, it stated that a lower power FM station could be established at a cost of $15,000. Through such stations, CIO unions could carry on organization activities over the air and insure labor a chance to tell its story in times of employer-labor disputes and during strikes. The article criticized the NAB code as restricting labor union programs and, as does the Handbook, pointed out there are no FCC regulations banning such activities.

The Radio Handbook was designed as something more than a guide in using station time. It essays to define labor’s rights to use the air and emphasizes the importance of radio as against the newspaper in reaching the people.

Air Belongs to People
In a foreword, Philip Murray, CIO president, expresses the belief that the coming years will be the most critical we have ever faced and that the people will need to be kept fully informed as to their political interests.

"In this task," he declared, "radio will inevitably play a very important part. It is, therefore, up to our labor leaders as well as all those interested in "freedom of the air" to acquaint themselves with their rights to radio time and how to assure that the radio is used as intended, namely, to serve the best interests of the people."

Pointing out that transmitters and studios belong to broadcasters but that "the air belongs to the people", the handbook explains the public responsibilities of stations as to educational and community activities. Where the union participates in such activities it is entitled to free time, the booklet asserts, adding:

"But you must supply the initiative and the follow-through. Your radio station will not come to you to offer you free time—but in many cases you’ll find they won’t close the door on you, either, when you go to them with practical suggestions on how your union can contribute worthwhile program material to their schedules."

As to paid time, the handbook explains that station policies requiring that written scripts be submitted in advance of broadcasts are to protect stations. However, it declares, some stations "may use this advance scrutiny...as an occasion for a censorship of ideas of which the station does not approve...Don’t accept such censorship. If you are forced to submit, send the script rejected by the station to the CIO Political Action Committee for further protest."

Code Is Attacked
Whenever stations refuse to sell time to unions on the ground the program violates the NAB Code, the handbook declares: "The NAB Code is a private document put out by some broadcasters, and has no standing whatever in law or before the FCC; indeed, it may be seriously questioned under the anti-trust laws."

This Code contains many provisions which violate the more fundamental rights of free speech, and in practice the Code has become a dead letter—except in the hands of a few stations which still drag it up as an excuse for denying labor a fair break on the air.

The handbook urges that unions demand equal time to reply to attacks upon labor and cites the time given Rep. Martin Dies (D-Tex.) to reply to Walter Winchell as a recognition on the part of the broadcasting industry of the right to have its say.
of one side to reply to statements made by the other.

"The CIO Political Action Committee," it declares, "proposes to demand the right to reply with respect to nationwide network programs. You can similarly demand it with respect to programs, whether local or national, broadcast over your local station. A station which broadcasts one point of view and refuses to broadcast opposing points of view is in a peculiarly vulnerable position, and protests should be promptly filed and widely published."

Educational Committee

The handbook contains many suggestions for making labor programs interesting. "We should not overlook the fact that it is through entertainment that ideas are best sold in radio. We can learn a lesson from the successful commercial shows in that respect. Many labor programs in the past have been too tight-laced, too dull," it admonishes.

However, it points out, "the CIO Political Action Committee is not an entertainment committee. It is not selling anything. It is an educational organization to teach the people the importance of political action."

Then follows a list of suggested topics which includes "Labor's War Record," "Poll Employment After the War," "GI Joe and CIO," "Why We Are for FDR," "The Negro in 944," and "Labor Views the Peace." Material on any of these subjects is offered by the PAC which advises that it is planning to prepare a number of programs.

Following examples of station-breaks, spot announcements, and 5-minute skits dramatizing the purposes of the PAC, the handbook requests labor leaders to send to the PAC a list of eight questions. Among these are:

1. Have you encountered any difficulty in placing your program on your station? If so, tell us all about it.
2. Is there a listening council of the National Assn. of Broadcasters in your town? If so, let us know about it.
3. Do you have a regular schedule of labor broadcasts? If so, on what day? What hour? What station?

---

**Paul White Wed**

PAUL WHITE, director of news broadcasts for CBS, and Miss Margaret K. Miller, CBS scriptwriter, have been married Aug. 5 in Washington. Marx Loeb, CBS producer-director, stood up with the couple, who are taking a brief honeymoon before returning to New York. Miss Miller, who joined CBS in 1940, is best known for her documentary programs, including Report to the Nation and Dateline, both of which are produced by Mr. White.

**Connolly to Blue**

JAMES H. CONNOLLY, former vice-president in charge of radio in the New York offices of the Bran- ham Co., has been appointed stations contact representative of the Blue Network. A veteran of 18 years in the radio and agency field, Mr. Connolly studied marketing and advertising at the U. of Pennsylvania. He was associated with the Branham Co. for eight years and during the previous 10 years was with the media and radio departments of N. W. Ayer & Son in the Philadelphia and New York offices.

WMAQ Chicago has increased local and spot sales billings by 12.5% for the first six months of 1944 over the same period a year ago.

---

**WE'VE HAD OUR OWN "RADAR" FOR YEARS**

When our signals bounce off the nearest mountain walls that surround the rich agricultural valley region of California—we know we are reaching all our regular listeners—that we have done our job...for the Beeline brings this "great area radio reception they could not otherwise enjoy.

Population 1,561,254—2½ billion annual retail sales.

**WHAT IS THE BEELINE?**

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

'See McClatchy Beeline rate listing first under California in Standard Rate and Data.
E. BRUCE McEVOY Jr., released from the Army, has joined the eastern division of Sylvania Electric Products Inc. New York, as assistant to L. S. Raynor, radio tube equipment sales manager. Before entering the armed forces, Mr. McEvoy was on the sales staff of the North American Lamp Co., New York, and the Kem-Rad Incandescent Lamp Division, New York.

BILL ROBINSON, recording engineer of WIP Philadelphia, has developed special equipment for re-recording the paper records sent home by service men.

PFC WILLIAM HUNTER, formerly on the engineering staff of WPAT Patterson, N. J., is now chief engineer of "Radio City", an American Expeditionary Force radio station in the South Pacific.

LYLE WAHLQUIST, chief engineer of KUTA Salt Lake City, is recuperating in Southern California following a two-week illness. Left to finish transmitter engineering, he has returned to the station following an operation. Wendell Bell, engineer, is recovering from a minor operation. New to the technical staff is Ed McGraw.

JOHN L. BEER has been added to the engineering staff of KLZ Denver.

WELDON W. SHOWS, a member of the engineering staff of WGST, the Georgia Tech station at Atlanta, has been awarded the Bachelor of Law degree.

ANNA COWPER, secretary to Walter Silies Jr., chief engineer of WEEI Boston, on July 22 was married to Guido Dimozzi, electrical engineer at the Boston Navy Yard.

JULIA LUTZ, USNR, former control room engineer of WFBF Syracuse, is the father of a girl.

LT. CARLTON R. SCHWARZ, former KYA San Francisco technician now serving with the Army Signal Corps in the South Pacific, is the father of a boy.

JOHN R. QUINN, formerly of shortwave station KGEEI San Francisco, has joined KNX Hollywood.

Lt. Comdr. Elliott

Lt. Comdr. Douglas A. Elliott, USNR, employed in the communications department of RCA before entering the Navy in 1942, died July 31 of a heart attack at the Naval Hospital in Brooklyn. Comdr. Elliott, a Princeton graduate, did post-graduate work at Columbia U. before joining the Electric Research Products Inc., a division of Western Electric Co. His wife, two married daughters and a son survive.

Robert Peterson

ROBERT PETERSON, second lieutenant in the Army Air Corps and former chief studio engineer of KYSM Mankato, Minn., was killed in a plane crash near Eglin Field, Fla.

KINGDON TYLER, engineer of CBS New York construction department, has taken over duties in building the new OWI-CBS shortwave station at Delano, Calif. R. H. Jacobs, who supervised the project, returned to New York in late July.

JACK REITZ, former sound technician of KFI Los Angeles, has joined KGFI Los Angeles as announcer.

JOE B. EVANS, formerly with KFEL Denver, is now on the engineering staff of KGMP Pueblo, Colo.

ROBERT P. ADAMS, former sales engineer of Brown Instrument Co., Los Angeles, has joined KPFW Hollywood as assistant engineer.

NEIL DAY, former studio technician of KFOX at the Army Air Corps in the control room engineer of WFBF Syracuse, the father of a girl.

UNIVERSAL MICROPHONE Co., Inglewood, Cal., received Army and Navy "E" awards on July 20. Engaged entirely on defense orders previous to receipt of order, has since been devoted to mass production of microphones for the armed forces.

WRC

Represented by NBC Spot Sales
Washington

Page 62 • August 7, 1944

BROADCASTING • Broadcast Advertising

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Page 62 • August 7, 1944

BROADCASTING • Broadcast Advertising
North American Philips Acquires Ampex Firm

ENTRY of North American Philips Co. into the U. S. radio equipment manufacturing field was announced last week when the European firm purchased A m p e r e x Electronic Products, Brooklyn. The new subsidiary will continue business under the name of Ampex Electronic Corp. incorporated in Delaware.

Directors and Officers of Ampex are Alexander Senauke, president; Nicholas Anton, vice-president in charge of manufacturing; and Samuel Norris, vice-president in charge of sales. Mr. Senauke and Mr. Anton formerly were owners of Ampex Electronic Products along with N. Goldman, who has retired because of ill health. There will be no changes in personnel, management or policies, but plans for expansion will be announced in the future.

Storm Hits WMFD

THE ELECTRICAL storm which swept along the North Carolina coast from Cape Hatteras last week forced WMFD Wilmington off the air from 6:12 p.m., Aug. 1 until 10 a.m. the following day, due to power failure. Station equipment suffered no damage, however. New dispatches were that several stations were silenced.

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

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

Rooms with bath from $4.50.

HOTEL ROOSEVELT

MADISON AVE. AT 45th ST., NEW YORK

- A HILTON HOTEL-

ROBERT P. WILLIARD, General Manager

Other Hilton Hotels From Coast to Coast:

for war messages. NBC advised NAB last week that it does not desire to appeal the matter, however, to the Court of Claims, but feels that stations are justified in claiming discrimination when Government funds are used for advertising in media other than radio.

Stations' Rights Recognized

Stating the position of NBC as a network and as the owner of six stations, Frank Mullen, NBC vice-president and general manager, stated in a letter to J. Harold Ryan, NAB president:

We do not desire to accept any paid advertising in behalf of Government activities on the war effort since we prefer to handle all such campaigns either through sustaining programs or by allocation of announcements in leading commercial programs. Although this is the position of NBC and its owned stations, we believe with equal firmness in the complete propriety of any station accepting such advertising. We simply prefer to handle it the other way.

Favoring more similarly, we believe that if at any time there is evidence of discrimination on the part of any advertiser, whether such an advertiser is financed by Government funds or by his own funds, that the NAB is exercising its proper function in protesting against such discrimination.

The situation with respect to the Blue is somewhat different from that of NBC in that the former exercises only limited authority over its owned stations, leaving discretion over such matters as WAC advertising to the individual station manager. John McNeill, manager of WJZ New York, told Broadcasting that WJZ will continue to devote what it believes is a fair share of time to WAC recruiting. However, he pointed out, should the WAC want more time than it has been receiving the station will be glad to sell such time. He added that NAB is fully justified in fighting for radio's share when Government money is being spent for advertising.

OWI Stands Firm

As to the network programs, Blue executives indicated they would state their position when Government advertising is offered.

CBS policy on acceptance of Government advertising is generally similar to that of NBC. Mutual has not yet stated its position to NAB. The network owns no stations.

Meanwhile, the OWI Domestic Radio Bureau stated it was standing firm on its policy to withhold WAC recruitment allocations as long as radio is left out of the WAC advertising program.

John D. Hynes, deputy chief of the Bureau, said he has received numerous letters from stations, regional offices and regional consultants, reflecting the sentiment of hundreds of stations, which support the OWI stand 100%. "We have not received one complaint", he said.

Increased Tune In

A recent survey by Pulse of New York shows that listeners turn on their radio sets especially to hear WLJB's programs; and, WLJB does not share its daytime audience, in any appreciable degree, with any other New York station.

Pulse found that 65% of WLJB's audience did not listen to any other station for the quarter hour preceding the time they tuned in WLJB; Pulse also found that 52% of WLJB's audience did not listen to any other station for the quarter hour following the period spent hearing WLJB's programs.

Thus, WLJB has increased the tune-in in New York City!

WLJB's programs have created a non-duplicated market served consistently only by this station.

Two New Programs For Bristol-Myers

Executive Reaffirms Faith in Radio as Good Medium

BRISTOL-MYERS Co., a consistent user of radio since its inception as an advertising medium, will move near the top in leadership this fall with five half-hour evening network shows, three on NBC and two on the Blue Network, it was announced last week.

Effective Sept. 15 Ed Gardner's Duffy's Tavern, formerly on the Blue, will be switched to the 8:30-9 p.m. Friday spot on NBC. The Eddie Cantor Time to Smile show will return to its regular 9:30-10 p.m. place Wednesdays on NBC, followed on the same network by Mr. District Attorney, 9:30-10 p.m.

Two new Bristol-Myers programs will appear on the Blue, 8-9 p.m. Tuesdays, the Allan Young Show, currently aired as a summer replacement for the Cantor program Wednesday night on NBC, and second show, as yet unnamed, to follow on the same evening. Lee H. Bristol, vice-president of Bristol-Myers said: "We are, of course, firm believers in the efficacy of radio as an advertising medium for our products, and have been on the air constantly since the days of the Ipsa Trumbadors in 1956 and we value the franchises we have built up. We shall use the radio to advertise Sal Hepatica, Ipana, Trusray, Vitalis, Mum, Minit-Rub and Limp's Shaving cream."

Mr. Bristol explained that his firm has no intention of dropping other media, but will continue to use magazines, newspapers, trade papers along with radio.

Young & Rubicam handles Duffy's Tavern, replaced during the summer by Nitsos Court on the Blue; the Eddie Cantor Time to Smile show, and the Allan Young Show.

It is understood that The Parker Family, heard on the Blue Fridays, 8:15-9:30 p.m., may be discontinued in November. Doherty, Clifford & Shenfield handles The Parker Family and Mr. District Attorney.
diately to clarify our understanding of radio industry policy and to describe the basis upon which the decision of March 7 had been made and our hopes for special cooperation. Mr. Avery came to Washington for consultation on June 27.

On July 7 he was given an opportunity to present his position fully to key executives connected with the WAC account. He confessed that he did not know how many stations would accept Government advertising. At our request Mr. Avery agreed to convey his membership and clarify the policy of the industry on that point.

During the next two weeks we queried Mr. Avery twice on this matter. But despite our inquiries he did not send his inquiry to the broadcasting until July 10, a full month after his public letter to Young & Rubicam.

It should be reiterated that the need for the recruitment of WACS was urgent, that it was desirable to get WAC advertising before the public as quickly as possible. This statement is being prepared on the third day of August. Three newspaper advertisements have already appeared. Although the NAB has released some information in press releases, it has given us no information whatsoever to date as to the list of the stations which will or will not accept paid Government advertising.

Our own independent inquiry indicates that some radio stations will accept paid Government advertising and some will not. Public statements which have been made recently also reveal that there is a difference of opinion within the industry as to what policy should be. We hope that these differences can be speedily resolved and a united front can be assured.

Never at any time has Young & Rubicam left radio out of its calculations on the WAC case. We are informed by those who speak to us in confidence that it serves the radio industry knows this. It is being made locally in the trade press and it has given us no information whatsoever to date as to the list of the stations which will or will not accept paid Government advertising.

Meanwhile we are prepared to act immediately whenever efficient coverage can be purchased.

Mr. Avery requested that the entire WAC appropriation be devoted to radio advertising. We question Mr. Avery's ability to exercise sound judgment as to the expenditure of any advertising appropriation.

Until a policy decision is reached by the industry—a decision that will enable us to know the extent and character of coverage available—we are unable to judge what portion of the WAC appropriation might wisely be invested in radio.

It has been our policy to select media according to our judgment as to what is the best investment for our clients. We propose to continue to operate this way.

In conclusion, we should like to say that the War Dept. has relied completely on our professional judgment. The media plan we recommended early in June for the first stages of the campaign was entirely

RCA Victor Spots

RADIO CORP. of America, RCA Victor Division, Camden, N. J., will start in September a series of 30-second and 1-minute live announcements on 52 stations throughout the country, introducing newly-signed Victo recording artists. The announcements also will be used on RCA's Music You Want program, carried by 61 local stations five times weekly. Most of the artists have been featured on RCA's Saturday Night Blue Network program. Music America Loves Best Campaign will run through October. Agency is J. Walter Thompson Co.

NAB READIES PLAN FOR MEASUREMENT

A SMASH presentation on coverage measurement with illustrated slides is being prepared for the NAB War Conference in Chicago Aug. 28-31 by the NAB Research Committee, it was announced last week following two days of meetings in New York.

The full Research Committee of which Hugh Felts, KFAB Lincoln, Nebraska, is chairman, met Tuesday at the Waldorf-Astoria, New York, to receive a progress report of its technical subcommittee on the study of station coverage methods. On Wednesday the Research Committee met with the NAB Board subcommittee and the Sales Managers' Executive Committee to submit its progress report on the station coverage measurement project. On the board subcommittee are: Frank King, WMBR Jacksonville, chairman, Frn. R. Spence, XUO Anywhere, Wash., and Hugh A. Halff, WOAi San Antonio.

Following are members of the standing committee:


CERTIFICATES of merit have been awarded The National Radio Patrol and The Catholic Hour, two of NAB's religious programs, by the National Federation of Press Women.

Wichita KFH

You, too, can reap a harvest in booming Wichita... and that isn't hay! Unprecedented spending money is pouring from these rich farm lands... and from Wichita's fabulously booming aviation industries. With the second largest passenger carriers in the country and the per capita dollar value of its war contracts in first place, Wichita

SAM'S SUPPLY STORE

Sells only Swede's made.

UTICA, NEW YORK

Hazleton, Pa.

NBC Mutual

BROADCASTING • Broadcast Advertising

Y & R Statement

(Continued from Page 9)

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RADIO CORP.

from

You, too,

can reap a harvest in booming Wichita... and that isn't hay! Unprecedented spending money is pouring from these rich farm lands... and from Wichita's fabulously booming aviation industries. With the second largest passenger carriers in the country and the per capita dollar value of its war contracts in first place, Wichita

For record breaking sales now and greater sales in the future... stick to the management in Kansas' richest market—

PACIFIC COAST

STRIP AVAILABLE

PACIFIC COAST BLUE NETWORK

Five are startling news... to say the least — and possibly something to shout about!

The BLUE has not one... not two... not three or four... but five fifteen minute periods available in one of the hottest strips of the morning — 10:15 to 10:30, Monday through Friday.

A glance at the above chart shows this strip surrounded by programs sponsored by some of the nations biggest and smartest radio buyers.

"Glamour Man"... if you know your radio, "ough said, "Breakfast at Sardi's"... you can't say enough... this tremendous show is the top ranking morning show of the nation. "The Kellogg News" has consistently high Hooper rating!

RIGHT HERE is where you come in... just before "My True Story" and "Libby, McNeil & Libby salesman par excellence. Don't waste any time. Among the good times still available, this morning strip is really sporking.

New York • Chicago • Hollywood San Francisco • Detroit • Pittsburgh

* June 1944 Hooper National Report

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Broadcasting • Broadcast Advertising

August 7, 1944
By CARL GEORGE
Director of Operations, WGAR

WITH the arrival of WGAR Program Director Dave Baylor in London at the end of June and the beginning of his regular overseas broadcasts a week later, WGAR's own shortwave schedule now totals 11 broadcasts, weekly in addition to the regular CBS shortwave features.

Mr. George arranged with BBC, through Rhoda Magid in New York and Ernest Davis in London, WGAR now carries daily news summaries by the BBC commentator, J. B. McGeachy, picked up in Cleveland and re-broadcast as part of Bob Kelly's 5:30 p.m. news summary, Mrs. Alice Collins every Monday evening interviewing a Cleveland soldier, and the BBC weekly feature, London Columns, every Saturday night.

Baylor Accredited

Mr. Baylor has been assigned under the recently announced War Department accreditation plan, to cover "local" news from the ETO. This plan, whereby as many as 12 independent broadcasters can have their own representatives in war theatres at one time, bore fruit for Cleveland listeners who have been looking forward to hearing the voices of their own sons, husbands and sweethearts for many months. WGAR is currently broadcasting four to six interviews and reports each week.

Fifteen months ago, Cleveland's mayor, Frank J. Lausche, was invited by OWI to tour the British Isles to talk to Britons about wartime problems facing a typical American city. At that time John F. Patt, WGAR vice-president and general manager, had been cleared by the proper Government department to accompany the mayor and report back the day to day activities of Cleveland's chief executive.

None of this was predicated on the time and effort which WGAR's Dave Baylor has been putting in to bring news of Cleveland men in action. At no time did we consider trying to duplicate what the networks or wire services were doing.

New of Local GIs

The only way Cleveland listeners could get regular news of what their own men were doing was for a local station to use its facilities to get this news for them. Month after month of inquiry and persuasion resulted in the final clearance of Mr. Baylor for his overseas assignment. His job was to search out Cleveland men and bring them back to the microphone or bring news of them back to their families via WGAR's regular broadcasts. It all happened very quickly. The call from the War Dept. came on Monday and before the end of the week Dave Baylor was in London setting up his broadcasts.

Arrangements have just been completed to bring Cleveland listeners occasional broadcasts from Australia. Working with the Australian News and Information Bureau, WGAR expects to bring listeners the news of Cleveland men stationed "down under" on a regular schedule. We also have regular broadcasts featuring letters from Cleveland Red Cross workers in India, Hawaii, North Africa, China and South America. Army PRs supply transcriptions made by Cleveland men at various Army posts. Localized programs from the Mediterranean Theatre will soon be added to the schedule.

No one, as yet, has said to us, "Is it worth all the time and effort to get a couple of hours of programs a week?"

Worthwhile

Well Worthwhile All families are notified in advance of their sons' and husbands' interviews. After a recent broadcast, during which a Cleveland flyer had been interviewed by Mr. Baylor from London, the flyer's mother called us at the station. She had received a letter in more than three weeks, but she had heard her son's voice for the first time in two years—and had just heard him say: "Hello, Mom, I'm okay!"

Lester E. Swinehart

SERVICES were conducted in Philadelphia last Tuesday for Lester Emmett Swinehart, 49, Bryn Mawr, Pa., executive of Lewis & Gilman, Philadelphia, who died following a heart attack. He began his career in 1911 as a messenger with Lord & Thomas, Chicago, and rose to production manager in charge of copy, art and printing. Resigning in 1917 to enter the Army, Mr. Swinehart rose from the ranks to second lieutenant. After the war he returned to Chicago as manager of the production department, Henrico, Hurst & McDonald, and subsequently became vice-president. He joined N. W. Ayer & Son, Philadelphia, in 1929, remaining until 1943 when he became affiliated with Lewis & Gilman. Mr. Swinehart leaves his wife, a daughter and his father.

Herbert Edman

HERBERT EDMAN, W T A G Worcester announcer for two years, died at his home July 26, after an illness of several months. Prior to joining WTAG he was program director of WMAS Springfield, Mass. Mr. Edman is survived by his widow and a 3-year old son, Bruce.

The mother apologized for not being able to come in person to express her thanks. There were tears of joy in her voice as she said from her sick bed, "God bless you!"

There's when you suddenly realize that the most radio can do for the families of our servicemen will never be quite enough.
Catholic War Veterans Hint at Radio 'Legion of Decency' in Letter to Fly

POSSIBILITY of the formation of a "Radio Legion of Decency" is hinted in a letter written July 29 to FCC Chairman James Lawrence Fly by Edward T. McCaffrey, national commander of the Catholic War Veterans. As properly organized, Legion of Decency ranks motion pictures as unobjectionable or objectionable for viewing by Catholics, and since its inception in 1934 has confined its activities to the motion picture field.

Letter repeats the organization's charges of an "unAmerican and undemocratic policy of Station WMCA in New York City", originally made in a telegram sent the Commission July 12, following WMCA's deletion of portions of an address delivered July 7 by State Sen. Frederick R. Coudert, New York Republican leader, before the New York County American Legion convention and broadcast by WMCA [BROADCASTING, July 17]. The letter declares: "The matter involved in our protest is one which we sincerely feel comes under the legal obligations of the FCC to investigate and take action."

Fly Suggestion 'Irrelevant'
In response to Chairman Fly's suggestion that the Catholic War Veterans file a petition requesting the FCC to review WMCA's program policies [BROADCASTING, July 29], Mr. McCaffrey stated: "Your suggestion that material be submitted to substantiate the charges, together with a formal complaint for investigation and, further, that a request for rebuttal time had been made and declined is entirely irrelevant to the matter at hand."

Going on record as opposing all censorship except that involving "safety and security of our armed forces", which he stated would not have been "jeopardized by the expurgated remarks which Sen. Coudert had prepared for the American Legion gathering", the letter continued:

WMCA Criticized
"The Catholic War Veterans do not seek rebuttal time because we believe that such an arrangement is a mere sop to encourage the continuance of the vilification of a large number of our American citizens of religious minority. We are very well aware of the inadequacy of an attempted rebuttal since those who listen to an objectional broadcast are rarely the same audience available for a rebuttal.

"The arbitrary action of the management of WMCA certainly indicated an unAmerican and undemocratic attitude on the part of that management and we are unable to discount the suspicion that this station is being extended the protection of form letter technicalities. We are certain the FCC can obtain further data by direct investigation of the files and records of this station and we again urge that because of their attitude and policy immediate steps be initiated to investigate and correct those abuses indulged in or permitted by Station WMCA."

Declaring that "the Catholic War Veterans do not seek to censor or otherwise curtail free speech" and protesting "against the exercise of such totalitarian preoccupations by the radio station in question," the letter stated: "The burning of books in Germany and the attacks on Catholics, Jews and Protestants permitted and encouraged by the German Government were the forerunners of the sorry state in which the world finds itself today. We do not rely anti-Catholic, or anti-Jewish or anti-Protestant tirades, but we are willing to suffer for the great principle of freedom of speech."

"We reserve the right, however, to make public protest in the hope that the common decencies of good taste and a sincere interest in our national unity and welfare on the part of all radio stations will avoid the necessity of calling into being a Radio Legion of Decency."

Payment Legion of Decency is concerned solely with motion pictures, which it previews and classifies according to standards of morality and the rules of the Catholic Church, a spokesman for the Legion's New York office explained. Previewing is done by the women's group of the International Federation of Catholic Alumni, appointed by the Bishops' Committee. At the time the Legion was organized in 1934.

Pictures are classified as A1, unobjectionable for general patronage; A2, objectionable for children; B, objectionable for general audience; A2, objectionable for adults; B, objectionable in part, such as showing divorce and remarriage, suicide, or otherwise conflicting with the tenets of the Church or the motion picture code; C, condemned. Occasionally a picture will be separately classified, it was said, such as "Birth of a Baby," which the Legion did not consider entertaining or suitable for exhibition at theaters.

Legion publishes a weekly list of picture classifications and also an annual booklet, which are sent to subscribers and to churches throughout the country for the guidance of their members in selecting motion pictures to see or to avoid.

Dunhill Telecast

Send a V-MAIL today
Keep up morale

Home front news is vital on the fighting front. Write a fighting man today.

Hotel Mayfair
SAINT LOUIS

Air-conditioned Not approved

OWI PACKET, WEEK AUG. 28

Check the list below to find the war message announcements you will broadcast during the OWI Packet week of Aug. 28. All announcements are 60 seconds and are made possible by sponsorship. Tell your clients about them. Plan schedules for best timing of these important war messages. Each X stands for three announcements per day or 21 per week.

<table>
<thead>
<tr>
<th>WAR MESSAGE</th>
<th>NET WORK PLAN</th>
<th>STATION ANNOUNCEMENTS</th>
<th>NAT SPOT PLAN</th>
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<td>Group EW</td>
<td>Aff. Ind. EW</td>
<td>Aff. Ind. Live Trans.</td>
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<td>Don't Travel</td>
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<td>Hold Prizes Down</td>
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<td>Women War Workers</td>
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<td>Nutrition</td>
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<td>War Bonds</td>
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<td>Christmas Mail</td>
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See OWI Schedule of War Messages 123 for names and time of programs carrying war messages under National Spot and Network Allocation Plans.
**FEDERAL COMMUNICATIONS COMMISSION**

**JULY 29 TO AUGUST 4 INCLUSIVE**

**Decisions**

**JULY 25**

WOWO Fort Wayne, Ind.—Granted extension of license to Sept. 30, pending determination of application for WGL, for extension of broadcast to Fort Wayne, Ind.,脱离 responsibility to the F.B.I. for the period ending July 15, 1944.

**JULY 31**

WFLA Tampa, Fla.—Granted mod. CP authorizing change of 8 kw to 1 kw N to 1 kw W increase, obtained same license from 8:30-4 to 7-15-44. WMFM Milwaukee.—Placed in pending file application for CP change 45,500 kc to 43,900 kc and 8,500 sq. mi. to 17,250 sq. mi.

Cincinnati Broadcasting Co., Cincinnati—Placed in pending file application for new FM station.

Oregenian Publishing Co., Portland, Ore.—Same.

**August 1**

WSIX Nashville, Tenn.—Granted vol. assign. license to WBIX Inc. to Jack M. Steinman and Alfred J. Co., Washington, D. C.

WSIX Broadcasting Co., DC.—Money involved in pending transfer control from George W. Tager, William P. Hooker and William B. Hugo to Lewis Clark Tierney and Helen Scott Tierney.


WJDD Chicago.—Granted license renewal.

WIND Gary, Ind.—Granted license renewal for main and auxiliary transmitters.

Marietta Broadcasting Co., Marietta, Ga.—Designated for consolidated hearing applications for auxiliary transmitters with applications of Chattahoochee Broadcasters for new station, and WBII for make party to proceeding.

WMT Cedar Rapids, La.—Granted adoption petition for rehearing directed against action of FCC June 14 granting application of KBJR, Minneapolis, Minn., mod. CP.

KJAN Monroe, La.—Adopted petition to change type of new station.

WTEL Philadelphia.—Granted CP for 30 days.

Cornfighter, South Charleston, W. Va.—Granted CP new experimental television station. Channel 1, 200 aural 110 visual.


WMFM Milwaukee.—Granted CP new experimental television station, 46,500 kc, 19,650 sq. mi. to 46,100 kc, 13,200 sq. mi.

August 2

WBBG Greensboro, N. C.—Granted petition for leave to dismiss without prejudice application for 250 wc to 50 wc without Prejudice.

WBUF Gainesville, Fla.—Dismissed petition for leave to dismiss without prejudice application of KMLB Monroe, La.—Granted in part motion to reinstitute hearing; continued for 30 days.

KGBL Los Angeles.—Granted joint motion to dismiss without prejudice application for CP, reasonable control of KFAB and for voluntary license of WBT.

Blue Network Co., New York—Granted request for withdrawal of applications authority to transmit programs through KRJZ to KEXO and dismissed said application without prejudice.

Applications . . .

**JULY 29**


**Tentative Calendar . . .**

KNOW Inc. Monroe, La.—CP and WP are granted permission for expansion of service.


R. C. A. Allocation—An Organization of DEDICATED TO THE PROFESSIONAL DIRECTORY

**JANSKY & BAILEY**

An Organization of Qualified Radio Engineers

DEDICATED TO THE SERVICE OF BROADCASTING

National Press Blidg., Wash., D. C.

**PAUL GODLEY CO.**

CONSULTING RADIO ENGINEERS

MONTCALIR, N. J.

**GEORGE C. DAVIS**

Consulting Radio Engineer

Munsey Bldg., District 8456

Washington, D. C.

**J. JOHN BARRON**

Consulting Radio Engineer

Specializing in Broadcast and Allocation Engineering

Earle Building, Washington, D. C.

Telephone NATIONAL 7757

**WOODWARD & KEEL**

CONSULTING RADIO ENGINEERS

Earle Bldg., National 513

Washington 4, D. C.

**LOHNE & CULVER**

CONSULTING RADIO ENGINEERS

Munsey Bldg., Dist. 8215

Washington 4, D. C.

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**MCNARY & WRATHALL**

CONSULTING RADIO ENGINEERS

National Press Bldg., Di. 1205

Washington, D. C.

HECTOR R. SKIFTER

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Frequency Monitoring


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**RING & CLARK**

Consulting Radio Engineers

WASHINGTON, D. C.

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**RAYMOND M. WILMOTT**

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From FCC Application to Complete Installation of Equipment

1469 Church St., NW., Washington 5, D. C.

**PAUL A. DEMARS**

Consulting Electrical Engineer

"Pioneer in FM"

1900 F St., NW.—Washington, D. C.
Phone: Metropolitan 0540

**BROADCAI BROADCASTING . . .**

**JULY 31**

WBAL Baltimore—CP new commercial television station.

W. Anthony & Sons, Boston—CP new FM station, 1,850 kw, $114,000 estimated cost.


W. E. and T. Munsey Co., Tulsa, Okla.—CP new FM station, 2,250 kw, $21,500 estimated cost.

W. M. Savels, Alton, Ill.—CP new FM station, 14,500 kw, $10,000 estimated cost.

City of St. Louis—CP new standard station, 15,000 to 20,000 kw, unlimited, amended to change type of transmitter to increase power to 1 kw, change type transmitter to increase power to 1 kw.

KOYO Prov, Utah—CP change 7240 to 9250 kw to KJMR, Provo, Utah, to install 1 kw, install DA-11.

KABK Eek, Alaska—CP new FM station, 16,100 kw, 10,000 sq. mi., $175,000 estimated cost.

**August 1**

WEEU Reading, Pa.—Transfer control from Clifford M. Cather, Harold O. Landis, Harry S. Craumer and Raymond A. Guti to George J. Feinberg, Joseph M. Nacass and Milton J. Hinburg.

R. S. Freeman Broadcasting Co., Alhonna, Pa.—CP new standard station, 1240 kc to 250 kw unlimited.

WITHC Broadcasting Corp., Alexandria, Va.—CP new standard station, 730 kw to 175 kw, unlimited, amended to change type transmitter to increase power to 1 kw, change type transmitter, corporate structure and specify boundaries.

WMOH Hamilton, O.—License to cover CP to change standard station.

WGBR Scranton, Pa.—CP new standard station, 100 kw, $48,000 estimated cost.

WILL Louis—CP new FM station, 45-190 kc, 12,000 sq. mi., $25,000 to $25,000.

Capital City Broadcasting Co., Des Moines—CP new standard station, 180 kw unlimited.

Magic City Broadcasting Co., Birmingham, Ala.—CP new standard station, 149 kw unlimited (returned, incomplete).

**August 2**

WAC Inc. Rochester, N. Y.—CP new standard station, 1240 kc to 250 kw unlimited, amended to change standard station.


**August 3**

Z. Anthony & Sons, Providence, R. I.—New commercial television station.

Channel 15.

WBCS Boston, O.—Mod. CP change frequency, increase power, changes in equipment and DA-9, for extension completion date from 8-15-44 to 9-15-44.

WGBY Great Falls, Mont.—License to cover CP auxiliary transmitter.

WXYT Detroit—Same.

WBCU Dallas, Dallas, Texas—License to transmit programs from Mutual or Don Lee affiliates to CKWZ Vancouver, B. C.

**August 4**

WCTF-FM Hartford, Conn.—CP change 45,200 to 43,300 kc, 6,100 sq. mi. to 15,000 sq. mi. Installed new transmitter and amplifier.

Trustees of Purdue University, Lafayette, Ind.—License to transmit programs to increased educational standard station, 42,700 kc, 15 kw, AS emission.

KMLB, Monroe, La.—Granted 2 new FM stations, 45,100 kc, 2,540 sq. mi., $29,560 estimated cost.

WMBR Jackson, Fla.—Change 1460 kc to 1465 kc, to install new transmitter, DA-11 and move transmitter (petition to reinstate).
WANTED—Engineer by 1000 watt station in progressive midwestern city of 25,000. This is a fine opportunity as the station is planning immediate and postwar expansion. Want full details of positions. Address, telephone numbers, etc., must be given. Call or write Box 581, BROADCASTING.

Station Manager Wanted—WANTED: Station Manager to take full charge of a northern California regional station 50 miles outside of San Francisco. Good salary and conditions, must qualify, get draft status and experiences. Send photographs and references with letter. Write Box 566, BROADCASTING.

Chief Announcer—WESTERN NETWORK STATION—EXPERIENCED, mature man, earning $60 per week, seeks position in the northeast. References. Box 626, BROADCASTING.

Situations Wanted—For NBC and Blue outlet. Experienced 15 years old seeking position with or without commission. Will give sufficient billing to station. Earnings $50 to $60 weekly. Send complete details, experience, references, Box 626, BROADCASTING.

Chief Engineer—For 260 watt Blue Network station. Good salary. Send complete details, Box 626, BROADCASTING.

Commercial Manager—To develop national and local business that type. Established farm station. No high rates, no pull operation helpless. Acquaintance agencies and dealers is a must. Permanent, Central Atlantic. Send complete details, Box 534, BROADCASTING.

Announcer—Good voice and able to announce news. Must be of good character and willing to write to all around man, if in draft or honorably discharged. Previous experience unnecessary but desirable. Desires position handling mail for Arkansas MBS station. Good pay satisfied. Send credentials and complete details pertaining to background. Box 675, BROADCASTING.

Sales Promotion Manager—Midwest clear channel station seeking man thoroughly grounded in trade and national advertising and advertising agency operations. Should have three or more years knowledge and production. Send complete details, education and credentials, Box 534, BROADCASTING.

Announcer-Operator wanted. Must have first class telephone voice and be capable of announcing news and commercials. Give experience, draft status and salary expected. Write Radio Station KSEI, Pocatello, Idaho.


Chief Engineer. State age, experience, qualifications and expected WMIB, Natches, Mississippi.

WANTED—Announcer who can handle news. Will consider training in-experienced. Must have ability with voice, excellent opportunity. Advise draft status and salary expected to statesman, Jackson, Tennessee.

Announcer wanted at once, WCMU, Mutual affiliation, 250 watt station, Ashland, Kentucky.

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FCC May Apply 'Iron Hand' Rule to Postwar FM, Video

Justice Department 'Vigilance' For Possible Anti-Trust Infractions Being Maintained

PROSPECT of rigid application of the FCC's network monopoly regulations in the postwar fields of FM and television is being emphasized in events in Washington.

Supplementing exploratory activities by the FCC earlier this year, in eliciting from networks their policies as to FM and television service, it was stated at the Dept. of Justice Anti-Trust Division that "vigilance" is being maintained in connection with these developments to catch up any possible infraction of the anti-trust statutes. Wendell Berge, Assistant Attorney General in charge of the Anti-Trust Division, said he has advised his staff to look into the customary use of FM and television network plans and policies.

Inquiries Made

Declaring he had no desire to "throw a scare into anyone," Mr. Berge said it was the function of his Division to look into matters having possible anti-trust aspects. He indicated he would discuss the question with FCC Chairman James Lawrence Fly, because his Department did not want to cut across any study or inquiry being made by the Commission. At this stage, he asserted, it isn't even certain that the Justice Dept. will get into the matter. He said inquiries had been made at the Department and that the customary check would be undertaken.

Last May the FCC, taking cognizance of commitments of major networks to provide regular affiliates with network program service for FM stations, requested all national regional networks for full statements of their policy, present and future, on FM program service. Contracts also are being reviewed as to provisions regarding television.

The Commission also had requested stations to supply program data for a typical week in April and the corresponding week in 1944, to ascertain the degree of network program service to affiliate stations in the light of the chain monopoly regulations.

John J. Sirica, general counsel of the House Select Committee to investigate the FCC, said last week that the major subject of postwar services will be discussed by the Committee when it convenes next month. Committee members, he commented, have evolved considerable interest in these new services and possible legislative requirements governing provision of facilities and limitations on ownership. He emphasized, however, that consideration to date has been casual and that the course of the Committee's study will depend upon views of members in connection with projected radio legislation.

Public Wants Live Video According to Pulse Data

TELEVISION SET owners in the East want more shows with live talent and "real life events" such as sports, newscasts, according to the July 16 issue of The Radio Audience, monthly newsletter of the Pulse of New York Inc. Newsletter covers the first results of surveys of both New York and Philadelphia audiences since the latter city has been added to the PNY interview area.

Opinions on Trial (WCBW New York) was named by all interviewees as the most interesting program, according to the bulletin. Included in the Newsletter is an extensive analysis of D-Day listening showing a sharp drop in sets-in-use June 7 following an all time high June 6 of an average 83.2% of sets in use per quarter-hour.

Conditional CP to KJAN

F. G. HARM, for eight years a salesman of WJJD Chicago, has been appointed salesman succeeding Arthur Harre, who on July 24 became manager of the station when Marshall Field took over. Mr. Harm formerly was with WCFL Chicago.

Satellite FM, Two Video CPs Granted by the FCC

THE JOURNAL Co., publisher of the Milwaukee Journal and licensee of WTMJ and WMFM, Milwaukee standard and FM outlets, last week was granted a construction permit by the FCC for a new developmental broadcast station to operate as an experimental satellite station with WMFM. Facilities are 45,800 kw with power not in excess of 100 w. The special temporary authorization was on the condition that the Commission may at any time terminate the grant, should such need arise.

William B. Still, trading as the Jamaica Radio-Television Co., Jamaica, N. Y., was granted a construction permit for a new experimental television station on Channel 1, with tower height of 200 w visual and 110 w aural. Gus Zaharis, South Charleston, W. Va., was granted a construction permit for a new experimental television station on Channel 1, with tower height of 200 w visual and 110 w aural.

Survey Criticizes Few Wartime Ads

AAA Reports on Magazines, Newspapers, No Radio

A MAXIMUM of 80 "objectionable" advertisements of 31 advertisers, representing less than 2% of the 5,894 newspaper and magazine ads considered, was found by the War Advertising Survey Committee to the American Assn. of Advertising Agencies and the National Assn. of Better Business Bureaus in a recently completed survey.

The report, excluding radio, covered the October and November 1943 issues of leading magazines and newspapers. The objectionable ads that organized advertising is seeking to correct were considered for so reasons of exaggeration, trading upon wartime offenses, untruth, misinformation, scare appeal, over-emotionalism.

After each agency responsible for placing one or more of the criticized ads had been notified, copies of the report were distributed to agencies throughout the country. Members of the boards of directors of Better Business Bureaus in the U.S. and Canada also have received copies marked confidential.

With respect to future advertising, the committee made the following recommendations:

1. National advertising with a war connotation should establish a properly proportioned relationship between the war product and the services advertised, and the war effort.

2. National advertising with a war connotation which seeks to promote a product or service, which has no clear connection with the war effort, should do so insensively.

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Senator Harry S. Truman, prominent Missouri member of the United States Senate since 1935, has this to say of radio, "Radio has made the United States one great auditorium. In no other way can men instantly talk to all of this nation's 130 millions. To safeguard our basic democratic principles, radio must be utilized to its fullest extent. Then the ancient demagogues of the Old World will find no place in our way of life."

Planning for the Tomorrow

KMBC is preparing itself for added responsibilities. This station has attained an enviable position of public service to its area of operation—and thereby indirectly to the nation itself. Accomplishments today, however, may fall far short of future responsibilities. That is why KMBC is giving practical consideration—not tomorrow, but right now—to radio's place in the post-war community. A national survey by KMBC of radio's role in education is one such planning development already in the works.
"HI JACKSON! WAIT'LL YOU SEE THIS WAVE!"

"Here's something, Jackson, that will really sling out the waves," you can imagine the wavy-haired maestro, Phil Harris, saying. "When the juice is turned on in WKY's new 915-foot antenna, it'll squirt waves around Oklahoma that'll lay my slight hirsute undulations in the shade!"

Besides being a structure of startling size, WKY's new 915-foot antenna is one of unique and purposeful design. It is one of the two highest in America and the sixth highest man-made structure in the Western Hemisphere. Plans are already in the works to perch FM and television antennas on its top.

The immediate result of putting this tower into use, now merely awaiting arrival of a few missing links in a new quarter-million dollar transmission set-up, will be to increase WKY's daytime service area substantially and nearly double its nighttime coverage.

While advertisers have this to look forward to, WKY is today giving advertisers more coverage and more actual listeners in Oklahoma today than any other Oklahoma City station.