month after month for the past six months

10 of the 15 highest-rated* local programs

have been WOR programs...

If we were an advertiser or an agent looking for a show to sell a product, or create a certain state of mind, we'd give more than casual consideration to the facts mentioned above.

For you can rest assured that a station which creates shows that ring up audiences like these, has also proven repeatedly that it is equally successful in building unusually high sales for the advertisers who sponsor a majority of the shows.

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

WOR...that power-full
station at 1440 Broadway, in New York

*according to the Crossley Continuing Study of Radio Listening in New York.
Old friends are the best friends... and that's just the way radio listeners in Midwest America feel about WLS. For 20 years WLS has been giving them the entertainment and friendly counsel they like and need. For that entire 20 years, listeners have been hearing some of the same folks; many more of the staff are ten- and fifteen-year veterans.

The Arkansas Woodchopper (Arkie to millions of radio listeners) has been singing on WLS since 1929—15 years! Ramblin' Red Foley, movie as well as radio star, first came to WLS in 1931, is still with us. That same year saw Mac and Bob, blind singers, start at WLS. Through the years, listeners have learned to love them and know them as personal friends. Naturally, such friendly listeners are loyal to the station... loyal and responsive. That's why WLS Gets Results!
That's what happens to sales when you advertise on WPEN

PHILADELPHIA • PA •
950 ON THE DIAL • 5000 WATTS
Planning Fall Schedules? Want to build your campaign around a brand-new show boasting top-notch talent, writing, production? Ravel your brain no more! NBC Radio-Recording Division brings you costly, expertly produced shows that you can maintain on a modest budget through NBC’s share-the-cost-plan whereby the expenditure is divided among many non-competing advertisers throughout the country. THE SHOWS...

**Destiny Trails** ... brings to life the immortal classics of James Fenimore Cooper. First, *The Deerslayer* ... 39 programs colorfully depicting the spirit of adventure that is our American heritage. Next, *The Last of the Mohicans* ... 39 programs. 78 quarter-hours ready for release Sept. 15 for three-a-week broadcast.

**Come and Get It** ... first recorded audience participation show, radio’s newest quiz mixes food facts and fun. Bob Russell, MC, questions contestants selected from studio audience representing all sections of the country; then tosses the subject to “Board of Experts.” Alma Kitchell, well-known for her Woman’s Exchange program and Gaynor Maddox, whose syndicated food articles are read by millions. Experts uncover unusual facts about food in question. 78 quarter-hour three-a-week quiz shows—ready for release about Sept. 1.

**Ned Jordan—Federal Ace** ... thriller with a new twist for family audience ... woven from swift-action facts, sans fantasy ... facts from government agencies, military journals, foreign office studies, secret memoirs, international claims trials and pithy “insider” on underground activities ... frequently “beating the headlines.” Produced in association with King-Trendle Broadcasting Corp., creators of Lone Ranger, with all-new material. 52 half-hour shows ready for release about Sept. 15.

**Happy the Humbug** ... adventures of that fanciful hybrid of the Animal Kingdom, named Happy, and his fascinating animal pals ... whimsical adventures brimming with experiences of little boys and girls. 15 quarter-hours for Christmas promotions with a follow-up series of 39 programs, introducing many new characters and situations to start Jan. 1. Two series, available separately or in combination.

The Christmas Window ... Dramatizing Children’s stories both old and new, such as A Visit from St. Nicholas and The First Christmas; favorite fairy tales with a Christmas setting, The Fir Tree (Andersen) and the Shoemaker and the Elves (Grimm). Each acted by a superb cast ... all offer a direct tie-in for retail displays. 12 quarter-hours, for 3-week broadcast four weeks preceding Christmas.

The Weird Circle ... modern dramatizations of the eerie masterpieces of such celebrated writers as Poe, Balzac, Dumas, Hawthorne and Victor Hugo. A record of results for wide variety of advertisers! 13 brand-new adventures bring program total to 65 half-hours.

Stand By For Adventure ... exciting happenings in far places among strange people ... as told among four friends—a retired army officer, a star reporter, a New England sea captain and a South American scientist. Carefully cast and expertly produced. 52 quarter-hours for one-or-two-a-week broadcast.

Effective promotional material furnished with each show to build your own audience. Pick your own time ... choose your own stations ... select an NBC Recorded Program ... step out proudly on the air this fall. Write, wire, or phone for detailed information and audition records.

---

See us at NAB War Conference
PALMER HOUSE, CHICAGO
AUGUST 28—AUGUST 31

* * *

**RADIO-RECORDING DIVISION**
America's Number 1 Source of Recorded Programs

**Step Out on the Air This Fall**

WITH YOUR OWN BRAND-NEW SHOW

[Image of a cartoon figure stepping out of a cloud, caption: "Step Out on the Air This Fall"]

National Broadcasting Co.

RCA Bldg., Radio City, New York, N. Y. ... Merchandise Mart, Chicago, Ill.

BROADCASTING * Broadcast Advertising

Page 4 * August 21, 1944
The New York Times

announces the purchase of

RADIO STATION WQXR
AND ITS FM OUTLET WQXQ

We are proud to acquire a broadcasting medium which throughout its history has consistently maintained such high standards of quality in its productions.

This policy we shall continue and improve under the same management which successfully built up Station WQXR and Station WQXQ.

The best musical features will form the bulk of programs as before, and we look forward to the time when WQXR, as The Times own station, will expand its news presentation so as to be of still greater service to its listeners and our readers.

WQXR
1560 Kilocycles

WQXQ
45.9 Megacycles

Station WQXR 730 Fifth Avenue, New York 19, N. Y. Circle 5-5566
KOIL Proudly Presents

"The Vagabond Dreamer"

Had Hughes, Assistant Manager of KOIL, is also "The Vagabond Dreamer."

On the air for SEVEN YEARS, this sponsored Vagabond Dreamer show is but one of several station-produced programs which help make KOIL known favorably to the Omaha market. KOIL produces popular shows for its listeners. KOIL can produce for you, too!

Represented Nationally by Edward Petry Co., Inc.
YOUR BEST BUY IN AMERICA'S 4th LARGEST MARKET!

Do you realize this market contains over 3½ million people; more than these 14 cities combined:—Kansas City, Indianapolis, Rochester, Denver, Atlanta, Dallas, Toledo, Omaha, Syracuse, Richmond, Hartford, Des Moines, Spokane, Fort Wayne.

"DOLLAR FOR DOLLAR NEW JERSEY'S BEST RADIO BUY"
H. B. Goldsmith, Jr.

In Charge of Advertising, The Grove Laboratories, Inc.

Says—"You can't beat spot radio for the opportunities it offers in selectivity of markets, programs and audiences."

*No, nor even approach it, Mr. Goldsmith! And considering all the successful spot broadcasting your company is doing, we suspect you could tell some interesting stories about the sales it produces, too!

*As a matter of fact, we've got some pretty good stories, ourselves, here at F&P. We've been "in attendance" when some of the nation's biggest advertisers were born, so far as radio was concerned. And we remember the times when we helped literally dozens of today's good spot broadcasters to select their first one or two-station "list."

*Which is neither here nor there—except to say that we're happy at the opportunity to work and grow with all you agencies and advertisers, and with spot broadcasting itself.

Free & Peters, Inc.

Pioneer Radio Station Representatives

Since May, 1932
Allocations Hearings Ordered by FCC

Sweeping Revision Of Spectrum Foreseen

PROCEEDINGS which will shape the postwar allocations for all broadcast services—present and impending—have been called by the FCC to begin Sept. 28 in what may go down in radio annals as the most sweeping revision of the radio spectrum since the art began.

Hard on the heels of the State Dept. preparatory conference last week on postwar allocations, the FCC last Wednesday issued its order for the hearings, in keeping with its legislative mandate to devise frequency allocations for non-governmental radio services. The hearings, which may run several weeks, come as a sequel to the State Dept.'s inauguration of discussions Aug. 11-12 for proposals on world allocations to be considered at the forthcoming International conferences on radio.

AM Also on Agenda

The Commission's order, followed last Friday by a public notice on procedure and scope, came just four days after the State Dept.'s. sessions. All broadcast services—standard, FM, television, international broadcast, facsimile, non-commercial educational and associated relay services—are specified in the orders as subject to review. The entire spectrum, ranging from 10 to 30,000,000 kc. will be covered.

Not only the conflicts for spectrum space in the ultra-high frequencies, in which such services as FM, television and international broadcasting are involved, but the existing standard (AM) broadcast allocations will be covered, with a view toward establishment of new policies. Extension of the existing broadcast band below the present 550 kc. limit possibly down to 520 kc, which would provide three additional 10 kc. channels in the most desirable end of the band, may be considered.

In the standard band a revival of the issue over duplication of clear channels on the two coasts may evolve. It has been an open secret that FCC thinking has veered in that direction, although this has been somewhat offset by the postwar blooming of FM for urban service which would augur for use of clear channels with high power to serve rural and remote areas.

Not since the FCC was created has there been considered, in a single proceeding, all allocations in the spectrum. There were the 1936 hearings on the ultra-high frequency allocations and subsequent hearings on other separate allocation phases, but never one running the full extent of the radio spectrum up to 33,000,000 kc.

In its Wednesday order the Commission stated that it, other Government agencies and the radio industry "all recognize that a complete review of present allocations of bands of frequencies in the radio spectrum is necessary as a result of the important advances in the radio art which have been made during the war and the greatly increased demands for the use of radio". Persons and organizations desiring to testify are to notify the Commission by Sept. 11, giving the names of witnesses, the topic each will discuss and the time expected to be required for testimony. Exhibits showing requirements for frequencies are to be supplied by Sept. 20.

17 Groups to Participate

Despite the speed with which the FCC prepared its hearing call, it was evident that the Commission feels it should formulate allocation policies with utmost dispatch, so that the State Dept. charged with the handling of the international conferences, can have the benefit of its judgment. The Department has established a deadline of Dec. 1 on its preparatory sessions, and its subcommittee now is functioning, using as its nucleus for allocations discussion the report of the Interdepartmental Radio Advisory Committee, made up of Government radio experts.

It is expected that all branches of radio and communications will participate in the FCC proceedings. Broadcast services head the list of the 17 different groups to be heard, following only the presentations by the Radio Technical Planning Board, created last September to formulate plans for future allocations. It is presumed that each of the RTBP panel chairmen will be called upon to testify.

First on the list of services to be heard is standard broadcast, followed by FM, educational FM, television, facsimile, international broadcast and then other broadcast services. The IRAC report, submitted at the State Dept. conference, had evoked the dissatisfaction of a number of groups, including television and international broadcast, because of failure to provide what they regarded as adequate space in the desirable portions of the spectrum for their respective services. The IRAC report made no provision whatever for direct international broadcasting, and the FM allotments were not as great as FM proponents had sought.

In its order, the FCC said one of the prime purposes will be to (Continued on page 18)

Four-Week WAC Spot Drive Planned

Army Approves Project; Stations Asked for Availabilities

ARRANGEMENTS to spend up to $500,000 for a four-week spot radio campaign for WAC recruiting have been approved by the War Dept. Young & Rubicam, agency handling the account, announced last Friday (text of Young & Rubicam telegram on page 82).

Future Undecided

The agency sent out telegrams to all stations in the country asking for evening time availabilities for one-minute and station break transcribed announcements to be run five days a week for four weeks beginning Sept. 4, tying in closely with advertising in other media.

In announcing the War Dept. approval of its recommendations, Y & R stated that "the introduction of radio into the WAC program during the first four months of the campaign completes the original recommendation of Young & Rubicam." Future recommendations for radio time, it was indicated, will depend on overall media needs for WAC recruiting.

It is expected that radio will figure prominently in whatever recommendations may be submitted for subsequent WAC advertising, which will likely be determined by military developments.

Y & R officials were unable to specify the exact dollar outlay which will be represented in the radio campaign, pending answers from stations. However, it was estimated, should all stations offer availabilities the total outlay would approximate a half million dollars. About 700 stations have already indicated to the NAB they would accept WAC advertising.

Y & R said its action in recommending use of radio in WAC recruiting followed the determination by NAB that "a substantial number" of stations is prepared to accept paid WAC advertising.

Apprised of the Y & R announcement, OWI officials stated that the action of the War Dept. in approving recommendations for use of radio means that the WAC campaign can now be considered in the light of OWI's overall media plans for recruiting. It was emphasized, however, that no action with respect to radio allocations can be taken until more information is available on the extent of radio coverage to be obtained.

OWI cancelled radio schedules for network allocations and station announcements tentatively set for the weeks of Aug. 28 and Sept. 4 when the initial outlays for WAC advertising excluded radio. The Radio Bureau has since committed these dates to (Continued on page 58)
AFM Bucks Board Twice Within a Week

AFTER exhausting all efforts to obtain voluntary compliance, the War Labor Board last Friday voted 10 to 2 to refer its directives in the recording and KSTP disputes to its regional commissioner, Stabilization Fred M. Vinson for enforcement. Four public, four industry and two CIO members of the Board voted affirmatively while the two AFL members dissented.

It is expected that the cases will reach Director Vinson's office this week.

Possible Directives

Under Executive Order 9370 which provides that the WLB may report cases of non-compliance to the Office of Economic Stabilization, the OES director may issue directives:
1. Against employers—cancellation of Government contracts and priorities, until compliance is secured.
2. Against the unions—withdrawals of privileges, benefits, or rights, as by holding of check-off dues in escrow, pending compliance.
3. Against individuals—modification or cancellation of draft deferments or employment privileges or both.

The Board's action was taken following a "show cause" hearing Thursday in which Joseph A. Padway, counsel for the American Federation of Musicians, said his organization would not comply with the Board's directive to withdraw the ban on off-market recordings "because the war effort is not involved".

His defiance of the Board's authority—the second within a week—again resurrected concern from Dr. George W. Taylor, acting chairman, and Frank V. Morley, both public members, who charged the union with failure to cooperate in the Board's efforts to prevent strikes. Mr. Padway's position was supported by the two AFL members of the Board.

Legitimate Strike?

"We are a War Labor Board," said Mr. Morley, "and we find that in time of war there is no dividing line between legitimate strikes and illegitimate strikes. We find there is no dividing line—you just can't separate them—and we find equally that there is no dividing line between compliance and non-compliance.

"You claim that you are not going to comply because it has no effect on the war effort, but that is a claim which we find cannot be substantiated. That problem of a dividing line is one that I think the Board is pretty clear about. The point there is really that trouble spreads, Mr. Padway, and it spreads by example."

When Mr. Morley addressed the chair to inquire "whether there is anything in particular regarding that line", Dr. Taylor referred to Mr. Padway's terse statement of defiance on grounds of jurisdiction:

"I don't think the cases can be summarily disposed of by a statement that you determine, Mr. Padway, that it doesn't affect the war effort and therefore there will be no compliance. As I understand it, this was a dispute certified to the Board. The Board by unanimous action decided to set up a panel—that it was a dispute within the jurisdiction of the Board, and an order was issued. The Board itself has determined that action on this case was necessary so that it is a matter of defiance of a Board order, which the Board has ruled was within its jurisdiction."

Mr. Padway observed that it would serve no purpose for him to reiterate the arguments made on previous occasions insomuch as the Board has ruled otherwise. "We disagree with all the conclusions that you arrived at," he said, "so there is nothing else we are confronted with this morning but to answer your questions."

"You asked us to come here and show cause or answer why we do not comply or will not comply, and the only answer I am authorized to make or can make, and which we think is logical and compiles with the law, at least as we interpret it, is the one I made."

At this point, George Meany, AFL member of the Board, broke in to say: "I want to state for the record that the American Federation of Labor members do not agree with the public members on that score—that we do not think that this affects the war effort."

"We think this is a case of a group of employers attempting to use the war to determine a commercial dispute that they have with the American Federation of Labor. We think the duties of the Labor Board have been perverted by taking this case in any shape whatsoever. We think it is utterly ridiculous to make the statement that the playing of these records, these transmissions, affects the war effort in any way."

AFL Fought Case

Dr. Taylor pointed out that the dispute was brought under the jurisdiction of the Board by the unanimous action of July 22, 1943 in which it was directed that a tripartite panel be appointed to hear the merits of the dispute. When he conceded that Mr. Morley that the AFL members fought the case from the very start on the ground it did not involve the war, Mathew Woll, vice-president of the AFL, and labor member of the Board, declared:

"Might I add just this. This Board appointed a panel; the panel exercised its authority in bringing about agreements between the contending parties. It succeeded so well that approximately 80 agreements have been entered into. The Board in its judgment upon those 80 agreements stated that it had no jurisdiction to pass upon those agreements because the subject involved was not a proper subject for consideration by the War Labor Board."

"Thus the Board itself by its own action has annulled any jurisdiction it has in this particular phase of the controversy because it is not a wage dispute but a commercial dispute and hence we feel, regardless of what may have transpired before—it is a matter of jurisdiction that the decision of Mr. Meany that we oppose jurisdiction being taken over by the War Labor Board—but even though the whole other thing since happened, the very fact that the Board itself, on these agreements and in the particular point at issue has ruled that it has no authority to act upon it— it is a matter of jurisdiction entirely within their discretion, without restriction upon the War Labor Board—therefore they have no jurisdiction over the particular phase of the controversy."

Issue Is Compliance

Dr. Taylor said the public members of the Board did not want to discuss the merits of the case, that the issue here is one of compliance with a majority decision which he pointed out has never been considered as other than the decision of "the whole Board". He said the Board recognizes the "great support" given its decisions by management and labor, that there have been "really very few non-compliance cases", and that there has been "a great cooperation" in voluntarily accepting the decisions of the Board.

"There is a very small company of people," he added, "who have seen fit to not to follow the course of action which we have taken for the cause of concern for the Board, and I say that..."
What Kind of Listening Does Money Buy

CBS Listener Diary Technique Gives Picture of Audience Habits

By CHARLES HARRIMAN SMITH
Supervisor of Research, CBS Owned Stations

MEASURING the patterns of listening to money giveaway shows fits neatly into Mr. Smith’s background. Coming to CBS in 1939 after several years with commercial research houses and an independent station, he worked almost exclusively on the problems of getting more and better information about listening habits. The Listener Diary technique has been Mr. Smith’s principal concern for nearly four years. At the suggestion of several broadcasters who saw this part of the Diary Study, Mr. Smith presents it herewith for their information.

A FRIEND of mine in a nearby office—and many like him in this part of the city—has made a habit of saving scraps of bread and rolls which he puts on his window-sill each day at the same hour. And each day at the same hour, four pigeons call on him for a free lunch. They are always, he says, the same pigeons, and he rarely sees them except at lunch time, although there are days when they arrive a few minutes ahead of feeding.

Whenever the subject of money giveaway radio programs is raised—and it has been raised rather often in recent weeks—I find myself thinking of my friend and his pigeons. Who listens to these programs? What are their listening habits, as compared with those of other audiences? Can stations build audiences and loyalty through this type of program? The standard “program ratings” cannot answer such questions. C. E. Hooper has, himself, publicly expressed dissatisfaction with ratings which he finds for money giveaway programs. And for good reasons.

Giveaway Weakness

The coincidental telephone method of measuring audience size, which is the technique used by Hooper, is by its very nature almost certain to produce a distorted report on programs that offer money or prizes for listening. In the first place, people living in non-telephone homes never get prizes, since the awards are made through phone calls.

In the second place, most prize-winners are drawn from the local directory of the city where the program originates. Listeners living outside the five-cent toll limit, whether they have a phone or not, are automatically eliminated from the ranks of “lucky people.” There are, of course, some listeners in non-telephone homes and in suburban-rural areas, just as there are always a certain number of kibitzers around a man playing a slot machine, but a technique that covers only telephone homes within the city limits is bound to produce inflated figures for this kind of program. Mr. Hooper believes additional error may be traced to the fact that most of these programs award prizes to people who, when called, only need to say they are tuned to the proper station. People can fib and, undoubtedly, some do.

Columbia, through an independent research organization, has conducted radio audience studies which yield more information and more valid information on this particular type of programming than is available anywhere else. Briefly, Columbia’s Listener Diary technique consists in getting a carefully selected cross-section sample of families throughout a station’s listening area to keep a record of their listening, quarter-hour by quarter-hour, 24 hours a day for seven consecutive days. Thus, it is possible to analyze station audiences and listening habits among all classes of people, in city and country, in telephone and non-telephone homes.

From these records, a number of interesting facts are revealed concerning the audience who listened to three money giveaway programs broadcast in an eastern city during a week in mid-November, 1943. These programs were (and we use fictitious names):

Smile of Fortune, Station C, Monday through Friday, 10:15 to 11:00 a.m.
Bonanza Bill, Station D, Monday through Saturday, 10:15 to 11:00 a.m.
Dollars on the Hour, Station E, Monday through Friday, every hour on the hour 10 times a day from 8 a.m. through 8 p.m.

The CBS Listener Diary Study made in the area this week shows, as does Hooper, that each of these programs has a sizeable audience in terms of other daytime audiences on the same stations. Bonanza Bill gives Station D the largest audience for its quarter-hour on weekdays. Smile of Fortune plays to an increasingly larger audience in each of its three quarter-hours on the air, with the third, or “pay-off,” quarter-hour leading all other stations in listeners. Station E ratings across the day trace a saw-tooth pattern, with “peaks” every hour on the hour.

Type of Audience

Since the Diary gathers data from the same families for seven consecutive days, it provides a record of repeat listening and audience turnover which can be used to determine whether an audience is habitual or casual in its listening through the week. Dividing the average daily audience of the three programs under discussion into their net weekly audiences, we find:

Weekly Turnover

Smile of Fortune, 1st quarter-hour, 2.3; 2nd quarter-hour, 2.3; 3rd quarter-hour, 2.3.
Bonanza Bill, 1.7.
Dollars on the Hour, highest, 2.4; lowest, 1.5.

10:15 - 10:30 A.M. 2.1

Note that the audience in the first quarter-hour is nearly twice the size of the audience in the third quarter-hour. The 2.2 rating is one-half inherited from the preceding quarter-hour, with .8 coming from “radio off” and the

(Continued on page 12)

AUGUST 21, 1944 • PAGE 11
NAM Also Targets FCC as It Opens Hearings

FIRST SALVO in a nationwide battle inspired by the CIO Political Action Committee to "obliterate" the NAB and curb the National Assn. of Manufacturers, with radio as the immediate target and the FCC as arbiter, was fired last week as hearings got underway before Commissioner Ray C. Wakefield in the person of Columbus, O., Local 927, UAW-CIO, charging that WHKC is not operating in the public interest.

Although the petition specifically charged that WHKC "censored" portions of dramatic skits and speeches prepared for broadcast on the Local 927 sponsored program on that station, while permitting Fulton Lewis Jr., Boake Carter and other Mutual commentators to discuss topics forbidden in the CIO scripts, an official of the union told the Commission that it felt only when Richard T. Frankensteen, UAW-CIO vice-president, filed charges against WHKC.

"Bound" by Code

"I would rather have him go after the NAB Code and obliterate that thing,—or try to,—than have anything to do with this station," declared Richard E. Evans, educational director of the Local. He asserted that he "never had any idea" that Carl M. Everson, vice-president of United Broadcasting Co. and general manager of WHKC, and John Moses, program director, "had any ill-feeling toward the union," and explained the opinion that they were "bound" by the NAB Code.

Hearings were adjourned late Friday until 10 A.M. on Aug. 23. Maurice Sugar, general counsel of the UAW-CIO, attended last week's hearings but did not participate, except in an advisory capacity.

Ernest Goodman, associate counsel of the UAW-CIO, who is handling the case, opened the hearing Wednesday by demanding subpoenas for three NAM officials. He charged NAM slants broadcasts against organized labor and that it "slants broadcasts in favor of the Republican candidate for President and against the Democratic candidate." The context of NAM programs are, he asserted, "almost identical with the Republican platform."

"Mr. Everson and Mr. Everson"—being named five times, appeared as an important witness. Mr. Everson, who programmed WHKC by types as outlined in the FCC application forms. Requests for free time are "so numerous," he asserted, that the station does not solicit organizations to broadcast. Mr. Goodman, by cross-examination, inferred that stations not only should give free time to labor unions but should solicit the unions to put programs on the air.

"You think labor should be represented on the air," said Mr. Everson, "So do I." He explained that in programming WHKC he had in mind people rather than specific organizations and said 186 various groups are heard from time to time on the air. Thus the total of 2.4 million population, was reached.

"Friendy" Relations

Mr. Evans, under cross examination, testified that changes in some of the scripts made by Mr. Moses didn't affect the general theme, while others he said did. With reference to the Frankensteen speech, which was the basis of the original complaint filed last August against WHKC, Mr. Evans said he rewrote it after the station had turned it down as "controversial." He admitted that when he was notified the original speech could not go on the air he remarked to Mr. Moses that he "didn't think" it would "get by." Pressed by Mr. Goodman, the witness said he based his conclusion on "previous experience" with the station.

Mr. Evans said the UAW-CIO asked three stations to submit scripts, anad sponsored "almost identical with the NAM except the director, "had any trouble with the union" and "never sought labor-management relations at the Curtiss-Wright plant." He said he understood "if we didn't agree to abide by the Code there wouldn't be any program."

Mr. Hyde questioned the witness as to the relationship between a program he had on WHKC prior to the CIO program, but Mr. Evans said the Curtiss-Wright broadcast had no bearing on the case, as it went on the air. He said he and "several other" suggested it. He testified that the

(Continued on page 60)

WHK-WCLE Engineers Sign NABET Contract

TECHNICIANS at WHK-WCLE Cleveland have served notice with the NABET ranks for 25 engineers and technicians with the union and have signed NLBR cards certifying NABET as their bargaining representative. Allan T. Powley, NABET president, has served notice on the station to negotiate a new contract beginning Sept. 1.

Inclusion of WHK-WCLE in NABET ranks was accomplished by enlisting the cooperation of approximately 25 technicians to the organization. It is believed that the action of the national NABET headquarters in joining with James C. Petralito, WHK-WCLE's attorney, has induced the station to surrender platter turning jurisdiction to the musicians at all network-owned stations and to force NABET into IBEW precipitated the desertion of IBEW technicians from WHK-WCLE.

Can Institute Promotes Industry on Broadcasts

CAN MANUFACTURERS Institute is aiming to break the industry's long-range advertising and public relations program with participation on Martha Deane's program on WOR, New York for 29 weeks effective Aug. 1, and on the "Pure Food Hour" on the station, starting Oct. 28.

Commercials tie in with the institute's campaign to make American consumers more aware of the steel and tin industry's role in the nation's defense. The radio spots, to be scheduled throughout the nation and will include Surrender Day, from Fort Sheridan, Ill. and Main Street, U.S.A., bringing up-sets of mass demonstrations from seven American cities. There will be a special memorial service broadcast, conducted by a minister, a rabbi and a priest.

Rates and coverage when the union decided to go off the air. WHKC was selected, he added, but admitted under cross examination that WOSU was not approached. He asserted that his relations with station officials were "very friendly and courteous" but not "harmonious," although he testified that he did not object to the presubmissions of script changes.

He said, also, he thought Mr. Moses was "sincere" when the program director suggested and made script changes and that the original continuations would not help labor-management relations at the Curtiss-Wright plant. He said he understood "if we didn't agree to abide by the Code there wouldn't be any program."

Mr. Hyde questioned the witness as to the relationship between a program he had on WHKC prior to the CIO program, but Mr. Evans said the Curtiss-Wright broadcast had no bearing on the case, as it went on the air. He said he and "several other" suggested it. He testified that

(Continued on page 60)
Like the rushing of mighty waters

Three years ago, when W-I-T-H was founded, there were four radio stations in Baltimore. All four had network affiliations.

In three short years, here's the radio daytime picture of W-I-T-H listening audience based on The Robinson Radio Reckoner's common denominator of Coverage—Popularity—Cost:

W-I-T-H leads Station A 25 to 3
W-I-T-H leads Station B 25 to 3
W-I-T-H leads Station C 25 to 3
W-I-T-H leads Station D 17 to 11

W-I-T-H leads Station D 25 to 3 in trading area.
W-I-T-H leads all stations on Sundays—noon to six o'clock, except one period—5:30 to six.

Few stations in radio have come so far, so fast. If you want your dollar to work more efficiently in Baltimore . . . W-I-T-H is your buy.

W-I-T-H
Baltimore, Md.

Tom Tinsley, President  Represented Nationally by Headley-Reed
Easing of Disc Announcement Rule Is Rejected by FCC Vote

Commission Adds Subsection Warning Against Creating Impression Program Is 'Live'

HOPES OF broadcasters for liberalization of the transcription announcement requirement were dashed when the FCC last Thursday announced rejection of a proposed change in rules of practice and procedure for transcriptions. Commissioner Jett dissented from the dismissal, with Commissioners Case, Wakefield, and Durr voting to retain the existing rule. Then by unanimous vote the Commission added a new subsection to the existing rules specifying that a "licensee shall not attempt affirmatively to create the impression that any program being broadcast by mechanical reproduction consists of live talent." The Commission declared this subsection merely emphasized a principle which had always been implicit in the rules.

Favorable Statements

Liberalization of the announcement requirement apparently went almost by default. Seven parties submitted comments. While these statements generally favored relaxation of the requirement in some instances, they considered the "round up" identification was regarded as cumbersome and "unworkable". Presumably because no potential objections were raised, the Commission's majority, over the Fly and Jett dissents, voted to retain the present regulation.

Comments on the proposed rule were submitted by WLS, which strongly favored the modification. "Zent Radio Corp., KLUF Galves-

on, through Lee Clough, manager, Longines-Wittnauer Watch Co., a major supplier of watches; WTMJ Milwaukee; through Walter J. Damm, director; Z-Bar Network, through E. B. Crane, general manager, and KQV Phoenix through Albert Johnson, manager. The FCC had set June 16 as the deadline for statements and commitments in opposition to the rule. The FCC on May 16 released its proposed amended regulation and served notice that interested parties could file statements or briefs in opposition. It added that requests for oral arguments would be considered. The rule was designed to elim-

inate the constant repetition of the recording announcement. For example, in the case of transcribed spots at station breaks or in participating programs, no announcement would have to be made except at the end of the one-hour period. Such disclosure was regarded as "necessary in special circumstances where required would be a recitation such as:"

"During the past hour you have heard recordings, except for two five-minute news broadcasts."

FCC Announcement

Following is the Aug. 17 announcement of the FCC on its action in connection with the transcription rule:

(RULES AND REGULATIONS)

The FCC on August 15, upon considera-

tion of Order No. 159 (Docket No. 4660) proposing to amend Section 3.407 of its Rules and Regulations governing the an-

nouncement of mechanical records, adopted a rule rejecting the proposed amend-

ment (Chairman Fly and Commissioner Jett dissenting).

At the same time, the Commission unanimously voted to clarify the existing section by adding a new subsection (f) thereto as follows:

"Section 3.407(f): A licensee shall not attempt affirmatively to create the impression that any program being broadcast by mechanical reproduction consists of live talent."

The Commission declared this subsection merely emphasized a principle which has always been implicit in Section 3.407.

KQV Sold to Pittsburgh Businessmen

WFEA Manchester Is Sold to Bitner

COMPLETION of arrangements for sale of KQV Pittsburgh by Hugh J. Bremner to four Pittsburgh businessmen for a net figure, after settlement of cash assets and receivables, of approximately $575,000, was accomplished last week, subject to FCC approval. The ac-

tion followed discussions of the FCC's duopoly order, since Mr. Bremner also owns WJAS Pittsburgh and WHJG Greensburg.

Another transaction completed last week and dependant upon FCC approval was sale of WFEA Man-

chester, N. H., by Mrs. Adeline Rines to Harry F. Bitner, principal owner of WPBN and WBNM Raynolds and publisher of the Pittsburgh Sun-

Telegraph, for $150,000 net, after adjustment of cash in bank and ac-

counts receivable. The station operates on 1370 kc with 5000 w and is an NBC, Yankee and New England Network outlet.

Pittsburgh Sale

The KQV transaction involves transfer of the capital stock of KQV broadcasting Co., in 25% blocks, to the four Pittsburgh individ-

uals. They are William S. Walker, president, Walker & Down-

ing, advertising agency; Irwin Walf, vice-president of Kaufman's Department Store; Earl F. Reed, attorney; Charles T. Campbell, businessman and former head of a ship transportation company. Mr. Walker was formerly identified with the Walker & Downing Radio Co., has since become president of Schenley, now owned by the Post-Gazette. Kaufman's once owned WCAE Pittsburgh. KQV operates on 1410 kc in a Blue zone.

In another transaction which came to light last week Clifford M. Chahey, president and general manager of WVEU and RAW Reading, disposed of his 42½% interest in the latter station to Col. J. Hale Steinman, recently appointed director of the WPB Printing & Pub-

lishing Branch. WVEU is published by Boston New-

caster Newspapers Inc., and his brother John F. Steinman. The transaction is understood to have involved $62,500. Mr. Chahey's as-

sistant is RAW, H. A. Kraunen, attorney; Raymond A. Gaul, sta-

tion manager; and Howard O. Lan-

dis, chief engineer, retain interests. WVEU has been sold, subject to FCC approval, to George J. Fein-

berg, textile manufacturer; Joseph M. Nassau, broadcaster; and Mil-

ton J. Hinlein, owner of KDRO Se-

dalia, Mo., for $210,000 [Broad-

casting, July 15]. The transaction on WRAW was reported to the FCC but does not require Commission approval.

SCHENLEY PLACING NEW WINE SERIES

CRESTA BLANCA Wine Co., Los Angeles (wines), subsidiary of Schenley Distillers Corp., on September 1 will start a series of five 30-second spots each week on KQV Indianapolis, WNBX New York, WOR New York, WLS Chicago, and WBBM Chicago, sponsored by Schenley's PWT Wines. The series, which will begin around America's greatest stories by America's greatest writers. Du Bonnet Co., also a division of Schenley's on September 1, will sponsor a radio-

audio musical-comedy quiz tentatively titled Stop That Vi-

ola! The radio show will be recorded on Wednesday night, day, 8:30-9 p.m. (EWT) with repeat Thursday, 8:30-9 p.m. (PWT). Joe Reichmann's orchestra has been signed for latter program. BBDO, New York serves the two accounts. Du Bonnet Co. is a division of Schenley's, another subsidiary of Schenley, through The Biow Co., Hollywood, which sponsors other programs, on CBS, NBC, and Fox. The Biow Co. shares each week the stock of the two companies.

Lt. Ben Orr of KTRH Is Missing in Action

FIRST LT. BEN F. ORR Jr., for-

mer KTRH Houston announcer, and son of the manager of the KTRH Broadcasting Co., has been reported missing since August 15, according to word received last week from the War Dept. by his parents in New York. Both script writer and announcer, Lt. Orr left KTRH to join the Army in November of 1942. He has completed more than 176 hours of combat duty since he arrived overseas March 5, and has been awarded the Air Medal and the Purple Heart.

Wallpaper Sponsors

UNITED WALLPAPER Factories, Chicago, will sponsor a series of programs, 5 and 15 minutes and one-minute spot announcements, in the New York Times, on the following radio stations: WEEJ WFBR WGBF WBBM WLW WTAM KLOA KQV KRC WRFW WDQX WGIL WDPQ KMBG KFBF KNX WAGE WQAM WTJM WWOO WKBK KDKMA KOX WLRN WHBF WHAM KPO WGYI KIRO KFYK MOX KTUL WMAL WNXA KOB. Effective for 5 min., on KQV starting Aug. 15, WOR; Aug. 30, KSL; Aug. 21, WJB, Contracts were placed by MacFarland, Aveyard, Chicago.

Coal Co. Newscasts

FREEMAN COAL Co., Chicago, will begin a series of five and ten-minute news bulletins on Sept. 1, with three to six times weekly on WOC KUR WMT WMBO WGL WKFV WGR. Contract for 3 weeks, was placed by Goldman & Gross, Chicago.
IT sells goods  The "HILL COUNTRY JAMBOREE"
on WOV nightly, Monday thru Saturday, was neverintended to be high brow, but experience (of satisfiedsponsors) proves that this program sells hard and fast . . .that this program is New York's best dollar for dollarbuy  A few participating periods are yet available, threeor six days per week  For pleasing results, buy a stripin the "HILL COUNTRY JAMBOREE" . . . buy it today!

RALPH N. WEIL, GENERAL MANAGER
JOSEPH HERSHEY McGUIVRA, NAT'L REP.
Televised Called Powerful Medium  
But It's Got to Be Good to Realize Potentials

TELEVISION is a “unique combination of sight, sound, motion and immediacy,” J. A. Miller, advertising manager of the Standard Oil Co. of New Jersey, told last Thursday's concluding session of the Summer Television Seminar conducted by the Radio Executives Club of New York. Citing demonstration as the basis of salesmanship, he declared that “true demonstration is composed of these elements and demonstration is what can make television soul.”

In a presentation that included a show by an old-time pitchman, a laboratory demonstration of the making of synthetic rubber and the modeling of a girdle by a shapely blonde, Mr. Miller showed films of his company's early experiments with television advertising.

“These commercials were rough experiments, to be sure,” he said, “but when an independent investigator, Sam Gill, made a merchandising effectiveness survey, the results showed that the effectiveness of television in getting across a sales message was something between 10 and 11 times more than all the other media combined.”

Franco's Views

Carlos Franco, manager of the station relations department of Young & Rubicam, declared that “in order to compete with sound radio, television must offer a quality of picture finer than a four-color job in Life or a Norman Rockwell poster, in action a better show than any average movie, in sound and intellectual content a better show than FM at its best.

“The interests of the advertiser and the interests of the public are identical in their demand for the first quality of television picture that the combined ingenuity of the whole industry, including advertising, can perfect,” he stated. “This means first, plenty of wider channels in the upper megacycle roads of the air because they are the only channels that can carry fine-screen quality. It means the set makers have got to concentrate on a set that will receive fine quality, price it within the means of the average family and install it in a majority of the 85,000,000 homes in America.”

GOP to Use Radio In Opening Salvo

Dewey, Bricker to Start Drive With Series of Talks Sept. 7

REPUBLICAN radio campaign for the election of Thomas E. Dewey and John W. Bricker will get underway with three coast-to-coast network broadcasts on Sept. 7, 8 and 9; Friday through Sunday following Labor Day, which has generally been understood to mark the beginning of the formal campaign.

Gov. Dewey will make the opening broadcast from a rally in Convention Hall, Philadelphia, on Sept. 7, with his address to be broadcast on CBS, 10-10:30 p.m. EWT. The following night Gov. Dewey will speak from Louisville as the final feature of the two-day convention of the National Federation of Republican Women. NBC will broadcast this speech, 9:30-10:30 p.m. EWT. On Sept. 9, Gov. Bricker's address before the Indiana Republican Editorial Assn. at French Lick Springs will be carried by NBC, 9-9:30 p.m.

On Thursday, Gov. Dewey's talk will take over the time of the Wrigley First Line program on 134 new stations and on Friday the Brown & Williamson show, People Are Funny, will relinquish its time on 121 NBC stations. The Bricker address on Saturday will take the National Farm Radio Assn. period, usually sponsored by Miles Labs for Alka-Seltzer on NBC. Time was placed through Duane Jones Co., New York.

Henry R. Turnbull, radio director of the Republican National Committee, announced last week that Leland Chesley, former news editor of WKW St. Louis VEB and veteran newspaperman, has been appointed radio director of the Washington GOP office. During the pre-Convention period Mr. Chesley was assigned to the publicity staff, Eugene Carr, assistant to G. W. (Dick) Richards, President of WJR WGAR KMPC, is radio director for the West Coast. At a cocktail party for Mr. Turnbull in the Statler hotel, Washington, Aug. 14, the radio director and his co-worker, Wells (Ted) Church, disclosed plans for close cooperation with newsmen and commentators. A series of news conferences at which Gov. Dewey and Gov. Bricker will participate, are to be set up.

Rockwood Placing

ROCKWOOD & Co., Brooklyn, will resume its highly successful Saturday and weekday spot radio promotion around Sept. 15 with participations on women's interest programs on 26 stations on a 26-week basis. Commercials will promote Chooloat chocolate bits and their various uses in cooking, and will offer recipe booklets in some instances. Agency is Federal Adv., New York.


WKY SERVES BIGGER AUDIENCE

Adds Punch-Packing Farm Program to Reach Thousands of New Southwest Listeners

WKY Oklahoma City will start operation this autumn with 5,000 w power and an increased audience of thousands of farm families.

To serve the needs of these new listeners, WKY had Dr. F. L. Whan of the University of Oklahoma conduct a survey to determine (1) what the people listen to, (2) what they like, (3) what they would like, need, but don't get, (4) the time they listen.

Out of this survey has come WKY's Farm Reporter, a practical, hard punching program which takes the listener to the dirt farms, the cattle ranches, the state and county fairs, and the agricultural centers of Oklahoma and tells him how to get the job done.

Among the many tributes to WKY's new farm program is one from Wallace L. Kadden, chief of radio service, Dept. of Agriculture, who wrote the station: "If we were to prepare a plan for the operation of the ideal radio station farm service department, we couldn't improve on the layout you are setting up. You haven't overlooked a single important detail".

WKY secured the services of Ed Lemons as its Farm Reporter. The station feels he has the ideal background for the job—experience in radio and newspaper work and that the combined ingenuity of the whole industry, including advertising, can perfect," he stated. "This means first, plenty of wider channels in the upper megacycle roads of the air because they are the only channels that can carry fine-screen quality. It means the set makers have got to concentrate on a set that will receive fine quality, price it within the means of the average family and install it in a majority of the 85,000,000 homes in America."
OMIT THE FLOWERS—

...but remember, WWJ, America's Pioneer Broadcasting Station is beginning its 25th YEAR as Detroit's First Station

{EST. AUGUST 20, 1920}

WWJ

America's Pioneer Broadcasting Station—First in Detroit
Owned and Operated by The Detroit News
950 KILOCYCLES — 5000 WATTS
THE GEORGE P. HOLLINGBERY COMPANY

Associate FM Station
WENA

National Representatives
FM Jurisdictional Dispute in RTPB
Jansky Charges Overlapping Authority of Panels 1, 5

A JURISDICTIONAL dispute within the Radio Technical Planning Board, created a year ago to formulate plans for the technical future of radio, alleging overlap of the functions of the FM Panel (Panel 5) by the Spectrum Utilization Panel (Panel 1) was opened last week by C. M. Jansky Jr., consulting engineer of the Washington, chairman of Panel 5.

In a letter last Wednesday to W. R. G. Baker, vice-president of General Electric Co., and general chairman of RTPB, Mr. Jansky, senior member of the firm of Jansky & Ealey, pointed out that his panel had completed its first report dealing with standards for FM broadcasting, which panel had agreed to retain the 200 kc band width.

He said it was "with considerable surprise" that he found that Panel 1 had devoted much attention to the FM allocation matter, which Dr. Jansky described as an issue "which is one clearly and strictly within the jurisdiction of Panel 5."”

Such study as he had made of the minutes of Panel 1, Dr. Jansky said, show that the width of channel issue is not only undergoing extensive consideration but that the panel "contemplates arriving at its own decision on the matter. Whether or not this decision is in accordance with that reached by Panel 5 is immaterial. The basic question which I am raising is one of jurisdiction with respect to the right to formulate a decision to be reported to RTPB."

He requested that Dr. Baker consider the question at the earliest possible date and a decision rendered on the question of jurisdiction.

Page 18 • August 21, 1944
"Over 1½ Billion Dollars Coverage in 200 Counties"

"That's the annual effective buying income of folks out here in this vast KFAB area. It's solid income, too...it's based on cattle, sheep, hogs, poultry, grains, as well as many large industrial plants.

"Folks out here, with all this tremendous buying power, are only a step away from the BIG FARMER STATION. If there's a product you would like to tell us about, you can reach us through our friendly neighbor, KFAB."

* Sales Management, 1944 and CBS Listening Areas Series 6, 1943

"The Big Farmer of the Central States"

KFAB
LINCOLN, NEBRASKA
780 KC-10,000 WATTS
OMAHA, NEBRASKA
BASIC COLUMBIA

HUGH FELTIS, General Manager
Represented by EDWARD PETRY COMPANY
New Radio Sets for Christmas Unlikely Despite WPB Rule Easing Priorities

DESPITE sweeping reconversion plans for many industries announced last week by the War Production Board, it is extremely unlikely that radio set manufacturers will be permitted to produce “new sets for Christmas,” according to John C. Creasey, head of the Broadcasting & Radio Division. In line with general reconversion plans, Ray C. Ellis, Director of the Radio & Radar Division, recently indicated that the next two or three months in fact will be more critical than any period previously faced by the electronics industry, and that the WPB must ensure the maximum cooperation on all problems.

Scheduled production and required deliveries are greater than ever before, the WPB revealed, even when cancellation of contracts, reconversion and labor problems are taken into consideration. Mr. Ellis pointed out that July 1944 showed an increase of approximately 16.4% over July 1943 in the production of electronic products.

Priorities Ruling

Government representatives advising the Radio & Radar Division of the National War Labor Relations Board meet last week that they realized the reconversion problems of the industrial instrument-manufacturers included problems already met and were pleased to be joined by representatives of the WPB as they were pleased to be joined by representatives of the WPB. It was announced that the committee would probably meet again within the next month to discuss the reconversion problems with Government officials.

With the issuance of Priorities Regulation 25, it appears that the only item falling under the jurisdiction of the Radio & Radar Division is domestic wathour meters. Priorities Regulation 25, issued Aug. 15, is designed to provide “a way by which manufacturers may be authorized to manufacture or otherwise restrict or prohibited by orders of the War Production Board, but only when they have labor and facilities available which are no longer needed for essential purposes.”

Some of the products covered under Regulation 25 and subject to the “spot” authorization procedure, whereby WPB will authorize a position to authorize production of civilian goods now, provided the materials, manpower and facilities are available, include refrigerators, vacuum cleaners, automatic phonographs, electrical appliances, electronic iron, fountain pen, typewriter, and alarm clocks.

The so-called “spot” authorization procedure is preceded by a reconversion plan eliminating unemployment and idleness of facilities which might result from termination or reduction of war contracts, it was pointed out. It is also designed to assist the movement and use of idle and excess material inventories, which has been done to some extent as far as broadcasting equipment has been concerned [Broadcasting, Aug. 14].

A manufacturer who wants to produce any of the 79 items on the list must show: 1. that he has manpower available for this production without interfering with any other production in the plant; or 2. that he has access to manpower that is not required for essential production elsewhere.

An announcement indicates last month, however, before the actual reconversion order was issued [Broadcasting, July 24], the new regulation will have little effect on making available civilian radio equipment inasmuch as radio and radar goods are still vitally needed by the armed forces.

Survey Shows Listening Interest Low in Summer

SURVEYS on the extent to which listeners grasp the meaning of what they hear on the air, and on listening to survey replacement programs highlight the Aug. 15 issue of the Radio Audience, monthly news letter published by the Pulse Inc., New York.

Pulse states that the listeners’ recall to a political forum was poorer than the average for major programs off the air in July that shows the usual seasonal decrease is sharply accentuated by the interest decrease in the substitute, according to the news letter.

New ‘Time’ Series

A SERIES of 52 quarter-hour recorded programs The World of America, prepared by the radio programs department of Time Inc. and distributed exclusively through Harry Goodman, Radio Productions, New York, will be available for local sponsorship.

KSTP Petitions NAB

AN APPLICATION for reinstatement in NAB was filed last week by Stanley E. Hubbard, executive head of KSTP St. Paul-Minneapolis. The station resigned from the trade association in May 1941, following the celebrated St. Louis convention. The application must be acted upon by the NAB Board and will meet prior to the opening of the Executives War Conference Aug. 28-31 in Chicago. KSTP at present is embroiled in a union controversy with AFM and its president, James C. Petillo, which has been carried through the courts and to the War Labor Board and appears earmarked for White House intervention.

John E. Pearson Co., Chicago, station representative, has moved to larger quarters, effective Aug. 21, from the 7th floor to the 6th floor, suite number 616 in the 800 N. Michigan Bldg., Chicago.

New Guinean Station

THE NEW Guinean station WVTG of the Armed Forces Radio Service has recently been set up as one of the series of informative and morale-building stations of the South Pacific area. Director of WVTG is Lt. Graf A. Boeppl, former advertising man from St. Louis. Newswriter is Pvt. John Steuben, who was a news correspondent in the Far East and previously announced with WEMP Milwaukee and WINN Louisville.

WESTINGHOUSE CO. TO MAKE RECEIVERS

WESTINGHOUSE Electric & Manufacturing has just formed a Radio Receiver Division for the manufacture of home radio receivers. The new division will be responsible for the manufacture of new radio receivers. Harold Schaefer, a veteran of 18 years radio and engineering experience, heads the new division.

Although Westinghouse has not manufactured such receivers since 1928, the company believes the post-war period offers an opportunity to use the 24 years of experience of the pioneering firm, inasmuch as broadcasting equipment is no longer obsolete, and the new program of mass production.

WMAM Is Granted Increase in Power

Vote of 3-1 Decides Boost To 100-250 w on 570 kc.

BY AN UNUSUAL vote of 3 to 1, with Commissioner Jett dissenting and Commissioners Case and Wakefield not participating, the FCC last Wednesday announced it had granted the application of WMAM Minneapolis for an increase in power from 1000 kc on 570 kc with 250 w and 100 w local season. The action was unusual in that WMAM is a local station, classified as a regional (Class III) channel. The station heretofore has operated with 100 w daytime on the frequency.

The action came following public hearing and oral argument before the Commission en banc, with WAXY Yankton, protesting the grant on interference grounds. The majority, comprising Commissioners Ely, Walker and Durr, however, held that the action will provide a primary nighttime service to the area in and around Mari- ne City, and previously received which, by a majority vote of the Commission’s normal complement (four members) sanctioned the grant.

Night Service

The Commission stated in its conclusion that operation of WMAM on 570 kc would provide a primary nighttime service to 25,042 people not now receiving such service.

Although WMAM would be limited to its 15.5 mw n contour, it would provide adequate service to the two cities, it said. The proposed operation would cause an individual limitation to the 1.35 mw n contour of WIXX involving a loss to that station of 50 kw in an area of 1720 square miles. Although no single station renders primary nighttime service to this entire area, portions of nighttime service from six existing stations other than WMAM, the Commission contended.

The majority held that no local channel assignment is available for WMAM without reducing its daytime service area and that since the station is presently assigned on 570 kc, any application would not create a situation which of itself would prevent establishment of any Class III station on that channel or an adjacent channel.

Retailing Tips

DESCRIPTION and sample sketch of Radio Advertising, a shopping guide for a quarter-hour each morning and again each afternoon by J. A. Levinson, manager, WAG, Ga., and the text of a talk, "Department Store Selling via Television", delivered by Sam Cuff, general manager of the DuMont television station, WABD, before the National Retail Dry Goods Association [Broadcasting, July 3], are included in the September issue of Promotion Exchange, monthly publication of the National Retail Dry Goods Assn.

Page 20 • August 21, 1944
Program Promotion... by NBC
The NBC Parade of Stars

Every day of the year
The NBC Parade of Stars is building larger, more faithful audiences for the greatest programs in radio

This week 143 Parade of Stars Bandboxes are arriving at NBC stations from coast to coast. The Bandboxes contain, and stations will use, 90 program promotion folders (one for every sponsored NBC program) . . . 65,100 recorded star spots . . . 44,785 live announcements . . . 14,815 newspaper ad and photo mats . . . thousands of car cards, display posters, publicity releases and photos. Once again radio’s GREATEST programs* launch the fall season backed by radio’s most effective program promotion campaign . . . the NBC Parade of Stars.

For the first time, the "Parade" becomes a continuing operation . . . designed to add a 365-day-a-year impetus to the already well-established habit of tuning to NBC.

This year and next, and the year after that, too, more people will listen to "The Network Most People Listen to Most."

*Made even greater this fall by the addition of Duffy’s Tavern, the new Rudy Vallee show, Dinah Shore and The Music America Loves Best.

National Broadcasting Company

America’s No. 1 Network

A Service of Radio Corporation of America
The NBC stations which will again make the Parade of Stars radio's most effective program promotion:

- WALA
- WAML
- WAPO
- WAVE
- WAZL
- WBAL
- WBAP
- WBN
- WBLK
- WBOW
- WBRC
- WBRE
- WBZ
- WBZA
- WCOA
- WCRS
- WCSH
- WCSS
- WDAY
- WDEL
- WEAF
- WEAU
- WEBC
- WEEU
- WENY
- WEST
- WFAA
- WFB
- WFBG
- WFEA
- WFLA
- WFOR
- WGAL
- WGBF
- WGKV
- WGL

KGNC
KGCW
KHQ
KIDO
KMED
KJL
KOA
KOAM
KOB
KODY
KOMO
KPO
KPRC
KRBM
KRGV
KSD
KSEI
KSOO
KSTP
KON
KXBS
KUAX
KVOA
KVOO
KSB
KGHL
KYCA
KYSM
KYUM
KYW
WBAL—50,000 Watts ... One of America's Great Radio Stations
BASIC NBC NETWORK—Nationally Represented by Edward Petry & Co.,

BALTIMORE

August 21, 1944 • Page 25
Pepper Introduces Resolution to Air Important Sessions of Senate, House

A NEW PLAN to have both House and Senate wired for radio to permit the broadcast of proceedings by networks and, via transcription by independent stations, was proposed last Tuesday in joint resolution introduced by Sen. Pepper (La., Fla.), New Deal stalwart and a champion of labor.

Sen. Pepper's proposal would authorize the broadcast of proceedings on the floor of either House, but no station or network would be "required" to do so. Either House would be authorized to withhold broadcasting privileges.

No Connection With Labor

The resolution would authorize the architect of the Capitol to make arrangements for such broadcasts; and to install recording or transcription equipment necessary to make a continuous recording of the proceedings. Copies of recordings would be made available at cost to stations and networks desiring to broadcast them. The resolution requires action by both the Senate and House Rules committees before consideration in the respective House.

On Sen. Pepper's behalf, it was stated his resolution had no connection with petitions submitted to Congress by both AFL and CIO labor unions seeking nationwide broadcast of Congressional proceedings. Some 25 labor unions had adopted such resolutions and submitted copies to the Senate Rules Committee, the purport of which was to have Congress enact the necessary measures required for the broadcast of "important debates." Sen. Pepper's proposal would leave up to the networks and stations the desirability of such broadcasts. It was introduced by Sen. Pepper who told the Senate his plan does not contemplate the setting up of any Government-owned facilities. He said he had been impressed by the number of individuals who had told him of their interest in the broadcast of the political conventions and that millions remained close to their radios to hear the proceedings. He said the resolution was not in perfect form but that he desired to have it considered.

Following is the text of the resolution.

WHEREAS during the coming months and years most of the major social, economic, and political issues of the United States and of the world will be debated by the Congress of the United States; and

WHEREAS the interests of every citizen are vitally affected by these proceedings and their outcomes; and

WHEREAS there has been mounting public interest throughout the country in the proceedings of the Senate and the House of Representatives; and

WHEREAS the proceedings of the Senate and the House of Representatives are of necessity presented only in brief extracts or summaries by newspapers and news broadcasts, with the result that issues and the stands taken by Senators and Representatives are frequently misunderstood; and

WHEREAS radio broadcasting makes it possible to bring the proceedings of the Senate and the House of Representatives directly to the people of the United States; therefore be it

Resolved by the Senate and House of Representatives of the United States of America in Congress assembled: That radio broadcasting networks are hereby authorized to broadcast any proceedings on the floor of the Senate or of the House of Representatives, provided, however, that no station or network shall be required to broadcast any proceeding, nor shall any proceedings of either House be broadcast when so ordered by the House otherwise.

That the Architect of the Capitol is authorized and directed to make such arrangements as may be necessary to make available the proceedings of the Senate and the House of Representatives for broadcasting by stations and networks; and

That the Architect of the Capitol is further authorized and directed to institute such recording or transmitting equipment as may be necessary to make a complete and continuous mechanical recording of the proceedings; and

That the Architect of the Capitol is further authorized and directed to make available such mechanical recordings to broadcasting stations and networks desiring to broadcast them.

Mutual Acquires Two New Mexico Affiliates

MUTUAL on Aug. 15 acquired two affiliates in New Mexico, the network's only stations in that State, and effective Sept. 1 adds four members of the North Central Broadcasting System, making a total MBS network of 259 stations. Included in the North Central group joining MBS are the following 250 stations—KOVK Valley City, N. D. operated with 1480 kc by KOVC Inc.; WHDF Calumet, 1400 kc (Upper Michigan Broadcasting Co.); WDBC Escanaba, 1490 kc (Delta Broadcasting Co.) and WDMJ Marquette, 1340 kc (Lake Superior Broadcasting Co.). The latter three, all in Michigan, are switching from the Blue to full-time MBS stations.

In New Mexico, MBS has added KICA Clovis, operated by H. D. Landin with 250 watts on 1240 kc, and KTNM Truth or Consequences, operated by Krasin-Krutzenk Broadcasting Co. with 250 watts on 1400 kc.

WTCN Football

WTCN Minneapolis-St. Paul has sold its pre-game and post-game football broadcasts, representing a large number of high schools and college programs, to Gannett Corporation under sponsorship of Superior Products, of the Twin Cities. Rollie Johnson, WTCN program manager, Al Gowans, football coach and band music will highlight the show.

"600" — the magic number that will help you build more sales in North Dakota

KSJB (Jamestown) is now on 600 kilocycles. From Fargo to Bismarck, a rural population of 250,000 plus almost 100,000 town dwellers (80,000 families) do their shopping in 4,477 stores for a total of more than $91,000,000! 90% of these homes are radio homes and 46% of them are located in the KSJB primary area! Music and variety shows in the mornings and afternoons enliven KSJB and farm wives of this territory; development of local talent and use of every available farm service and information make listeners loyal to KSJB — and loyal to the sponsors of its programs. And effective, comprehensive merchandising cooperation assures dealer support.

KSJB is affiliated with the CBS, and is part of the North Central Broadcasting System

Page 26 • August 21, 1944
Toward resumption of normalcy

There can be little doubt that a sizeable swing to civilian production will follow the collapse of Germany. Most-needed types of consumers' goods will reappear in the marts of the Nation.

Broadcasting is the most direct and effective way of announcing the advent of new products, or the re-availability of old and accepted lines. All the big and little things, the common and uncommon things, that the people long have lacked in their daily lives, and in their homes.

America needs them, and needs to be told about them... that they are obtainable, what they're like, what they'll do, what they cost. The stations of Westinghouse are primed for this job at a moment's notice... ready to tell, and sell, the 18,000,000 commodity-hungry Americans in their primary areas. Consult NBC Spot Sales on ways and means.
Food Test
LIVE FOOD PRODUCTS., Burbank, Cal. (health foods), in a 13-week test campaign on Oct. 2 starts sponsoring a twice-weekly quarter-hour transcribed program featuring Paul C. Bragg, traveler, author, and lecturer on WXYZ Detroit, WOL Washington, KYA San Francisco. Firm will also sponsor three-weekly participation in Ruth Thompson program on latter station with similar schedule in Lady of Charm on WXYZ. Agency is the Mayers Co., Los Angeles.

PUBLIC SERVICE through the WSRR Stamford, Conn., American Veteran Hour Sundays has been recognized by the Connecticut Dept., American Legion, which presented the Legion's Distinguished Service Citation to Harold Meyer, WSRR general manager. Taking part in presentation broadcast are (1 to r): Hollis Cook, as Mr. Legionario; State Comdr. Herbert Emanuelson; Mr. Meyer.

Differences Within Union on Banning Of WOV Hillbilly Broadcast Explained

Differences between union officials of Local 802, AFM, on reasons for banning a broadcast by WOV New York of a Broadway Barn Dance program are set forth in a letter received last week from Ralph Well, general manager of the station, clarifying a story appearing in the Aug. 11 issue of Broadcasting. Mr. Well's letter follows:

The Aug. 14 issue of Broadcasting carried an item quoting William Feinberg, Executive Secretary of Local 802 of AFM, on his objection of the union's refusal to permit WOV to broadcast its Saturday night Broadway Barn Dance. Mr. Feinberg dismissed as "poppycock" the union's refusal to permit the broadcast on the grounds that it isn't "cultural."

For the record, WOV would like Broadcasting to have a full and accurate account of events.

On July 27, Arnold Hartley, director of programs, and I appeared before the Executive Board of Local 802 to obtain permission to broadcast the WOV Broadway Barn Dance from Palm Garden on Saturday nights. Mr. Jack Rosenberg, President of Local 802, was present at the meeting; Mr. Feinberg was not.

Larger Studio Needed
Mr. Hartley and I repeated the request we had previously made in writing that WOV wished to develop greater interest in hillbilly and Western music among New York audiences by emphasizing its commercial value as sponsorable radio entertainment, and to studio big enough to accommodate a large audience.

Mr. Rosenberg stated that union policy could not permit such broadcasts except for regular dance remotes and broadcasts from regular theatre studios. At the meeting Mr. Hartley and I enumerated various broadcasts corresponding to the category of the Broadway Barn Dance — the New York Philharmonic from Carnegie Hall by CBS, the Metropolitan Opera from the Metropolitan by NBC and the Busch Quartette from Town Hall by WQXR—none of them "dance remotes" and none "broadcasts from regular theatre studios.

Mr. Rosenberg stated with some heat that there was no parallel, since these were "cultural" events. We replied that granting that there were vast differences between classical and hillbilly music, nevertheless hillbilly musicians were members of Local 802 and should not be discriminated against.

Mr. Rosenberg replied to this precisely as follows: "Hillbillies cannot be considered real musicians. The only reason they are admitted into Local 802 is so that the union can maintain a closed shop in New York. Before leaving the Board room, we requested that we be informed as to the Board's decision on two questions:

(1) Whether Local 802 would permit the broadcast of the WOV Broadway Barn Dance from Palm Garden as it was running before a paid audience.

(2) Whether Local 802 would permit the broadcast from Palm Garden if the audience were admitted free and dancing discontinued.

Are Hillbillies Musicians?

The reply came by mail within a few days. The Board unconditionally refused permission.

It is patent that Mr. Feinberg and Mr. Rosenberg, both of Local 802, do not see eye to eye. Not only are they in conflict with each other, but they are in conflict with the facts.

To sum up:
1. Mr. Feinberg insists that refusal by Local 802 to permit WOV to broadcast the Barn Dance on "cultural" grounds is so much "poppycock," Mr. Rosenberg stated explicitly that a pickup of hillbilly music could not be compared to a pick-up of classical music, because the former was not "cultural." The word "cultural" in Mr. Rosenberg's statement was, however, used loosely applying to the latter the same meaning as to the former.

2. Mr. Feinberg states: "Hillbillies or symphony men, there are no musicians and all members of Local 802." Mr. Rosenberg doesn't feel this way and he states that hillbilly musicians are members of Local 802 and not "cultural." The word "cultural" in Mr. Rosenberg's statement was, however, used loosely applying to the latter the same meaning as to the former.

ATS Expands Awards

EXPANDING its award schedule, American Television Society will consider awards to outstanding individual participants in television broadcasts, organizations producing outstanding video programs, and scientists. Government officials and others contributing to the development of television facilities or the improvement of its structure, in addition to its station awards management. It was announced by J. Raymond Hutchinson, chairman of the ATS awards committee.
If the Lux Radio Theatre on WRVA is 17% above the national average operating,

92.6% The "Dr. Christian" program on WRVA is 92.6% above the national average operating.

23% "Take It or Leave It" on WRVA is 23% above the national average operating.

75% Vox Pop on WRVA is 75% above the national average operating.

10.3% Burns and Allen on WRVA is 10.3% above the national average operating.

39.8% The Kate Smith Hour on WRVA is 39.8% above the national average operating.

58.8% The Gay 90's Revue on WRVA is 58.8% above the national average operating.

WHAT'S the percentage in Richmond?
The answer is 'way UP if your program is on "Virginia's Premier Radio Station," WRVA!

These percentages, from the Hooper Survey for October 1943 through February 1944, are typical of WRVA's loyal listening audience....typical of the PLUS which is yours on WRVA, serving Virginia from Richmond.

WRVA
50,000 WATTS NIGHT & DAY

Studios in Richmond and Norfolk, Va.
Nationally represented by Raymer

"Virginia's Premier Radio Station"
How to Concentrate on a Million

From Nashville, center of a trade area of over a million listeners, WSIX broadcasts to a big, loyal listening audience that's ready to hear what you, Mr. National Advertiser, have to say.

Carrying the featured programs of both Mutual and Blue networks, this station has the power and frequency to deliver its signal effectively to this entire territory.

If you want to concentrate your radio efforts in this booming Nashville area, and at a coverage cost that will show bigger profits, we will be glad to show you what WSIX can do.

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

5,000 WATTS 980 KC

WSIX
"The Voice of Nashville"

NASHVILLE, TENN.

Page 30 • August 21, 1944

OWI PACKET, WEEK SEPT. 11

Check the list below to find the war message announcements you will broadcast during the week beginning Sept. 11. OWI transcriptions contain six fifteen-second and three thirty-second announcements suitable for sponsorship and three twenty-second chain breaks on each side of disc. Tell your clients about them. Plan schedules for best timing of these important war messages.

<table>
<thead>
<tr>
<th>WAR MESSAGE</th>
<th>NET WORK PLAN</th>
<th>STATION ANNOUNCEMENTS</th>
<th>NAT. SPOT PLAN</th>
</tr>
</thead>
<tbody>
<tr>
<td>Christmas Mail</td>
<td></td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>War Bonds</td>
<td></td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>New Car Pooling Rules</td>
<td></td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Home Front Pledge</td>
<td></td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>WAVES</td>
<td></td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Crop Corps</td>
<td></td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Careless Talk</td>
<td></td>
<td>X</td>
<td></td>
</tr>
</tbody>
</table>

See OWI Schedule of War Messages 126 for names and time of programs carrying war messages under National Spot and Network Allocation Plans.

FCC Awards

FELLOWSHIP awards for 11 months' study in the U. S. under guidance of the FCC in the operating and regulating fields of radio communications were made last week by the FCC. Among winners were: Ezqueil Martins da Silva of Brazil and Daniel Sage Mora of Chile. Mr. Martins is Chief of Radio Escuta de Brazil, their equivalent of the FCC's Radio Intelligence Division and Mr. Sage, a resident of Santiago, is in charge of radio broadcasters and amateurs in the Dept. of Radio Communications in Chile. These are the first awards made in the FCC project under the Interdepartmental Committee on Cooperation with the American Republics.

Walgreen Spots

WALGREEN Co., Chicago, will begin Oct. 2 sponsorship of a series of one-minute spot announcements six times a day seven days a week, on KOTU KR KFLA KFLZ WJAX WQAM WFLA WDSU WPBF WMJ WFLY WTOL KOCY KFBI KZ KTSX KFAC WRLI WDNC WWIS WFBG WTNC. The 26 contracts were placed by Schwimmer & Scott, Chicago.

Television Guidebook

CALDWELL-CLEMENTS, Inc., publisher of Radio & Television Retailing and Electronic Industries, have issued "Get Ready Now to Sell Television", a 196-page guidebook for retailers and distributors.

Sell the Booming "Hard Coal Region!"
WHY PORTLAND, OREGON PEOPLE PREFER KGW

COLONEL B. H. HENSLEY
INFANTRY COMMANDING OFFICER

SAYS . . . "During the past two years, through tumultuous months of intensive military recruiting for all branches of the Army, radio station KGW has keynoted our urgent appeals. The unstinted cooperation, the generous contribution of ideas and time and the participation by station personnel on our various Army shows has been a vital factor in the achieving of our recruiting quotas and in the maintenance of a spirit of understanding with the general public."

The Army Variety show, which originated on KGW, has featured a distinguished list of guest-star celebrities. Noteworthy is the fact that instead of merely giving interviews, these stars did the things on the program for which they were famous. For instance, Rudolph Serkin, internationally-known pianist, actually performed on the piano. Bonita Granville and Victor Borge guested on the Army Variety show and gave outstanding performances. KGW continues to prove that public service radio programs can be interesting and entertaining — a policy that pays off in extra listener interest.

Rudolf Serkin
Bonita Granville and Borge
in one of their lighter moments

Victor Borge

THE 1 STATION WITH EAR APPEAL

Affiliated with the National Broadcasting Co.
Represented nationally by Edward Petry & Co., Inc.
NORTH CAROLINA
IS THE SOUTH'S
No. 1 AGRICULTURAL STATE

WPTF
(CARRYING N.B.C.
WITH 50,000 WATTS
AT 680 K C)
IS NORTH CAROLINA'S
No. 1 SALESMAN

FREE & PETERS, INC.
NATIONAL REPRESENTATIVES

WPTF • RALEIGH

DRUG STORE Cowboy of WFBZ Syracuse, feature prepared by a program of that name and aired Monday through Friday at 4:30 p.m., visits a local drug store each day before his broadcast and selects a neighborhood youngster from whom he obtains the names of ten other children. Names are read on the program with an invitation to visit the drug store within a half hour for "Pepsi on WFBZ." Audience response to date has been 100%.

Food Show
IN COOPERATION with the National Wartime Nutrition program, Standard Brands and the Red Cross, KROW Oakland, Calif., carry a weekly quarter-hour feature, Food for All. Standard Brands supplies most of the merchandising and promotional material, through a large window card distributed to all bakers and grocers in the Oakland-San Francisco area. The Red Cross has placed the cards in banks and department stores. Program is heard Tuesday, 6:45-6:30 p.m.

WIP Salute
SALUTING war plants in its area, WIP Philadelphia last week began a new weekly program entitled Gimbel's Victory Caravan, using talent comprised exclusively of plant employees screened by the station's program production staff. A comprehensive promotional plan, including the use of payroll envelopes, announcements over plant public address systems, store displays, and newspaper advertisements, is employed to attract listeners. * * *

United Nations Series
HOW OCCUPIED countries are fighting common enemies is told in a new series of programs titled We Will Never Forget, started on WNEW New York Aug. 6, 9:45-10 p.m. Weekly program is presented in cooperation with the United Nations Information Office and features interviews with three representatives of occupied countries, each contributing a four-minute account of the winning battle against the enemy.

Capital Interviews
NEW SERIES of transcribed quarter-hour programs entitled Washington Views and Interviews with Senator Burton Noyes, Washington Post columnist, has been prepared by American Broadcasting Co., New York. Program, which will be made available to stations throughout the country for local sponsorship, will feature the columnist viewing his opinions and interviewing prominent American statesmen.

WNEW Dramatizations
USING material supplied by the U. S. Marine Corps, WNEW New York now presents a weekly quarter-hour program dramatizing adventures of combat correspondents, largely newspaper and radio men from the New York area.

CIBC Sports
SPORTS show titled Sports College of the Air has been started by the Canadian Broadcasting Corp. in conjunction with the YMCA as a Saturday morning network program, with famous Canadian athletes as guest "professors." Many Canadian youth may enroll as radio members and receive literature distributed on various sports matters. Program includes a sports clinic to maintain questions sent in by members, a department for sports contests between members, and the study of events famous in the sports world.

New WAVES Series
NEW transcription series to recruit WAVES, entitled Something for the Girls, has been started on KMUX St. Louis. Prepared by CBS in New York and featuring outstanding radio entertainers, the programs are carried on Saturdays at 6:30 p.m. under the direction of Jerry Hoekstra, KMUX War Productions Manager.

KTOP Audience Show
QUESTION and answer audience participation show, entitled Passing the Buck, is making a hit with listeners of KTOP Oklahoma City. Emanating alternately from Tulsa's Air Transport Command and Oklahoma City's Tinker Field, Frank Lynch, M.C., passes out the dollars. Sponsored by Zales Jewelry Stores, which operates in 18 Southwestern cities, it is the only commercially sponsored GI show in Oklahoma.

Old Facts
WEEKLY TOUR through the Prince Albert Museum, reviving the early days of the Old West, is the basis of the new Forgotten Facts program on KXBI Prince Albert, Sask.

Old Records
BORROWED ancient recordings are heard on CJOR Vancouver on a Sunday evening program titled Remember When? Listeners from nearby localities send recordings of old songs to Billy Browne, producer of the program.
**Beachhead Radio**

WHEN Allied forces hit the beachhead of Southern France early last Tuesday, radio was there—American radio. The news was flashed instantly to a waiting world. In this country morning newspapers had gone to press. But radio has no deadlines.

It wasn't the spectacular display of the June 6 D-Day. It may have been even a bit anticlimactic. But all the lessons learned on that momentous day came into play. It happened without a hitch. The American public, accustomed to radio at its best, took for granted the crisp, bright reporting job performed.

The part radio is playing in this war was evidenced by the report that there was landed with the very first waves in Southern France a station geared to transmit either by voice or code. The details must come later. But it's an even bet that before the invasion was many hours old troops were hearing their favorite performers interspersed with tactical information over a new SHAPEF broadcast station in the newly occupied territory. That's what radio does in modern warfare.

To those at home it was exhilarating to hear direct by-lined reports from American radio correspondents who landed with our troops. The press paid a glowing tribute to American radio reporters too in carrying, on that first day, bulletins quoting such men as CBS's Eric Sevareid and Blue's Donald Coe, who operated for the combined American networks and whose reports were made available to the press on equal footing.

In this war radio is making history. Conversely, this history-making war is making radio.

**World Radio's X-Day**

THE FIRST figurative spade of earth was turned in Washington 10 days ago on postwar radio allocations. Under the aegis of the State Dept., nearly 300 representatives of Government and industry met to begin preparations for world conferences ahead which will stake off the ultra-high spectrum for all services—Government, aviation, ship, communication and amateur—as well as the broadcast services of FM, television, facsimile and relay. The FCC now has called public hearings Sept. 28 to cover allocation policies.

Heretofore radio has entered the field of international diplomacy once each five years—at the international telecommunications conferences. In addition, there have been regional intergovernmental conferences. Because of the war there hasn't been an international concave for eight years. There won't be another until the peace is won. That can come any week or month.

The forthcoming conference will be of top importance. To most of those in radio these diplomatic meetings appear remote and over-stuffed. Actually, upon their outcome depends the specific allotment of spectrum space to broadcast services. The remarkable changes in technique wrought by the war will open up new radio vistas. The FCC, as the regulatory agency for this country, finally will establish the allocations and prescribe the rules. But those allocations must be within the bounds of international treaty. That function reposes in the State Dept.

The most significant revelation at the ground-breaking sessions Aug. 11-12 was that even with the tremendous strides in the opening of the microwaves—dealt with in terms of megacycles, rather than kilocycles—there still will be extreme congestion. The maximum needs of radio services can't be met. Thus the proposed allocation plan of the Interdepartmental Radio Advisory Committee, made up of Government radio experts, failed to recommend for television the space in the lower range that the "quick-start" television academics seek. Similarly, all of the space sought by FM was not earmarked. Direct international shortwave broadcasting was left out altogether, despite the fact that the IRAC plan would assign 61% of the spectrum between 42 and 1000 mc to broadcast services.

The IRAC plan is simply a starting point. It is likely, however, that most of its recommendations will stand. The accent is on speed, with Dec. 1 established as the deadline by Francis Colt deWolf, career chief of the State Dept. Telecommunications Division.

IRAC is not a policy-making body. It omitted facilities for direct shortwave broadcasting because the policy has not been established for postwar operation. Its proposal that such programs be relayed by fixed stations for broadcast over local outlets in foreign nations is wholly impractical.

Of course, a policy should be established. It has proved a potent psychological war weapon. Properly directed, it can prove a tremendous force in maintaining peace. Careful consideration must be given to the economic, political and cultural aspects. That function does not rest with IRAC—purely a scientific and technical group.

The State Dept. sessions constitute only one phase of the planning. The Radio Technical Planning Board, through its well-staffed advisory committees and individual experts, has much to contribute. Use of the FCC's knowledge and background is imperative. There are reports of bad blood because the FCC felt that allocations should be set by it—not IRAC.

This is a time to quibble. A start has been made—none too soon—in planning for an international conference. The IRAC plan isn't perfect, but its good provisions shouldn't be discarded because of petty differences or protocol. It is the task of Mr. deWolf and his able assistant, Harvey Otterman, to prepare for the next conferences as speedily as possible. They have made a start. Inevitably there will be give-and-take before the recommendations are completed. The coming FCC hearings also should yield valuable data.

The important thing is to get the job done. Of course, direct international broadcasting should be provided an allocation. We believe it will be. Government and industry alike should work together in completing as equitable a plan as possible. The future of the shortest spectrum. World radio awaits only X-Day. Uncle Sam, who fathered and nurtured radio, must take the leadership.

(Continued on page 38)
WCKY's Most Popular News Commentator

6 Straight Years 4 Times Daily....

K Y

CINCINNATI

IN POWER - C B S
JOE DINEEN
BOSTON GLOBE COLUMNIST

Exclusive WORL commentator
noted author and reporter

WORL
BOSTON, MASS.

THIS LITTLE BUDGET WENT TO THE "920 CLUB"
FOUR QUALITIES
FOR A SUCCESSFUL RADIO PROGRAM

... and WMFM gives you all of them

The sales-stimulating, prestige-building qualities of WMFM programs are due to the four qualities you must have for a top-flight program.

1—Technical Facilities
WMFM is housed in Milwaukee’s ultra-modern Radio City, America’s finest local radio plant.

2—Appealing Talent
Radio City talent includes a large, versatile staff of musicians, soloists and actors.

3—Exacting Production
The WMFM production staff is composed of FM program pioneers who know how to produce a show that creates maximum effectiveness.

4—Listenership
The people of Wisconsin have eagerly accepted WMFM and superior FM reception. They are an audience that listens and responds.

Put WMFM to work for you. Plan now on including WMFM in your fall schedule. One of the current WMFM programs may exactly fit your needs. If not, our facilities are at your disposal in planning the program you need. Call, write or wire.

WMFM
THE MILWAUKEE JOURNAL FM STATION
Are you taking Advantage of Washington’s Greater Market?

Population of the District of Columbia and immediate surrounding counties—1,228,456.*

Federal employees in Washington—270,042.**

Others gainfully employed—306,689.**

NOW take a look at your Standard Rate & Data Book and study the WINX rate card. Where else can you buy so much for so little?

That is the reason that most local advertisers have selected WINX.

Isn’t it logical to follow the habit of the man on the ground floor?

** Estimated D. C. Metropolitan Area March 1944.

The Best Test Market at MINIMUM COST

WINX Washington 1, D. C.

Represented Nationally by FORJEO & COMPANY

Our Respects to

(Continued from page 38)

the first commercial program of this type in America.

In 1934 transferred to the station relations department of NBC in New York, but found himself "laid-off in homestretch" and returned to California.

He teamed up with Ralph Brunton, president of the Pacific Agricultural Foundation, then operating KJBS San Jose as an independent, along with KJBS, San Francisco, which recently was sold. Mac rolled up his sleeves and went to work.

Within a relatively short time he had established KQW as the spot on the dial for sports listening. Associated Oil Co. was sponsoring the football and basketball games, and General Mills was pushing their "Bran Flakes" on baseball broadcasts. Football games of St. Mary’s, Santa Clara and the other parochial schools in the vicinity were heard exclusively on KQW.

Mac’s initiative was rewarded in January 1942 when KQW became the CBS affiliate in the San Francisco Bay area and he was named KQW's vice-president and manager.

The over six-foot Westerner’s pet hate is red tape; his pet hobby is boats. Although he calls California home, Milton, N. D., is his birthplace. When he saw the light Jan. 30, 1899. He and his wife Rozella and their four youngsters.

CRAIG LAWRENCE TAKES WHOM POST

IOWA BROADCASTING Co., which has acquired WHOM as one of group of five stations in the New York-Jersey City station last week, with the arrival of Craig Lawrence to start his duties as general manager, and as vice-president of New Jersey Broadcasting Corp., licensee.

Mr. Lawrence will not take up permanent headquarters at WHOM’s New York office, 29 West 57th St., until early September, having returned last week from Des Moines where he is winding up his business affairs as vice-president and manager of KSO and KRTN. The WHOM office will also be the headquarters of Ted Enns, who will come east at the same time, as representative of all Cowles stations on national sales.

Appointments of Mr. Lawrence to succeed Mr. Langer as general manager and of Karl Haase, assistant Treasurer of Iowa Broadcasting Co., as treasurer of New Jersey Broadcasting Corp., are the only personnel changes indicated. Jack Compter, commercial manager, Charles Mangino, program man, and West W. Wilcox, assistant manager, continuing in their posts. According to Mr. Lawrence, the program policy will remain substantially the same.

JOHN H. STEINMAN, president of Lancaster Newspaper Co., and of the Mason Dixon Radio Group (WDEL and WILM Wilmington; WORK York, Pa.; WGAL Lancaster; WAZL Haslett; WEST Easton; WBKO Harrisburg), has assumed his new duties as Director of Advertising & Publishing Division of WPB. He succeeds Arthur L. Trenan, who has resigned to return to the Booth Newspapers in Michigan.

DONALD W. THORNBURGH, CBS Pacific Coast sales manager, has been added to the board of Los Angeles War Chest, has been appointed radio division chairman of Hollywood War Chest campaign.

GEORGE J. JENESON, former member of the sales staff of WBAY Cincinnati, has been named commercial traffic manager at WLW Cincinnati, succeeding Herbert Fligl, who transferred to the WLW Chicago office a short time ago.

DR. JAMES F. BENDER, author of "National Handbook of Pronunciation and director of the National Institute for Human Relations is conducting a regular feature in Forbes Magazine titled "Your Human Relations."

DONALD W. CRAIG, formerly sales manager of WCLS Joliet, Ill., joined the sales department of KMOX St. Louis.

ROBERT J. CLARKSON, New York manager of the transcription division of Columbia Recording Corp., is the father of a boy.

FORSTER M. COOPER, for the past two years manager of WBNS-K Frost, Wis., has resigned to accept an executive position with WOTM Manitowoc, Wis.

WILLIAM S. HEDGES, NBC vice-president in charge of stations, Aug. 13 became the grandfather of a girl, born to his daughter, Mrs. Donald M. Kibbey.

DON BEARIE, manager of KGO San Francisco, was married Aug. 8 in Reno to Mrs. Dorothy Wilcox William, his second marriage.

WESTMORE WILCOX Jr., formerly a director of the British War Materials Mission, Washington, has been elected a director of the American Overseas Advertising Service, New York.

MRS. FRAD WEBER, wife of the general manager of WIBW, Joe Weber, is at St. Luke’s Hospital, Chicago, recuperating from recent surgery.

CLAIR CHAMBERS, formerly manager of CKSO Butte, has been appointed manager of GJRL Kirkland Lake, Ont. Mr. Chambers started his radio career five years ago on GJRM, now CKRM Regina, as salesman and later as general manager and a director.

In 1937 he was transferred to CKRC Winnipeg, and in 1939 resigned to join CKBW Sudbury. After a year there he moved to CKCW Moncton.

DR. AUGUSTIN FRIGON, acting general manager of the Canadian Broadcasting Corp., Ottawa, is on a tour of western Canadian stations to discuss network problems with private broadcasting station operators.

G. R. A. RICE, CFRN Edmonton, who was re-elected director of the Canadian Western Assn. of Broadcasters for the third time at the 10th annual meeting at Banff this month. Directors elected were Gerry Gaetz, CKRC Winnipeg; A. A. Murphy, CJFC Saskatoon; and F. H. Elphick, CKWX Vancouver.

LESLIE CHOWE, formerly of McCall Frontier Oil Co., Montreal (Canad.-nian subsidiary of Texas Co.) is understood to have been appointed general manager of the new independent and CBC broadcasting station applied for by the Halifaxes Chronicle. He was for ten years a director of the Assn. of Canadian Advertisers.

C. E. HOOPER, head of C. E. Hooper Inc., Aug. 11 conducted a class on the commercial uses of radio audience measurements at the NBO-Northeastern Radio Institute.

EUGENE S. THOMAS, general manager, WOR New York, has been appointed to serve on the Advertising and Selling Course Committee, for the 21st year of the course under the auspices of the Advertising Club of New York. Herbert L. Stephen, news editor, Printers Ink, will serve as chairman for the fourth consecutive year.

HOWARD N. GREENLEE, general manager of WAVO Vincennes, Ind., and Victor H. Lund, manager, have been appointed re-employment committee men for Knox County Draft Board No. 1.

RIBNEY IMES Jr., owner of WELO Tonwol, Miss. and WCRB Columbus, Miss., has been promoted to Manager in Air Corp., Key Field, Meridian, Miss., as liaison officer.

BYRON NELSON, account executive of KGO San Francisco, has been appointed station representative for the Blue network in that city, replacing Gene Grant who has been assigned to the Hollywood office.

NORMAN ORTBY, of the Blue’s station relations department, returned to his desk last Monday, following his recovery from an appendectomy.
WGN's Funny Paper Party is one of the oldest children's shows on the air, but so excellent is its material that it has never lost its freshness.

Since 1924 the reading of the Chicago Sunday Tribune comics section has been broadcast over WGN. The characters are world famous—Dick Tracy, Orphan Annie, Terry and the Pirates and a host of others.

This program holds a tremendous appeal for the thousands of children throughout WGN's listening area who make the Funny Paper Party a regular Sunday habit.

The Funny Paper Party is another example of WGN's program building resourcefulness 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
COL. WATSON, ON LEAVE, AT WMBD

LT. COL. BROOKS WATSON, former chief of the Radio Branch, Public Relations, European Theatre of Operations, has returned from London on terminal leave and is serving WMBD Peoria as consultant. He is scheduled to revert to inactive status in October.

Col. Watson, former program director of WMBD, joined the Radio Branch, War Dept. Bureau of Public Relations, Washington, in April 1941, shortly after its organization. He resigned the following October to return to WMBD but at the outbreak of war he was recalled to Washington by Col. E. M. Kirby, chief of the Radio Branch.

In late 1942 Col. Watson was appointed major in the Army Specialist Corps. When that branch was absorbed by the Army he was given similar rank in the service. A short time later he went to London on the radio staff of the ETO. He was promoted to lieutenant colonel and made chief of the ETO Radio Branch early this year. Col. Watson handled the NBC Army Hour origination from London.

Col. Watson has made no definite future plans, pending his retirement from active duty. Until then he will serve WMBD as special consultant, according to Edgar L. Bill, station president.

BEHIND THE MIKE

CLARA CROSS, secretary to Helen Sioussat, CBS director of talks for the past two years, has been named assistant to Miss Sioussat. Lucille Van Ugg, formerly with Look magazine as associate editor and more recently as picture editor, has joined CBS as assistant producer in the network's television station, WCBS.

ALLAN BLACK, announcer at WEVD New York, has joined WQXR New York.

TERESA MORGAN, formerly script writer for Harry Jacob Productions, New York, is serving with the American Red Cross in the China-Burma-India Theatre.

CHARLES HERBERT, CBS producer, is joining N. W. Ager & Son, to produce from Hollywood The Electric Hour on CBS under sponsorship of a group of utility concerns.

JOSEPH SAMPietro, veteran radio musician and musical director of KOA Portland, Ore., since 1931, died of a heart attack Aug. 9 in Portland. Mr. Sampietro was born in Wellington, N. C., and came to Portland in life. Later he studied in Turin, Italy. A veteran of the first World War, Mr. Sampietro served in the Navy as a musician.

LES DAMON, formerly the detective in The Adventures of the Thin Man on CBS, now a producer of the show, is serving as m.c. on The Army's Visitin Hour program on CBS, broadcasting from service hospitals in this country.

DICK DeFERResto, former NBC production man, has succeeded Vincent Pete as assistant network manager at WHN New York. Mr. Pete has joined WMCA New York as assistant program manager.

HELEN TAYLOR, who has been heard on WOR and WHN New York, has joined WPTF Raleigh, N. C., replacing Phil Smith, resigned.

STANLEY LONERGAN, formerly of WAAF and WGN Chicago as announcer, has resigned the WGN staff as announcer.

DALE MORGAN, announcer at KXIC Des Moines, is to transfer to the New York headquarters of the CBS network, where he will be an announcer and handle special events at WHOM Jersey City.

CHARLES D. MILLER, former program director of WJAI and WOR in New York, has resigned as program director of KNX Hollywood to accept the position of program manager at WOR New York.

John Zoller, NBC Hollywood producer, is the father of a boy.

DON MURPHY, Mutual commentator, interviews Lytton Gomez, baseball star, and L. Denny Leonard, Marines, in a film short titled "G I Sports" which will be released the last of August.

BILo ARRINGTON, formerly program director at WGBR Cleveland, has joined KMPC Hollywood as writer and newscaster.

CAPT. TOM McNIGHT, after nearly two years with Armed Forces Radio Service, is to go to civilian radio production.

JOHN ZOLLER, NBC Hollywood producer, is the father of a boy.

DON MURPHY, Mutual commentator, interviews Lytton Gomez, baseball star, and L. Denny Leonard, Marines, in a film short titled "G. I. Sports" which will be released the last of August.

BILL ARENTZ, formerly program director at WGBR Cleveland, has joined KMPC Hollywood as writer and newscaster.

CAPT. TOM McNIGHT, after nearly two years with Armed Forces Radio Service, is to go to civilian radio production.

JOHN ZOLLER, NBC Hollywood producer, is the father of a boy.

BILL BURRETT, formerly at WHAS Louisville, has been announced to staff of WIS Columbia. S. C. Miss Maryland Wilson is another new member of the WIS staff.

ALL RECORDS IN THIS ALBUM MAY BE PERFORMED UNDER BMI LICENSE
Blankets "in the rough." Grown in the Inland Empire, they're bound to be good. Such resources, plus cheap, hydro-electric power, make manufacturing increasingly important, attracting new capital and people in this area. Spokane's population alone has grown more in the last 20 months than it had in 30 years. KHQ's importance, too, is growing because of its complete coverage at a cost of just one medium.
MISS GERTRUDE STANLEY  
Rotten, Barton, Darlington & Ogborn, Ind.  
NEW YORK, N. Y.  

Dear Gertrude:  

Please don't doubt about it, Gertrude: Having our own war correspondent in the European Theater is the "magnificent" thing this network has your name. I just can't believe it. I’ve been in the service, too, and I know what it means.  

Ervin Lewis in Britain  

As Radio Correspondent  

ERVIN LEWIS, associate news editor of WLS Chicago, arrived last week in Great Britain, where he will serve as a special correspondent for WLS Chicago, KTUC Tucson, KSUN Bisbee-Lowell, KOY Phoenix, BBC London and the Arizona Network. He also will write for the Arizona Farmer & Prairie Farmer.  

Mr. Lewis formerly was city editor of the Daily Current-Argus, Nashville, N. M., and for four years was news editor and announcer at KTUL Tulsa, before joining WLS in 1938.  

Lt. Charles Swallow  

Lt. CHARLES SWALLOW, 21, son of John W. Swallow, head of Television Enterprises Inc., Hollywood, and former NBC western division program director, was killed Aug. 9 in crash of a B-24 near Kiowa, Col.  

ROBERT PETRANOFF, Indiana University student announcer at WAGY Vine- 

ceans, Ind., left Aug. 15 to return to college.  

TOM Langan, formerly in NBC’s script department, has joined Foote, Cone & Belding, New York, as a continuity writer.  

JOHN SCOTT, announcer of WOR New York, and Frances Allen, editorial writer of the Ladies Home Journal, will be married in New York Sept. 10.  

BILL TAYLOR has been transferred from the engineering staff of WOR New York to the production department as late night supervisor and news editor.  

JOHANNES STEEL, WMAC New York commentator, will go to Washington this week to cover the four- 

day conference, Aug. 24-26 in his regular broadcast period 7:30 p.m.  

JULES ALBERTI, managing direc- 

tor of Constance Bennett’s business and professional activities, has been appointed director of National Radio Features for National Dog Week, Sept. 17-23.  

Ervin Lewis in Britain  

As Radio Correspondent  

ERVIN LEWIS, associate news editor of WLS Chicago, arrived last week in Great Britain, where he will serve as a special correspondent for WLS Chicago, KTUC Tucson, KSUN Bisbee-Lowell, Koy Phoenix.  

Mr. Lewis will interview service-

men and women from the West and Midwest, via shortwave and transcription for WLS and the Arizona Network. He also will write for the Arizona Farmer & Prairie Farmer.  

Mr. Lewis formerly was city editor of the Daily Current-Argus, Nashville, N. M., and for four years was news editor and announcer at KTUL Tulsa, before joining WLS in 1938.  

Lt. Charles Swallow  

Lt. CHARLES SWALLOW, 21, son of John W. Swallow, head of Television Enterprises Inc., Hollywood, and former NBC western division program director, was killed Aug. 9 in crash of a B-24 near Kiowa, Col.  

ROBERT PETRANOFF, Indiana University student announcer at WAGY Vine-
cceans, Ind., left Aug. 15 to return to college.  

TOM Langan, formerly in NBC’s script department, has joined Foote, Cone & Belding, New York, as a continuity writer.  

JOHN SCOTT, announcer of WOR New York, and Frances Allen, editorial writer of the Ladies Home Journal, will be married in New York Sept. 10.  

BILL TAYLOR has been transferred from the engineering staff of WOR New York to the production department as late night supervisor and news editor.  

JOHANNES STEEL, WMAC New York commentator, will go to Washington this week to cover the four-day conference, Aug. 24-26 in his regular broadcast period 7:30 p.m.  

JULES ALBERTI, managing director of Constance Bennett’s business and professional activities, has been appointed director of National Radio Features for National Dog Week, Sept. 17-23.  

Cassidy Pickups  

IN THE European Theater of Operations as a WLW war correspondent, James Cassidy is now being heard Mondays through Fri- 

days at 10:30 p.m. (EWT) over the Cincinnati station in programs of special interest to midwestern listeners. Cassidy, director of in-

ternational broadcasts and special events for WLW, is discussing with listeners the morale and robot bombings on the broadcasts, which are being shortwaved to WLW by the BBC.  

BILL BALDWIN, special features reporter of KGO San Francisco, has been assigned to the overseas staff of the Blue’s news and special features division for service in the Pacific.  

CARYL COLEMAN, effective with appointment of a successor, has re-

signed as Blue’s division assistant program director and will es-

tablish his own Hollywood radio production unit.  

PETER HARKINS, writer and producer, has joined the script division of NBC as comedy writer. He was at one time with the Office of Education in Washington.  

ARNOLD LOWE, formerly at WWL Woodside, L. I., has joined the announcing staff of WNOX Knoxville, Tenn.  

THERESA WATSON, formerly with CBS News, has joined the publicity staff of WPLR, Syracuse.  

JIM DeLINE, chief announcer at WFPL Syracuse, has been promoted to assistant program director.  

JAMES B. GARNETT, announcer of WDBR Hartford, married Helen De- 

sue of New Haven on Aug. 1. Rev. Charles Graves performed the public service counselor officiated.  

WLW Names Two  

MAJ. GEN. E. Edmonds (Ret.) and former managing editor of the New Orleans Times-Picayune has been added to the staff of WLW Cin- 

cinnati as military news analysis, conducting the weekly Sunday evening feature, It Happened There. Rob- 

ert Parker, European war corres- 

pondent, author of Headquarters Budapest, is another newcomer to the WLW news commentator staff. Mr. Parker will appear on the WLW-NBC World Front news discussion Sundays at noon on his own program Mondays through Fridays, 7:15 p.m. and Saturdays 5:30 p.m.
The dollar sign is the answer. It completes the well-used television formula $S + S$, or Sight plus Sound, and it's a rather dramatic way of saying that television will bring profit to you.

$S + S = \$\$ has been just a promise for a long time. But it's due to become a reality now.

You're informed on television, of course, or you wouldn't be reading this publication. But is "being informed" enough? Isn't it high time for action... for constructive planning?

DuMont will fill this need for planning— with the DuMont Equipment Reservation Plan. There are other prospective telecasters in your area, so send for this plan. It contains cost estimates... offers our arrangement for reserving your equipment, custom-building your transmitting set-up and training your personnel.

The demand for television time will soar after victory. There'll be a peacetime scramble to be "first with television," because $S + S = \$.  

DuMont's extensive specialized experience in precision electronics, in television station construction and management is at your command... in the DuMont Equipment Reservation Plan.

---

ALLEN B. DUMONT LABORATORIES, INC., GENERAL OFFICES AND PLANT, 2 MAIN AVENUE, PASSAIC, N. J.

TELEVISION STUDIOS AND STATION WABD, 515 MADISON AVENUE, NEW YORK 22, NEW YORK
FCC Orders Allocation Study
(Continued from page 18)

The conclusion and recommendations of the RITB panel have been incorporated into the FCC's order. The FCC has also noted the importance of the shortwave broadcasting licenses, and has recommended that the operation of these licenses be coordinated with the Federal Communications Commission (FCC) and the International Radio Advisory Committee (IRAC). The FCC has also recommended that the use of frequencies in the shortwave band be regulated to ensure the efficiency and effectiveness of broadcasting services.

The FCC has also recommended that the Department of State be given the responsibility of coordinating the shortwave broadcasting licenses with the Department of Commerce and the Department of the Interior. The FCC has also recommended that the use of frequencies in the shortwave band be regulated to ensure the efficiency and effectiveness of broadcasting services.

The FCC has also recommended that the Department of State be given the responsibility of coordinating the shortwave broadcasting licenses with the Department of Commerce and the Department of the Interior. The FCC has also recommended that the use of frequencies in the shortwave band be regulated to ensure the efficiency and effectiveness of broadcasting services.

The FCC has also recommended that the Department of State be given the responsibility of coordinating the shortwave broadcasting licenses with the Department of Commerce and the Department of the Interior. The FCC has also recommended that the use of frequencies in the shortwave band be regulated to ensure the efficiency and effectiveness of broadcasting services.

The FCC has also recommended that the Department of State be given the responsibility of coordinating the shortwave broadcasting licenses with the Department of Commerce and the Department of the Interior. The FCC has also recommended that the use of frequencies in the shortwave band be regulated to ensure the efficiency and effectiveness of broadcasting services.

The FCC has also recommended that the Department of State be given the responsibility of coordinating the shortwave broadcasting licenses with the Department of Commerce and the Department of the Interior. The FCC has also recommended that the use of frequencies in the shortwave band be regulated to ensure the efficiency and effectiveness of broadcasting services.

The FCC has also recommended that the Department of State be given the responsibility of coordinating the shortwave broadcasting licenses with the Department of Commerce and the Department of the Interior. The FCC has also recommended that the use of frequencies in the shortwave band be regulated to ensure the efficiency and effectiveness of broadcasting services.
The above letter is typical of many we have in our files telling of the performance of WIZE as an advertising medium. Stories of advertisers using WIZE exclusively and doing an outstanding job economically and effectively. Remember, WIZE, is the advertising voice of Springfield... no other medium or outside station can fully reach this market.

Write today for availabilities.
LITTLE CROW MILLING CO., War- saw, Ind., will begin sponsoring quarter-hour program, Of Timers, featuring Hal O'Halloran and Joe Rock- hold, Oct. 2, five times weekly, 7-6:58 a.m. through Rogers & Smith Adv., Chicago.

ATLANTIC BREWING CO., Chi- cago (Tavern Pale Beer), renewed sponsorship of three-weekly, quarter- hour program, Just for Fun, featuring Mr. & Mrs. Harry E. Mos- ey, effective Aug. 7, on WMAQ Chicago. Agency is Campbell-Mithun, Chicago.

EMBASSY DAIRY CO., Washington, D.C., has renewed Once Upon a Time, live dramatic children's show, on WINX Washington for 12 weeks. Program is heard Saturdays 12-12:45 p.m. Agency is Lewis Ryan Adv., Washington.

COOLERATOR Co., Duluth, Minn. (refrigerators) has appointed Butch- rauff & Ryan, Chicago, to handle its advertising. Radio plans are said to be considered.

MISSISSIPPI BUSINESS UP 223% Using 1939-40 as 100 per cent, or normal, Mississippi business is up 223 per cent—averaging 3 per cent better each month during the 12-month period ending June 30, 1944.

There are many reasons behind this constant upward trend of business in the "Magnolia State." Three of them are: increased agri- cultural production, industrial activity, and the new sensational oil development. This latter promises to make Mississippi one of the greatest oil producing states in the Union.

Business in Mississippi will continue good, during and after the war. "WJDX—the voice of Mississippi"—continues to DOMI- NATE this profitable and growing market.

"Mississippi Business Review.

Omit Flowers
"OMIT THE flowers . . .
but remember, WWJ, America's pioneer broadcasting station, is beginning its 26th year as Detroit's first station," runs copy of an ad of WWJ Detroit, which will feature a basket of flowers with a congratulatory card attached. Greetings from Hollinger Co., a veteran representative for WWJ, also is mentioned in the copy.

WESTERN UNITED DAIRY, Chi- cago, started sponsoring 30 time sig- nals, three-weekly, Aug. 14, for 52 weeks on WMAQ WGN Chicago. Agency is Olsen Adv., Chicago.

CHICAGO BOARD OF Underwriters, Chicago, on July 29 began one 25-word announcement, Saturdays 6-30 p.m. (CTW) on WLS Chicago. Contract, for 26 weeks was placed by Cunyngham Adv., Chicago.


HIRAM WALKER Inc., Detroit (Im- perial whisky) has appointed Foots, Cone & Belding, Chicago, to handle its advertising as of August 4th. No radio is planned at present.

SERVEL INC. has appointed Gilbert Schade to the advertising and sales promotion department. Mr. Schade was formerly with United Aircraft, Slex Coffeemaker Co., and the John B. Fairbairn Agency of Hartford.

BRTS, Memphis department store is sponsoring two programs, Spotlight on Rhythm heard Monday through Friday, and a weekly evening show, Wednesday Evening at Home on WHBQ Memphis. Perel & Lowen- smith, Memphis jewelers, is sponsoring the Voice of Experience weekly quar- ter-hour transmitted show and J. C. Penney & Sons is sponsoring Betty & Bob.

M. LOUIS PRODUCTS Co., New York (Elmwood Shampoo), has named Hirahon-Gardasil, Inc., New York as advertising representatives. Plans are said to include radio.

STANDARD RADIO, Hollywood, has arranged 1177 transcriptions of anim- al voices for General Foods. Walt Disney's musical score, "The Three Caballeros" for distribution to radio stations throughout North and South America, and versions in English, Spanish and Portuguese, are being shipped to Eng- land, Australia, India, Spain and Por- tugal.

General Foods Lineup

GENERAL FOODS Corp., New York, in resuming Maxwell House Coffee Time on NBC Thursday, 8-8:30 p.m. Aug. 21, with Frank Morgan as star will present a show built around "The Mighty House of Morgan," with Robert Young as m.c. and supporting cast including Cass Daley, as Morgan's niece, Eric Blore, as butler, and Carlos Ramirez, baritone, as a Latin- American protege. Al Sack's or- chestra will supply the music, with Miss Daley and Mr. Ramirez doing the vocals. Harlow Wilcox continues as announcer. Title of General Foods new NBC program featuring Fanny Brice, also a regular on CBS will be Toasties Time, and will be heard on CBS 6:30-7:00 p.m., starting Sept. 17. Agency is Benton & Bowles, N. Y.

HISTEX Corp., Chicago, on Aug. 14 started 46 spot announcements for three weeks on WLS Chicago through Roche, Williams & Clancy, Chicago.

PABST SALES Co., Chicago, has changed the title of its CBS program from Blue Ribbon Town to The Ken- ny Baker Program. Kennie is acting selection of the singer as star of the show to succeed Groucho Marx.

ORANGE CRUSH Co., Chicago, has named J. Walter Thompson Co.'s office in Santiago, Chile, to handle advertising in that country for Orange Crush.

FORD MOTOR Co., Detroit, has ap- pointed the Buenos Aires office of J. Walter Thompson Co., New York, to handle its Arpetaine advertising, effective Oct. 1.

CALTEX KNITTING MILLS, Los Angeles, has appointed John H. Rior- dan Co., Los Angeles, to direct its advertising.

McCALL Corp., New York, has ap- pointed Grant Adv., New York, to handle advertising for Redbook.

CAMPBELL SOUP Co., Camden N. J., as part of a spot campaign for its soup products, has signed a 32-week contract with WQXR New York for a total of 63 station breaks weekly, effective Oct. 1. Agency is Ward Wheelock Co., Philadelphia.

GENERAL FOODS Corp., New York, has signed contract with WQXR New York for a three-weekly quarter-hour luncheon concert to pro- mote Campbell's Soup, beginning Oct. 30. Future radio advertising plans for the product have not been determined.


1480 Kilocycles

FOR BETTER THAN AVERAGE RESULTS

Joseph Lang, Gen. Mgr.

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

BROADCASTING • Broadcast Advertising
There is an easy way to get the kind of rating you like with the kind of audience you want. Use WFBR . . . with confidence!

Our solid standing with the Baltimore radio audience wasn't handed to us on a silver platter. 22 years of sincere public service did it . . . and the kind of programming that makes Baltimoreans feel that WFBR is their own station.

But that isn't all . . . our audience has also come to know the station personally. Over 75,000 visit our big, comfortable, modern studios every year. No other Baltimore station can make this statement!

Our public relations job is tops, too. So good that Baltimore Radio Editors and “Billboard” magazine recently rated us first in Baltimore! Yes, our audience believes in us. That is why you can be “top kick” in this market of a million . . . when you use WFBR.

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

WFBR IS YOUR BEST BALTIMORE BUY!

*ANOTHER GOOD REASON WHY
E. L. BAUMILLER, assistant media director of Pedlar, Ryan & Luak, New York, for the past two years, has been appointed media director, in charge of all radio and publication media buying. Before joining PR&L, Mr. Baumliller was associated for 11 years with McCann-Erickson Inc., New York, where he spent most of his time as buyer in the media department. Agency’s radio executive setup now includes, in addition to Mr. Baumliller, Ted Siisson, as radio director, and Mary Dunlevy, as chief timebuyer.

MIGUEL DE LA CRUZ, formerly a writer at NBC and associated at one time with the Chilian Line, has joined J. Walter Thompson Co., New York. He has left for the agency’s Chilen office where he will serve as assistant manager. Robert T. Land, account representative in the agency’s international department, left last week for Calas and Central America, where he will confer with distributors of products handled by JWT on advertising activities, and will make a general survey of markets and media including radio.

PERSONAL PRODUCTS Corp., New York, has appointed N. W. Ayer & Son, New York, to handle advertising for Loreal Facial Tiaues.

NEG MOONETT, former San Francisco writer-producer, has joined Dan B. Dunlavey Co., Los Angeles agency, as continuity head and producer.

LYNNE IVERSON CARNELL, formerly with Donald K. Morrison and J. R. Hamilton agencies, Chicago, recently joined the copy staff of Lawrence L. Everling, Philadelphia.

WINIFRED LENIHAN, producer at the Blue Network, is joining the day-time radio program division of Young & Rubicam, New York, in a story-editor capacity. She will serve as assistant to Car. Irvin, director of daytime radio.

ROBERT NYE, Hollywood producer of Foote, Cone & Belding and son of Senator Gerald Nye, married Betty Brewster of that agency in Glendale, Calif., Aug. 11.

NEAL NYLAND, formerly advertising manager of Nash Motors Corp., previously in charge of advertising and public relations of the Plymouth division of Chrysler Corp., has joined Bon- ton & Bowles, New York, as an account executive. He will work on the Hitcimouth division of that agency.

ERIC AINSWORTH, formerly in charge of merchandising and research operations of Bonton & Bowles, New York, more recently associated with advertising manager of Schenley Distillers Corp., New York, has joined Dunne Jones Co., New York, as merchandising director.

EDWARD M. CHAFFEE, representative of N. W. Ayer & Son, has transferred from the agency’s Philadelphia office to the Detroit office.

ART DALY, West Coast manager of W. Tam H. Weintraub & Co., is the father of a boy.

DONN DESSSE has succeeded Jay Hubert as account executive for McCann-Erickson, Portland, Ore., and last resigned to become associated with advertising department of Safeway Stores Inc.

POURING OVER promotion presentations submitted by Blue Network stations for the Breakfast Club contest, in which first prize of $300 in war bonds was awarded to WISH Indianapolis, are (1 to r) judges John Urice, account executive of J. Walter Thompson Co.; E. J. Huber, sales promotion manager of the Blue central division; William Kutsch, advertising manager of the Hammond, Ind., based division of Swift & Co.; Don McNell, m.c. of the Breakfast Club; E. R. Boroff, vice-president in charge of the Blue central division; Merritt R. Schoenfeld, assistant general manager of the Blue central division; Joe Hartenbuler, sales manager of central division of the Blue Network.

Y & R Names Two

YOUNG & RUBICAM, New York has named Harold E. Weinholts, formerly in the Philadelphia office of N. W. Ayer & Son, as space buyer and forwarder. In his new post Mr. Weinholts will devote his entire efforts to handling and placing of export advertising. At the same time, Young & Rubicam appointed William D. McCuaig to the international division as contact man and consultant on Latin American radio. Mr. McCuaig comes directly from the Algiers outpost of the OWI.

KANSAS CITY branch of Abbott Kin PlayerPrefs, New York, which took over the David B. Mindlin Advertising Agency (BROADCASTING, July 17), will be known as the Abbott Kinroll Co. Inc. of Missouri, with Mr. Mindin serving as president. Accounts and personnel of the Kansas City agency remain the same. Abbott Kinroll moves its Chicago offices from 1443 Merchandise Mart to 388 N. Michigan Ave.

MRS. PEARL B. CAMERON, formerly in charge of all advertising production for Union Oil Co. of California, has been appointed production manager of West Moncrieff, Los Angeles agency. She succeeds Dorothy Freeman, now production manager of Hillman-Shane-Birch Corp., New York.

JOHN M. LUPTON, formerly advertising and sales promotion manager of Associated Business Papers, has organized the John Mather Lupton Co. as an agency specializing in industrial accounts.

JOHN PEARSON, Chicago, has assumed representation of KWN Winona, Minn., 250 w., 1230 kc, and KWLM Willmar, Minn., 250 w., 1340 kc.

560 KILOCYCLEs
5000 WATTS FULL TIME
BLUE NETWORK

Represented Nationally by
John BLAIR & Co.
Dominant IN THE RURAL MARKET

Both day and night, WOAI is first preference with more than 50% of the rural audience, in 78 counties in the station's primary area. Percentages are from a postcard-questionnaire survey conducted by Ernst & Ernst - Spring, 1944.

For the overall picture of WOAI's dominance of its market (metropolitan, urban and rural) be sure to see next week's issue of Broadcasting. These charts make it crystal-clear why, year after year, WOAI sells more merchandise to more people in Central and South Texas than any other station - at a lower cost per sale!

WOAI 50,000 WATTS CLEAR CHANNEL NBC - TQN
San Antonio
Represented Nationally by EDWARD PETRY & COMPANY

THE POWERFUL ADVERTISING INFLUENCE OF THE SOUTHWEST

BROADCASTING • Broadcast Advertising
August 21, 1944 • Page 49

New Zealand Scheme

ADVERTISING agencies and national advertisers of New Zealand are expressing alarm over the plan of the Government controlled broadcasting service (commercial division) to purchase direct from the producers all transmitted features to be broadcast over the Government controlled networks. It is assumed that the Service is building up an extensive library of features to be available to sell to sponsors, and simultaneously, to reduce sponsor costs by eliminating agency commissions. New Zealand agencies and advertisers fear a monopoly will grow out of the plan.

BROADCASTING

Philip Laaser Is Named To New WMFM Post

PLANNING for Postwar television, the Milwaukee Journal has appointed Philip Laaser as FM-Television Engineering Supervisor. Mr. Laaser is a former WMFM transmitter supervisor for the Journal. Alva Van Alstyne, who previously a WMFM transmitter engineer is now WMFM chief transmitter engineer.

The Journal started experiments with television in 1951, on the top floor of a Milwaukee hotel. In February, 1941, an experimental telephone tower was added to the Journal's Radio City in 1942, with complete facilities for control room and studios.

in the CONTROL ROOM

DONALD I. MASSEY, formerly of the transmitter maintenance staff of WPTF Raleigh, N. C., has been added to the station's control room staff.

JULIAN BRUCE MYERS, for the past several years a monitoring officer for the FCC, has joined CBS technical operations department as a maintenance and construction technician. He was formerly with the U. S. Army Signal Corps, from which he received an honorable discharge.

WILLIAM VASSAR, for three years with Crossley Corp., Cincinnati, as supplier contact engineer and more recently as chief engineer of engineering services, has returned to Emerson Radio & Phonograph Corp., New York, as administrative assistant to Dorman D. Israel, vice-president in charge of engineering and production.

MILTON BRITtain, formerly with the Indiana Highway Comm., has joined WAOV Vincennes, Ind. as transmitter operator. Jack Florey of the transmitter staff expects to be inducted shortly.

CLARK SANDERS field engineer of KGO San Francisco has been appointed to the Blue Network's overseas staff. He will leave shortly for duties in the Pacific.

BILL HANSON, operator-announcer at KWIL Albany, Ore. has taken over the duties of Herb Davidson, chief engineer, block of time for the Navy.

DIBUS WOODS, formerly control operator of CKY Winnipeg, is now with the Canadian Army Overseas.

NEPHI SORENSEN and Jim McGraw, technicians at KDY Salt Lake City, Utah have formed their own firm, Radio & Television Engineering Co., Salt Lake City, with a view to alleviating the radio service situation there.

For the overall picture of WOAI's dominance of its market (metropolitan, urban and rural) be sure to see next week's issue of Broadcasting. These charts make it crystal-clear why, year after year, WOAI sells more merchandise to more people in Central and South Texas than any other station - at a lower cost per sale!
Have you Explored CANADA?

At the dawn of Canada's history, dreams of wealth brought trappers and fur-traders who scoured this vast new territory. They coursed unmapped waterways, trod uncharted land, opening up new frontiers of trade and commerce. And so was passed the first milestone on Canada's road to industrial prominence.

Today, Canada ranks high in the world of business—her natural and financial resources are almost unlimited. In peacetime tomorrow will come developments beyond any yet dreamed of. Those who lay the foundation now will reap the greatest rewards in the years to come.

Canada's richest market can best be reached through CFRB, Toronto. This station has a listenership that is consistently higher, on a daily average, than any of the three other stations in this important area. Those who know Canada select CFRB—basing their choice on results.
Represented cheaper it's CAROLINA by Howard H. Wilson in he added, previously cooperated. wholehearted WAC efforts Doran Thing After Another. Tom EXPERIENCES of chase especially many as a its proper obtaining should Lewis News will likely benefitted (Continued from page BALTIMORE in BLUE NETWORK will likely have reserved of the medium. to have major advertising budget was given "and and deserved Avery, NAB to have all radio stations, the AFM and the IBEW, called to Blue affiliates to House, Chicago, Aug. U. Steel considers U. S. STEEL Corp., New York, is negotiating for BSO, New York, agency in charge, would comment on the report, however. RADIOMARINE Corp. of America has received from the Maritime Commission a third gold star to be added to its maritime "M" pennant, for continued achievement in production. Charles J. Pannill, president, was notified of the award last week. WIBW has developed America's most successful radio selling technique—"reason why"—as delivered as the recommendation of one friend to another.

**TEXT OF Y&R STATEMENT**

**WAC Drive**
(Continued from page 9) other campaigns but other allocations will likely be arranged should War Dept. needs justify them.

News of the War Dept. action was greeted with expressions of delight in broadcasting circles, the consensus of opinion being that in obtaining a slice of the WAC advertising budget radio was given its proper and deserved recognition as a major advertising medium. Particular satisfaction was felt in many quarters that small stations especially will benefit from purchase of time by the Government.

Lewis H. Avery, NAB Director of Broadcast Advertising, whose efforts to have radio included in the WAC advertising program received wholehearted support of stations, told BROADCASTING he wanted to be "among the first to urge all radio stations to support this important Government program as they have never supported it before—regardless of how well they have previously cooperated."

"There is a big Job to be done," he added, "and I know that radio can do it."

EXPERIENCES on battlefronts throughout the world are related by Tom Treener, NBC war correspondent, in a new book entitled One Damn Thing After Another. (Doubladay, Doran & Co., New York, $2.50).

**YOUNG & RUBICAM** is today (Aug. 18) sending the following telegram to all radio stations in the United States: "War Dept. approved Young & Rubicam WAC recommendation for four weeks starting Sept. 4 for one one-minute and one station break transcribed announcement between 6 and 10 p.m. local time five days per week Mondays through Fridays cancellable on two weeks notice. If you accept paid Government advertising please wire us today best times you can make available with preceding and following programs and hold pending our selection. Representatives being told about this wire sent you in interest of speedy action required."

CARL A. Franco, Young & Rubicam. The schedule was approved by the War Dept. following recommendations made by Young & Rubicam. Under the plans one 15-second break and one one-minute spot announcement, five days a week, Monday through Friday, will be scheduled for a period of four weeks beginning Sept. 4. The spots and breaks are recorded and tie in closely with newspaper, magazine, and outdoor advertising already announced.

The introduction of radio into the WAC programs during the first four months of the campaign completes the original recommendation of Young & Rubicam. The action follows the finding that a substantial number of broadcasters are ready to accept paid Government advertising in other media is contemplated.

**HEARINGS AUG. 28 ON DISC TURNERS**

THE NATIONAL Labor Relations Board will begin hearings Aug. 24 in New York to determine the question of jurisdiction over platter turners in NBC and Blue owned stations by the National Assn. of Broadcast Engineers & Technicians. Sessions will take place at 120 Wall Street, James Paradise, examiner, will preside.

NLRB will inquire into NABET's jurisdictional claims in two network-owned stations in Chicago where members of the AFM are now operating turntables. NABET contends the networks violated their contracts with technicians in giving platter turnover functions to the musicians.

It is expected that officials of the networks, the AFM and the IBEW, which has jurisdiction over turntables at CBS owned stations, will be called to the hearings.

**Blue Affiliates Meet**

EDWARD J. NOBLE, board chairman, Blue Network; Mark Woods, president; Charles J. Laroche, chairman of the executive committee; and Edgar Kobak, executive vice-president, will address the meeting of Blue affiliates to be held at the Palmer House, Chicago, Aug. 28. In the morning the Blue station planning and advisory committee will meet and in the evening Mr. Noble will entertain the network's affiliates at a dinner.

**Fly to Address AFRA**

FCC CHAIRMAN James Lawrence Fly on Aug. 26 will address a dinner meeting of the Annual Convention of the American Federation of Radio Artists to be held Aug. 25-27 at the Hotel Collier, Cleveland. Chief convention business will be a discussion of the unions' codes for network commercial and sustaining programs and for transcriptions, all of which will come up for renewal Nov. 1.

**U. S. Steel Considers**

U. S. STEEL Corp., New York, is negotiating for a network program featuring past and current productions of the Theatre Guild, New York, according to the theatrical production organization. Neither U. S. Steel nor BSO, New York, agency in charge, would comment on the report, however.
SHOWIEST gadabout of the insect domain, the Butterfly is EXCLUSIVE because of its brilliant coloring... and because of its variety of appearance. Its rainbow hues are due to a covering of scales, overlapping like shingles on a roof, protecting as well as beautifying. Flying by day, with wings held vertically, the Butterfly lays claim to 10,000 species in the United States alone.

CONSTANT champion of FM... the Voice of Tomorrow Today... in the Kansas City Area, K-O-Z-Y is EXCLUSIVE because it is an "already-tested" outlet, in a top market, capable now of proving that... FM-wise...

"Everything is KOZY in Kansas City". Do you want PLUS COVERAGE of people who think in terms of PLUS VALUES? Write for Rate Card 3!

EVERETT L. DILLARD
General Manager

ELIZABETH WHITEHEAD
Station Director

FM Radio Station KOZY
PORTER BUILDING • KANSAS CITY, MISSOURI

FM Pioneer in the Kansas City Area
Duncan to WLW

J. R. DUNCAN, television engineer since 1931, has rejoined the staff of WLW Cincinnati as chief television engineer. Shortly after graduation from Oklahoma A&M College he was employed by RCA Camden engineering laboratories. He is the inventor of the blocking tube oscillator. He later worked with Philco Radio & Television Corp., and the Midland Television Co., of Kansas City as chief television engineer.

KEYSTONE Broadcasting System has acquired three additional affiliates, KP LT Paris, Tex., KRKC Beaumont, Tex., and WDWS Champaign, Ill.—making a total of 200 KBS stations.

PUBLIC NOTICE

Docket No. 6651, August 17, 1944

In the Matter of allocation of Frequencies to the Various Classes of Non-governmental services in the radio spectrum from 10 kc. to 39,000,000 kc.

Notice is hereby given of the procedure to be followed at the hearing of the Commission to be held in the offices of the Commission in Washington, D.C., beginning at 10:00 a.m. Sept. 28, 1944, and pursuant to the order of the Commission dated Aug. 15, 1944, in Docket No. 6651.

1. As stated in the Commission's order of Aug. 15, persons or organizations desiring to appear and testify at the hearing shall notify the Commission of such intention on or before Sept. 11, 1944, stating the names of all witnesses who will appear, the topics each will discuss and the time expected to be required for the testimony. Persons who intend to testify at the hearing should prepare exhibits which will meet the requirements for frequency bands and positions in the frequency spectrum for the service to which their testimony is directed and five copies of each exhibit should be furnished the Commission on or before Sept. 20, 1944. In addition, parties should be prepared to present 30 additional copies of all exhibits at the time when they are offered for the record.

2. The Commission will first receive testimony from the Radio Technical Planning Board as to its proposal for the allocation of frequencies to the non-governmental radio services.

3. The Commission will then proceed to receive testimony with respect to the needs of the various individual services both from the Radio Technical Planning Board representatives and from all interested parties. For purposes of convenience of presentation only, the radio services are divided as follows:

(a) Standard Broadcast
(b) High Frequency (FM) Broadcast
(c) Non-Commercial Educational Broadcast
(d) Television Broadcast
(e) Facsimile Broadcast
(f) International Broadcast
(g) Other Broadcast Services (including relay, pick-up, and studio-transmitter-link)
(h) Fixed Public Services (other than Alaskan)
(i) Coastal, Marine, Rail, Ship, Mobile, Press, and Fixed Public Service in Alaska
(j) Aviation Services
(k) Police, Fire and Forestry Services
(l) Aircraft, Emergency, Provisional, and Motion Picture Services
(m) Special Services (geophysical, relay press)
(n) Amateur
(o) Industrial, Scientific, and Medical Services
(p) Relay System (Program and Public, and Private Communications)
(q) New Radio Services—In addition to receiving testimony on the above listed radio services, the Commission will receive testimony on the question of whether or not any new radio services not herefore recognized should be provided for in any frequency allocation.

4. As soon as notices of appearances are received from persons and organizations desiring to present testimony, the Commission will issue a further notice indicating the order in which the requirements of the various above-named services will be considered. An effort will be made to arrange the order of appearances so as to permit all related services to be heard as nearly as possible at the same period of the hearing.

5. Persons appearing before the Commission at the hearing, in behalf of a particular service should be prepared to furnish information at least on the following subjects:

Evaluation of Services from the Standpoint of Needs and Benefit
(a) The dependence of the service on radio, either for life or for other purposes.
(b) The probable number of people who will receive benefits from the service.
(c) And economic importance of the service, including safety of life and protection of property factors.
(d) The probability of practical establishment of the service and the degree of public support which it is likely to receive.
(e) The degree to which the service should be provided to the whole public, or on a limited scale or on an extended competitive scale.
(f) Areas in which service should be provided and, in general, the points to which communication must be maintained.
(g) When it is proposed to shift a service from its present location in the spectrum, data should be presented showing the feasibility and cost of the shift, particularly with respect to the technical, economic and other considerations involved, and the length of time and manner for completing the shift.

Technical
(a) The frequency bands required for a given service and the exact position there of in the radio frequency spectrum; also the width of common-channel bands or channels within each portion required for station frequency assignments.
(b) Suitability and necessity for particular portions of the spectrum for the service involved. This includes propagation characteristics and reliable range data.
(c) Field intensity required for reliable service.
(d) The number of stations required to establish efficient service to be rendered.
(e) The distance over which communication must be maintained.
(f) The relative amount of radio and other electrical interference likely to be encountered.
(g) The relative amount of noise which may be tolerated in the rendering of service.
(h) Apparatus Limitations, both transmitter and receiver.

6. The Commission will endeavor to make all available to itself and its own witnesses any information, particularly of a technical nature, which may be helpful in connection with the proposed use of particular frequencies by specific services.

"Post" Takes Over WINX

CONTROL OF WINX Washington was assumed on Aug. 7 by the Washington Post. The management contemplates no changes in station personnel in its national representative, Forjoe & Co.

United Nations

United Stations

In today's far flung conflict, many nations had to combine to prosecute a global war. In California's extensive Central Valleys and Western Nevada it takes five stations to achieve efficient radio coverage.

The Beeline takes the responsibility for keeping this 41 county area properly instructed, properly advised.

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.

'The Beeline' rate listing first under California in Standard Rate and Data.

PUBLIC NOTICE

FOLLOWING is the full text of the FCC's Public Notice on procedure to be followed at the Sept. 28 hearing of frequency allocation:

No. 7739

PUBLIC NOTICE

Now Back Again On

No. 1 Station in No. 1 Market

BROADCASTING • Broadcast Advertising

Paul H. RAYMER CO., National Representative

McClatchy Broadcasting Company
Sacramento, California

McClatchy

Sacramento, California

STOCKTON - KGW

SACRAMENTO - KFBK

FRESNO - KNJ

BAKERSFIELD - Kern

PORTLAND, OREGON

CBS Affiliate

FREE & PETERS • National Representatives

No. 1 Station in No. 1 Market

The Texas Rangers

George E. Halley

Texas Rangers Library

WGBI

Scranton, Pa.

Selling Dairy Products

NOW BACK AGAIN ON WGBI

No. 1 Station in No. 1 Market

BROADCASTING • Broadcast Advertising

Page 54 • August 21, 1944

United Nations - United Stations

In today's far flung conflict, many nations had to combine to prosecute a global war. In California's extensive Central Valleys and Western Nevada it takes five stations to achieve efficient radio coverage.

The Beeline takes the responsibility for keeping this 41 county area properly instructed, properly advised.

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.'
NBC PLANS RADIO LABS IN CHICAGO

NBC RADIO laboratory, designed to investigate new channels of broadcasting, and television techniques is planned to start in about a month in Chicago, according to Harry C. Kopf, NBC vice-president and general manager of the central division.

The lab will work out experimental ideas and provide the local network staff with a "showcase" of actual productions for prospective clients. Presentations will be aired before station executives, writers, production men, agency radio personnel and representative listeners.

Included in the set-up are plans to train casts and production men for television. NBC engineers are already attending the television course given in Chicago.

Spot Campaign Promotes Fastop Reclosures Co.

TO PROMOTE "Fastop Reclosures", sanitary bottle caps for use after removal of the original tops, Fastop Inc., New York, a new company, on Sept. 15 starts a spot radio campaign which will include 24 stations in the New England and Eastern Seaboard area by late October or early November. Fastop will use participations on women's interest programs three to four times weekly on independent, non-network stations only. Advertising will extend to other areas as fast as distribution is achieved. In addition to radio, which is the primary medium, Fastop will use newspaper advertising directed at consumers, and grocers and independent dealers. Space will be used in part to promote the local programs carrying Fastop commercials. Agency is F. J. Low Inc., New York.

WJNO Staff Changes

SEVERAL staff changes have been made at WJNO West Palm Beach, Fla. Whitte MacDowell, chief engineer, has resigned to devote full time to his own business and has been succeeded by Otis Wright, veteran member of the WJNO engineering staff. Frank Browne, former program director of KTHS Hot Springs, Ark., recently recovered from a long illness, has been appointed promotion and publicity director. Rebecca Frazier of the production staff, is now program director.

WDRC

CONNECTICUT'S PIONEER BROADCASTER

NO FOOLIN'

It's already later than you think for placing fall and winter spot schedules. Don't mark WJNO on WDRC! It's out. Commercial Mgr., WDRC, Hartford, Conn., Represented by Raymond.

USE WDRC TO CONNECT IN CONNECTICUT

YOU WON'T BE STUCK IF YOU BUY THIS BROOKLYN BRIDGE!

Those "in the know" have found the way to "bridge" Brooklyn. A population almost as big as Detroit and Boston together—certainly bigger than Los Angeles or Philadelphia—it deserves a most thorough radio coverage. The one bridge that gives you access to all of Brooklyn is WBYN — Brooklyn's only full time radio station. WBYN also gives you added coverage by reaching out to all the other boroughs, too.

Its unique "minute programming" assures a listenership that includes all the family!

WHY IS "MINUTE PROGRAMMING" SO POPULAR?

Because of the minute spotting of A.P. and I.N.S. war news — exclusive racing results — late sports — local news between pleasant music all day long.

WBYN TELLS ITS STORY TO NEW YORKERS IN A BIG WAY!

On the sports and radio pages of daily papers WBYN tells its "Minute Station" story daily through its ads.

For Availability: WILLIAM NORINS
Gen. Mgr. WBYN, 1 Nevins St., Bklyn.

Write for our 1944 Brochure! You'll be surprised at the coverage per dollar.
THREE APPLICANTS ASK NEW OUTLETS

APPLICATIONS for three new local outlets were filed last week with the FCC. Herbert Kendrick, former general manager of WJLS Beckley, W. Va., and G. L. Hash, a partnership doing business as Harrisonburg Broadcasting Co., seek the 1400 kc facilities for a 250 w full-time outlet in Harrisburg, Pa.

Glens Falls Broadcasting Corp. seeks a full-time station of 250 w on 1230 kc at Glens Falls, N. Y. Officers are Lt. H. Scott Kilgure, now on Navy duty, president; William R. Rust Jr., Leesburg, Va., vice-president; E. Arthur Hungerford Jr., also on duty in the Navy, treasurer; L. B. Griffin, president of the Griffin Lumber Co., Glens Falls, director; Alfred D. Clark, attorney, secretary. Each has one share of stock and each will acquire 29 additional shares, according to the application.

Dixie Broadcasting Co. seeks a 250 w full-time station on 1400 kc at Montgomery, Ala. Officers are Dr. S. B. Shuggs, physician, president (155 sh); Thomas W. Sewell, secretary-treasurer (65 sh); Frances Shugg Sewell, his wife, vice-president (60 sh).

NO RADIO CHANGES IN TREASURY SHIFT

Despite a sweeping reorganization of the Treasury’s War Finance Division, the radio section under the direction of Robert J. Smith remains unchanged, according to an announcement last week by Thomas H. Lane, director of advertising, press and radio activities, WFD.

The organizational changes involve the newspaper section and outdoor advertising section.

While plans for the Sixth Loan are underway, the latest interim drive for radio is a program scheduled for Sept. 2 over WEEI Boston, titled Youth on Parade, which will be carried on 71 CBS stations.

Part of the program, aired from 10:10 a.m., will be dramatization of a presentation to Philip Weaver, 9, son of Mr. and Mrs. G. E. Weaver of Whiteville, N. C., who will receive an award for offering his cocker spaniel in a bond auction. The puppy, which was bought by Josiah Maultsby, for $80,000 in War Bonds, was returned to Phillip by Mr. Maultsby. The broadcast will be in the nature of a special salute by CBS to the Second-War Program, and will be directed by Dolphe Martin.

Correction

WJMC Rice Lake, Wis., which recently became affiliated with MBS, also is a member of the Arrowhead Network which comprises, in addition, WTEB WMFG WHLB WEAU. The Rice Lake station is licensed to Walter C. Bridges and is operated under the name of the Indianhead Broadcasting Co. H. E. Westomorland is director of operations of WJMC and the Arrowhead Network. Leonard G. Anderson is local manager of WJMC. In the Aug. 14 BROADCASTING it was erroneously reported that WJMC was operated by W. H. McGenty. Control passed to Mr. Bridges last April 18.

Cities Service Audition

CITIES SERVICE CO., New York, is auditioning a program with Lawrence Tibbett, Lynn Murray and Chorus as a possible successor to the current Cities Service Concert heard on NBC Fri., 8:30 p.m. New show would probably be moved in at the start of the next 13-week cycle for the time in October. AGENCY is Foote, Cone & Belding, New York.

“He says whatever WFDF Flint is broadcasting—I should be listening.”

In Southern New England People are in the Habit of Listening to WTIC

FRANK J. MILLER Str., 54, secretary-treasurer of the Augusta Broadcasting Co., which owns and operates WRDW, died Aug. 11 at the University Hospital in Augusta, Ga., after an illness of several weeks.

President and general manager of Augusta Amusements, Inc., in addition to his radio affiliations, Mr. Miller’s pastime was the entertainment of others. He started his career as a program boy in Augusta where he was born on Dec. 23, 1889. From there he went up both sides of the ladder to the top, both as head of a program (radio show) and as theatre owner. He and his associates opened four theatres in Augusta, one of which is the Miller Theatre, named for him.

Mr. Miller was also active in civic affairs, being a past director of the Augusta Chamber of Commerce, and the Y.M.C.A., past president of the Augusta Rotary Club, vice-president of the Augusta-Richmond Tuberculosis Assn., director of the Salvation Army, member of the advisory board of the Wilhenford Children’s Hospital, and member of the Civil Service Commission.

Col. Burn Returns

COL. WALTER P. BURN, president of Walter P. Burn & Assoc., New York, will soon resume active participation in the research firm following his retirement from active Army service. Col. Burn was awarded the Legion of Merit for his work as chief of Training, Office of Civilian Defense. At his request he was later transferred to the II Corps as Chemical Officer. He received the Distinguished Star Medal and a second Legion of Merit for his combat record in Algeria, Tunisia, Sicily and Italy. Col. Burn was called to active duty in 1941.

Katzentine Seeks Second APPLICATION for a new local at Melbourne, Fla., was received by Col. A. Frank Katzheimer of Willkati, owner of WKAT Miami Beach. Col. Katzentine now is on active duty in the Army.
NAB War Conference Plans
(Continued from page 10)

gineers who are not eligible for membership will be admitted.

Considerable attention will attach to the activities of the NAB Code Committee, in view of the all-out attack by CIO on the code at the FCC proceedings involving the renewal of the license of WHKC Columbus. This proceeding is regarded as simply as a symbol of CIO’s quest for free time on stations to present what it portrays as the labor viewpoint. The voluntary code bars sale of time to labor unions for membership campaigns or solicitation of funds.

The formal conference begins on Wednesday morning at the Palmer House. The morning session will be highlighted by a broadcast advertising clinic, which will cover, among other things, the highly significant retail promotion plan. Participants include Dietrich Dirks, KTRI, chairman, NAB Sales Managers Executive Committee, who will preside; Paul W. Morency, WTC, chairman, Retail Promotion Committee; Frank Avery, sales promotion manager, NRDGA; Paul McCarthy, advertising and promotion director, J. N. Adam & Co., Buffalo; John M. Butler Jr., WSB, who will discuss participation in the Proprietary Assn. advertising clinic; and Lewis H. Avery, Director of Broadcast Advertising of the NAB, who will cover future plans on industry advertising exploitation, with particular reference to the building and housing industries.

Study Public Relations
At the afternoon session Tuesday, a public relations clinic will be opened by Edgar Bill, WMBD, chairman of the NAB’s Public Relations Executive Committee. Speakers include Charles Francis Cole, vice-president and general counsel, Motion Picture Theatre Owners of America; Florence Lewis, NAB Coordinator of Listener Activity; Gov. Bourke B. Hickenlooper, of Iowa; Karl Koerner, KMB; Fred S. Siebert, of Illinois, who will discuss the Council on Radio Journalism; Miss Ruth Chilton, WCAU, president; NAB Assn. of Women Directors; Harold Fair, WHIO; Clarence Menser, NBC vice-president; E. L. Hayek, KAKE, director of the NAB 11th district; John J. Gillin Jr., WOW, director of the NAB 10th district; William B. Quarton, WMT, chairman, NAB Code Compliance Committee; Kolin Hager, WGY, director, 2nd NAB district; and F. C. Sowell, WLAC, who will discuss “Youth Interests.”

Wednesday morning session will be devoted to station coverage methods. This will be highlighted by a report of Hugh M. Feit, KFAB, chairman, NAB Research Committee, along with a report of the sales managers by Mr. Dirks. Principal speaker will be George K. Gamble, president of the AAAA who will project the advertising agency view. Presented will be the NAB proposals for a bureau of standards for audience measurement, to be followed by a panel discussion.

Small Markets
Concluding the NAB business session Wednesday morning will be the nomination and election of directors-at-large, along with consideration of three proposed amendments to the by-laws having to do with nomination of directors-at-large by individual ballot as well as from the floor, to permit elections by mail referendum, and to classification of dues by station income.

Following the luncheon address Wednesday by Chairman Fly, the conference will take up small market station problems. Marshall Pengra, KNNR Roseburg, Ore., chairman of the special NAB committee, will open the discussion, with other aspects of station coverage to be covered by Howard S. Frazier, NAB director of engineering, and Paul F. Peter, NAB director of research. Mr. Avery will discuss group selling and William B. Smullin, KJEM, will speak on the small market station as a training ground.

Winding up the Wednesday session will be a discussion of the musical situation by Campbell Arnoux, chairman, NAB Music Committee, and the status of BMI by Merritt Tompkins, vice-president and general manager.

The Thursday morning session will be given over to the labor front. John Morgan Davis, recently appointed NAB general counsel for labor relations, will lead the discussion. The AFM recording ban, still in force with respect to RCA, NBC and Columbia Recording Corp, will be covered by Sydney M. Kaye, NAB special counsel. There will be a report on the AFM platter Turner situation. William J. Friedman, Chicago attorney prominent in radio matters, will discuss

Don't nobody laugh at us farmers no more! Shush, Silas—you farmers don't deserve ALL the Credit!

No, that's right! Red River Valley farmers didn't produce all the wealth that made North Dakota the No. 1 State for the first quarter of 1944. But they certainly did a big part of the job, because the Red River Valley actually is the cream of our crop out here!

Do you know the full story as to WHY the area around Fargo is tops in this section? It's a result of the Ice Age—and one of the most interesting sagas of America. Next time you see anybody from Free & Peters, ask about it. It will give you some new ideas for 1944 profits.

The School of Radio Technique
(America’s Oldest School Devoted Exclusively to Radio Broadcasting)

5 Weeks’ Day Course

SEPTMBEB 5

8 Weeks’ Evening Course

SEPTEMBER 19

Taught by Network Professors

Advanced students include:

- Anchoring
- Station Routine
- Newswriting
- Acting
- Continuity Writing
- Diction
- Plugging
- Co-ed, Moderate rates. Impractical Call or Write for Booklet B.

R.K.O. BUILDING, RADIO CITY, N. Y.
CIRCLE 7-0193

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

From Labrador
FIRST broadcast from Goose Bay, Labrador was heard on the Army Air Force Station Chief 21, 1944. Aug. 20. Goose Bay is an attachment on the North Atlantic Wing of the Air Transport Command. Personnel there, including WACs were on the program.
LISTENING
(Continued from Page 11)

remains from competing stations. After the money is given away, the station holds 60% of its audience, with a third turning off the radio, and the remainder tuning to other programs. No particular activity is found during the other three quarter-hours. The relatively high level of the fourth quarter-hour is probably brought about by people anticipating the next money giveaway, when the cycle begins all over again.

Traffic Created

Thus, money giveaways seem to create very considerable “traffic” through their something-for-nothing appeal. A large part of the audience turns on its radios to hear the show; a large part turns them off after the show. This is not true of programs broadcast during these hours on other stations, where audiences tend to continue listening, either to the same station or to competing stations.

Just how large a total audience do these programs reach? The three examples, during the week under discussion, were on the air for a total of 22 hours. Diary records show that only 36.1% of all families in this area heard any part of them. This is a smaller audience than listens to such once-a-week shows as Jack Benny or Fanny Brice, and only slightly larger than the net weekly Lowell Thomas audience.

Thus it appears that in this area it is entirely possible to “buy” a fair-sized rating, consistently recruited from about one-third of the total families in the area. These families will stay with the station just as long as the money stays. It is largely a non-competitive audience in that few of these families tune from other stations when the cash register rings, but rather had been in the “radio off” group and nobody’s audience.

STAN-B ACCOUNT TO SHIFT
TO H. W. KASTOR IN FALL

STANDARD BRANDS, New York, which has placed advertising for its two vitamin products, Stams and Stan-B through Ted Bates Inc., New York, since their introduction last year, will shift the Stan-B account to H. W. Kastor & Sons, Chicago, Oct. 1. The change is in line with a plan to use different agencies for the products as soon as both attain national distribution and become in effect competitors.

Present radio plans call for continuation of current advertising, which is limited to a cut-in announced on This Changing World, five-times weekly program sponsored by CBS for Standard Brands Coffee, and Royal Deserts. Series is handled by Ted Bates Inc. Radio promotion for Stams includes network program cut-ins and spot advertising.

COUGH DROP SPOTS

SHARP & SHEarer, Reading, Pa., through its newly-appointed agency, Blaine-Thompson Co., New York, on Oct. 21 starts a spot campaign on 26 stations to promote Sharp’s Cough Drops, using transcribed musical jingles from five to seven times weekly. Product is said to be new to radio.

FIVE TOP MARKETS!
• Central Kentucky
  WLAP Lexington, Ky.
• Amarillo
  KPOA Amarillo, Tex.
• The Tri-State
  WCMi Ashland, Ky.-Huntington, W. Va.
• Knoxville
  WIBR Knoxville, Tenn.

All four stations owned and operated by Gilmore N. Dunn and J. Lindsey Dunn
Transmitter Accompanies First Wave Of Allied Troops in Southern France

NEWS of the second European D-Day was sped to this country in record time by means of the portable transmitter and its crew that went in among the first waves of Allied troops reaching the beaches along the Southern Coast of France.

Announcement of the Allied landings was broadcast simultaneously by the four nationwide networks at 6:10 Tuesday morning in a pooled broadcast in which the news was broken via Rome and Algiers. From them on all the networks broadcast frequent news bulletins, commentaries and special pick-ups from the European theatre, but with little interruption of normal commercial schedules.

Experienced Crews

Following their experience of D-Day, just 10 weeks before, the networks handled the second invasion story smoothly and without undue excitement. Newsroom crews, summoned after the receipt of information that an important military announcement was imminent, put in an all-night vigil before the news broke, and CBS, NBC and the Blue kept their networks open through the night. Mutual shut down at its usual time but reopened at 6 a.m. EDT, four hours earlier than usual, to carry the 6:10 pooled broadcast.

At 8:31 a.m. Merrill Mueller, NBC correspondent attached to Gen. Eisenhower's headquarters in Normandy, was heard in a pooled broadcast, at 10:38 a.m. BBC Correspondent Geoffrey Talbot, who had been in the plane towing gliders of invasion troops, reported from Algiers in another pooled broadcast, and still another at 12:30 p.m. brought eyewitness invasion accounts from Eric Sevareid of CBS and Vaughn Thomas of BBC. Each network also broadcast individually reports of its own correspondents abroad.

BBC service to independent American stations as well as the networks is continuing on a regular five-times-a-day schedule, with an eyewitness report from Mr. Talbot included in the BBC morning special at 10:30 a.m., being broadcast by many U.S. stations a few minutes before his report on the pooled broadcast went out over the networks. Networks all signed off at their usual time Tuesday night (Wednesday morning) in the absence of news of sufficient volume or importance to warrant night-through operation.

First direct radio program transmission service from France to the American network audience since the beginning of the invasion in June occurred Aug. 14, when John McVane reported on NBC's News of the World program, sponsored by Miles Labs., for Alka-Seltzer, 7:10-7:30 p.m. This broadcast inaugurated direct program service to the United States from France via Press Wireless station PX, whose mobile transmitter has been sending news dispatches direct from battle line areas since June 13.

CBS is resuming this fall its policy of using the 11 p.m. to 12 midnight time slot as a showcase for sustaining programs of all types. During the summer the sustainers are moved into various earlier spots as replacements.

MBS Chicago Meeting

MUTUAL directors, shareholders and executive committee will hold their third meeting of the year at the Drake Hotel, Chicago, beginning Aug. 25, with network officials remaining in Chicago for the NAB War Conference the following week. Executive committee, chair- manned by W. E. MacFarlane, WGN, will meet Friday. Directors and shareholders will hold their meeting on Saturday, and on Sunday network and affiliate executives will gather at the network's convention headquarters at the Palmer House, where the NAB sessions will be held. Immediately following the NAB business meeting on Monday (Aug. 28) Mutual will hold an affiliates meeting in the Palmer House, to be followed by a cocktail party for MBS stations.

New Campbell Show

CAMPBELL SOUP Co., Camden, N. J., is signing up Olsen & Johnson for a network program which will go into one of the company's two CBS periods. Final deal, however, is contingent on whether program and time are mutually satisfactory to both sponsor and talent, with the comedy team willing to conform their humor to the tastes of the sponsor. Tentative starting date has been set for Sunday, Dec. 10, indicating that the new show will probably replace Radio Reader's Digest, sponsored by Campbell 9-9:30 p.m., rather than the Jack Carson Show, heard Wednesday, 9:30-10 p.m. Agency is Ward Wheelock Co., Philadelphia.
CIO Attacks NAB and Code
(Continued from page 12)

two years he had conducted a CIO program on WPAY Portsmouth, O., and had "difficulty" because of script changes.

"We didn't do anything about it," he explained. "I didn't even know at that time there was a Commision."

Mr. Cabus testified that "the idea of a radio program was encouraged by our president, Winfield Hutchinson." He said the union made no attempt to get free time because its officials didn't know stations had "free time for educational programs."

He told the Commission that Albert J. Lussheim, former labor leader in Germany and a native of Germany, took over the program when Mr. Evans went to the Army last September, but that members objected to Lussheim's programs because they dealt with "internal" problems.

That WHKC is the "guinea pig" of the CIO campaign against the NAB Code and against station operations in general was indicated in a letter from the Political Action Committee to all PRC regional directors, instructing all local unions to "immediately apply for radio time needed between now and November and to report to the National HDG PAC "all refusals to grant or sell the PAC a fair share of time and also to report all cases of censorship."" The avowed purpose, as set forth in the Holdover, Local 927 publication, was "to coordinate all such cases as may arise" with last week's hearing.

NAM Attacked

Commissioner Wakefield denied a petition filed by Mr. Goodman on behalf of Mr. Frankensteen, at the hearing opened Wednesday, to subpoena Alfred P. Sloan Jr., chairman of the board of General Motors and a director of the Du Pont interests; James S. Adams, president of Standard Brands, and William S. Rainey, radio director of the NAM. When Commissioner Wakefield inquired as to how the CIO proposed to "bring this home to WHKC", Mr. Goodman said "WHKC has accepted three programs of NAM members."

He charged that the NAM broadcasts are "planted against organized labor" and "in favor of the Republican candidate" for President and against the Democratic candidate. Louis G. Caldwell, Washington counsel for WGN and Mutual, delivered several scripts of Fulton Lewis Jr., Boake Carter and Col. Robert McCormick, publisher of the Chicago Tribune, who participated in ChicagoLand, a Mutual program originating at WGN. He said other scripts, subpoenaed by the CIO, were "on the way."

Although Mutual and WGN were not involved in any of the issues, Mr. Caldwell said he wanted to make it plain that he felt the "issues being raised are in flat contradiction of Section 326 of the Communications Act and in violation of the first amendment to the Constitution, which prohibit the Commission from exercising censorship."

Opening for WHKC Mr. Loucks declared that "both the order itself and the procedure are unusual. Mr. Everson told of a conference June 1, 1943, with CIO officials at which time a contract was signed for the 52-week series and an amicable agreement was reached as to the type of program to be presented. He said the UAW-CIO program was the first ever sold to a labor organization by the station.

Denies Station Deleted

He denied that the station deleted any portions of Mr. Frankensteen's speech, but that the UAW-CIO had been notified that the speech, as submitted, would have to be rewritten. "We, ourselves, did not delete these," said Mr. Everson, referring to portions of the original speech which the CIO had charged were deleted by the station. "We hadn't the slightest idea what was taken out until 10 days later. I objected to the general tenor of the speech."

Mr. Everson, manager of WHKC since 1935, declared that the present protest was the only criticism the station had heard in the nine years he had guided it. He said that "up to Frankensteen the programs were constructive and informative. Frankensteen came to town and wanted to do just the opposite."

Kintner Honored

LT. COL. ROBERT E. KINTNER, who becomes Blue v-p Sept. 15, on terminal leave from the Army, was awarded the Legion of Merit last week for "outstanding ability and devotion to duty in interpreting the mission of the Army," in his assignment with the War Dept. Bureau of Public Relations. The citation further stated, "His sympathetic and cooperative attitude toward representatives of the press... contributed materially to the prestige of the Army." Col. Kintner was in the Bureau of Public Relations from late 1942 to May 28, 1944.

He asserted that Mr. Frankensteen had never asked for free time to discuss controversial issues. He testified that the programs of Messrs. Lewis, Carter, Close and McCormick, to which the CIO has objected as being "biased" and "one-sided", were network origins.

Mr. Everson opposed any rule which would require stations to provide "equal time" to answer so-called controversial issues on the grounds that it would disrupt pro-

THE MIRAGE OF MONEY PROGRAMS

Here are Hoop earrings for the 8:00-12:00 AM, Monday through Friday period before and during the WSAI "Man With the Money" program.

WSAI 24.0 WSAI 31.8
A 16.5 A 17.8
B 13.0 B 13.3
C 12.2 C 10.9

WSAI believes today, as it always has, that only sound programming can produce sound station ratings. Figures like the above, plus the report of Dr. Herman S. Hettinger in our brochure "The Mirage of Money Programs" substantiate our point of view.

Division of the Creighton Corp.
CINCINNATI 2, OHIO

REPRESENTED NATIONALLY BY SPOT SALES, INC. NEW YORK, CHICAGO, SAN FRANCISCO
WHAS Scholarship

MUSICAL scholarship contest is being conducted by WHAS Louisville, opening Aug. 21, to determine the best young voice in Kentucky or Southern Indiana. The winner will get a four-year scholarship to the U. of Louisville, plus a paid job on a regular program on WHAS. The contest, in cooperation with the Rotary Club, is open to graduates of high schools in 1942, '43, or '44. The finals will be broadcast over WHAS during the week of Oct. 9.

Wright Corp. Columbus plant as soon as possible. He identified various scripts which had been changed before broadcast and in each instance he said the changes were suggested by station officials on the "general" ground that they were controversial and might not be good relations between management and labor at the Curtiss-Wright plant.

Loucks Objects

He also said station officials had told him that certain speeches and parts of dramatic skits were controversial and couldn't be broadcast under the station's standards. At one point Mr. Loucks objected to CIO counsel's questioning which the station attorney termed "leading questions". Mr. Goodman admitted they might be leading, but also said Mr. Loucks had used similar tactics with Mr. Everson.

Mr. Evans testified that the purpose of the dramatic skits was "to illustrate to the public the underhanded methods of some employers to undermine unions". He said the dramatizations were "imaginary" but that Mr. Moses had pointed out "they would not be conducive to good management-labor relations at Curtiss-Wright".

When Mr. Loucks asked the witness to state the general objections by WHKC to his scripts, Mr. Evans replied: "Mr. Moses said relations between the union and Curtiss-Wright at that time were good, and if, by this program, we accused the company of these kind of tactics, it would, in effect, constitute an accusation against Curtiss-Wright."

Mr. Loucks objected to an "apparent discrepancy" between the scripts identified by Mr. Evans and submitted by Mr. Goodman and those submitted from the station's files which, he said, were "scripts used in the production" of the program.

R. H. C. CADENA AZUL

what is to Cuba

CBS is to the United States

Yes, Cadena Azul is the network which Cuban listeners tune to for Columbia Broadcasting System programs, and for the best in local programming as well! And they tune to Cadena Azul programs in overwhelming numbers! An impartial survey proves it: A Cuban affiliate of a prominent U. S. manufacturer found that 65% of all Cuban listeners tuned to Cadena Azul... its nearest competitor had only 15% of all Cuban listeners. Your product can be most effectively sold in Cuba through Cadena Azul!

RHC CADENA AZUL

Cuba's only network affiliated with CBS

U. S. Representative
HUMBERTO D. GONZALEZ
220 West 42nd St., New York City
Wisconsin 7-1188

BROADCASTING • Broadcast Advertising
very sincerely, that your organization, Mr. Padway, has seen fit to join that very small company of those who have not accepted the decisions of the War Labor Board."

Mr. Padway argued that the present case is not the same one which was before the Board when it voted to appoint a panel, that the transcription companies who were the only employers before the Board at that time are now out entirely, and that the recording companies came into the case later. "We don't consider ourselves bound," he said, "by the inferences of implications contained in your first vote to set up a panel, that determined jurisdiction."

He said the Board took the case on prima facie showing that it was a labor dispute but that the record now shows that it was improper for the Conciliation Service to consider the basis of law to transfer the case to the Board. He contended that in order to take jurisdiction the Board must have a dispute involving an employer-employee relationship but that there is no employment relationship in this case.

"You have designated something to be a strike which isn't a strike", he asserted, and he reminded the Board that at the outset of the case he told William H. Davis, its chairman, that "we don't care if we never make another record for these or any other employers. We don't want employment with them now or at any time."

"I repeat that statement to you now", he continued, "in case there may have been any misunderstanding respecting it, that we do not want to work for RCA or Columbia in the making of records. We don't want to work for them under any terms or under any conditions. We want it considered that there is a complete severance of relationship and will not exert any economic pressure upon these companies at all. We want this Board to let us alone. . . ."

"You are putting us in the position of saying, 'Lift your ban, the effect of which is that your people go back to work. If they don't, we will transfer the case, in all probability, I presume, to the President and he will make you go back to work'.

"In other words, you are starting in motion the train of events that would impose upon us involuntary servitude."

He said that the decision in this case was "one of the worst that has been rendered by the Board, wholly outside your powers, not within your jurisdiction, and doing something which Congress has refused to do; namely, conscript manpower."

Simple Issue

Lloyd K. Garrison, public member, reminded Mr. Padway that his arguments on the merits of the case were fully explored by the panel and that "the question is purely and simply whether your organization is going to abide by the decision of the Board. You told us that it is not, and I think myself that that is about all we need to hear".

Mr. Padway replied that he went into the merits of the case "because jurisdiction runs like a thread throughout every proceeding from its commencement to the end". He said the panel "pushed and pushed and pushed and got us to make contracts" with Decca and the transcription companies and that if the AFM gives anyone a better contract it will have to change the 80

contracts it now has to conform to the new contract.

He said the Board was putting his organization in the position of working for an employer for $25 even though 80 other companies are paying $35. "I don't think there is any moral right in any tribunal to subject us to that position, and I don't think the AFM should treat the 80 employers in a matter of competitive advantage in that sort of commercial dispute and give them the better break; and I don't think you by your order should ask them to weigh the terms in 80 contracts to yield to the whim or the desires of two companies who are living in the pre-Victorian age with respect to what constitutes good labor relations".

Representing the AFM, in addition to Mr. Padway, were A. Rex Riccardi and Harry J. Steeper, assistants to the president.

Attending for the companies were Ralph F. Coli, general counsel, Columbia Recording Corp.; C. R. Egner, vice-president, NBC; J. H. McConnell, general counsel, RCA Victor Division of RCA; Robert P. Myers, assistant general counsel, RCA and NBC; J. W. Murray, general manager, Record Division, RCA; Edward Wallerstein, president, CRC; and Frank White, in capacity as vice-president and treasurer of CRC.

WLB Refers Petrillo Defiance to OES

(Continued from page 10)

Mr. Padway that at the outset of the case he told William H. Davis, its chairman, that "we don't care if we never make another record for these or any other employers. We don't want employment with them now or at any time."

"I repeat that statement to you now", he continued, "in case there may have been any misunderstanding respecting it, that we do not want to work for RCA or Columbia in the making of records. We don't want to work for them under any terms or under any conditions. We want it considered that there is a complete severance of relationship and will not exert any economic pressure upon these companies at all. We want this Board to let us alone. . . ."

"You are putting us in the position of saying, 'Lift your ban, the effect of which is that your people go back to work. If they don't, we will transfer the case, in all probability, I presume, to the President and he will make you go back to work'.

"In other words, you are starting in motion the train of events that would impose upon us involuntary servitude."

He said that the decision in this case was "one of the worst that has been rendered by the Board, wholly outside your powers, not within your jurisdiction, and doing something which Congress has refused to do; namely, conscript manpower."

Simple Issue

Lloyd K. Garrison, public member, reminded Mr. Padway that his arguments on the merits of the case were fully explored by the panel and that "the question is purely and simply whether your organization is going to abide by the decision of the Board. You told us that it is not, and I think myself that that is about all we need to hear".

Mr. Padway replied that he went into the merits of the case "because jurisdiction runs like a thread throughout every proceeding from its commencement to the end". He said the panel "pushed and pushed and pushed and got us to make contracts" with Decca and the transcription companies and that if the AFM gives anyone a better contract it will have to change the 80

contracts it now has to conform to the new contract.

He said the Board was putting his organization in the position of working for an employer for $25 even though 80 other companies are paying $35. "I don't think there is any moral right in any tribunal to subject us to that position, and I don't think the AFM should treat the 80 employers in a matter of competitive advantage in that sort of commercial dispute and give them the better break; and I don't think you by your order should ask them to weigh the terms in 80 contracts to yield to the whim or the desires of two companies who are living in the pre-Victorian age with respect to what constitutes good labor relations".

Representing the AFM, in addition to Mr. Padway, were A. Rex Riccardi and Harry J. Steeper, assistants to the president.

Attending for the companies were Ralph F. Coli, general counsel, Columbia Recording Corp.; C. R. Egner, vice-president, NBC; J. H. McConnell, general counsel, RCA Victor Division of RCA; Robert P. Myers, assistant general counsel, RCA and NBC; J. W. Murray, general manager, Record Division, RCA; Edward Wallerstein, president, CRC; and Frank White, in capacity as vice-president and treasurer of CRC.
Ballett to Retire

CARL J. BALLETT's retire this week as active chairman of the board of Morse International Inc., New York, and is moving his residence to Pennsylvania. He will retain his present title and will participate in certain agency business.

Russell Wertz, sales manager of the printing division, C. R. Shepard Co. has been named chairman of the war activities council of the Advertising Club of New York, position formerly held by Mr. Ballett.

Network Changes


EVERSHARP Inc., Chicago (pens, pencils), on Aug. 13 added to Take It or Leave It... (WJLS WDWS WDWN WBOY WQFX WFSB WTVN WNYO WIFR KEJQ KGEN KEQI KJID KEAQ WHB), making a total of 141 CBS stations. Agency: Blow Co., N. Y.

GULF OIL Co., Pittsburgh (motor oil), has added WFLY New York, WDAY Bismarck, N. Dak., W560-11 p.m., 6 CBS stations (KGUN KVFZ WFLY WHUD WERC WMBC), making a total of 109 CBS stations. Agency: Young & Rubicam, N. Y.

LEVIER BROS., Cambridge, Mass. (Yankees), on Aug. 14 added to Yankee Time, a new 30 minute show on 192 CBS stations, Wed., 8:00-8:30 p.m. Agency: J. Walter Thompson Co. N. Y.

LOWEST NEW YORK RATE CARD

WLBI's rate is from 60% to 310% less than that of any other New York independent station on a dollar basis.

Projected against Hooperatings, WLBI compares most favorably with the other stations purely on a cost-per-listener basis. But when the quality of the WLBI audience is considered simultaneously with the cost-per-listener, WLBI stands out as a "must" to complete your coverage of the New York market.

J-W-T PRODUCERS SHIFTED ON COAST

ROBERT BREWSTER, Hollywood producer of J. Walter Thompson Co. on NBC Kraft Music Hall, has been shifted to CBS Frank Sinatra Show succeeding Earl Ebi. Writing staff under direction of Hendrick Vollaert consists of Bill Decle, Jerry Godfrey, and Virginia Radcliffe.

Mr. Ebi takes over production of NBC Chase & Sanborn Show when the program resumes on Sept. 3. He succeeds Tony Stanford. Under Vic McLeod, writers of that program are Alfred Johanne, Alan Smith and Bob Marlow. The two men will also for Hollywood producer of NBC Old Gold Show assumes that post on NBC Kraft Music Hall, with Dave Gregory as chief writer, assisted by Stanley Davis, Elen Packard, Chet Castellaw, Fred Fox, Rupert Presley and Leo (Ukie) Sherin.

With no successor named for the late Daniel J. Danker, vice-president, who died on July 5. Norman Blackburn is handling talent buying for all programs and administrative end of the agency's Hollywood radio business. Anthony Stanford, as senior producer, will act in a supervisory capacity on programs originating from Hollywood and New York.

Carroll Carroll, writing as one of the NBC Kraft Music Hall, will supervise writers and create new program ideas. Stanford and Carroll will be on a shuttle basis between the agency's New York and Hollywood offices, in charge of a policy board, for half year secretary to Mr. Danker, and for the last six months handling contacts on CBS Late Radio Theatre, will continue to book talent for that program.

FIRST direct radio-telephone service between New York and Bombay, said to be the longest direct circuit in the world, was put into operation by RCA Communications Inc., last Tuesday at 12:01 a.m.

THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE

UNITED PRESS

BROADCASTING • Broadcast Advertising

August 21, 1944 • Page 65

$15,000.00 AND UP RADIO SALES MANAGER WANTED

The man we want is a most unusual guy. He's never made $4,000 a year. He's never been an executive. He's never done anything. He doesn't know all the best New York Agency people.

We think the man we want is probably between 20 and 30 years of age and until recently at least he had a job. He's been working at some junker radio station or on starvation salary at some high class network outlet. Of course, he's very experienced before he went into Uncle Sam's Army or war work. If so, he's now released and ready to go.

He's got to know radio and how radio is sold. He's got to know he's the best damn salesman that ever lived. He's got to have the ants in his pants that will make him work from 24 to 48 hours a day till he gets what he wants... till HE GETS IT! ... and not on any silver platter.

HERE'S THE SET-UP

The man we want is one of the smartest men, 250-watt, full-time independent station operators, who has been on the air and operated by two guys who came up in radio the hard way. The station is located in a top eastern, metropolitan county of 250,000 population. There is no competition for the local retail merchant.

The station has been successful from its start two years ago. Now making good gross and net profit. Only a guy with the "itch" can take it a lot higher.

HERE'S THE PAY-OFF

The guy we want will come in first on a base plus commission... no drawing account. He'll only get 15% of total sales until his weekly billings go to $300. Then he'll get 20%. When his sales are up to $600 per week, he'll get $25% overall year round.

That plan is based on the conviction of the guys who run the station that the man who won't get off his butt, that won't work much but that the guy who'll get out and slug deserves a break... with NO ceiling on earnings.

The man who proves himself in this way can have just about anything he wants. A good salesmanship and a swell job for life under friendly, ideal working conditions. (We don't believe in these "family" situations).

HOW TO GET THE JOB

Just write your name and address on a sheet of paper and come on in. We'll tell you how you can be hired in this ad that we're not kidding. If you want more facts and details let us get in touch with the man. However, if you've got a family and just want to be sure write Mr. Balliett, write and ask us. We'll give you a guide to the opportunity just as stated. YOU'LL have to figure out who you can do it with.

IF INTERESTED JUST WRITE Box 590, BROADCASTING
**PROFESSIONAL DIRECTORY**

**JANSKY & BAILEY**
An Organization of Qualified Radio Engineers
Dedicated to the Service of Broadcasting
National Press Bldg., Wash., D. C.

**PAUL GODLEY CO.**
CONSULTING RADIO ENGINEERS
MONTCLAIR, N. J.

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

**JOHN BARRON**
Consulting Radio Engineer
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington 4, D. C.
Telephone National 7727

**RING & CLARK**
Consulting Radio Engineers
WASHINGTON, D. C.

**RAYMOND M. WILMOTTE**
CONSULTING RADIO ENGINEER
From FCC Application to Complete Installation of Equipment
1679 Church St., N.W., Washington 5, D. C.

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

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

**McNARY & WRATHALL**
CONSULTING RADIO ENGINEERS
National Press Bldg., District 1205
Washington, D. C.

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

**Commercial Radio Equip. Co.**
- Evening Star Building, Washington, D. C.
- 321 E. Gregory Redwood, Kansas City, Mo.

**Radio Engineering Consultants Frequency Monitoring**

**KIUL Garden City, Kans.**
- Granted CP for new non-commercial educational station operating on 1,540 kc.

**Elm City Broadcasting Corp., New Haven, Conn.**
- Granted CP for new station to operate on 1,540 kc.

**JANSKY & BAILEY**
An Organization of Qualified Radio Engineers
Dedicated to the Service of Broadcasting
National Press Bldg., Wash., D. C.

**PAUL GODLEY CO.**
CONSULTING RADIO ENGINEERS
MONTCLAIR, N. J.

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

**JOHN BARRON**
Consulting Radio Engineer
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington 4, D. C.
Telephone National 7727

**RING & CLARK**
Consulting Radio Engineers
WASHINGTON, D. C.

**RAYMOND M. WILMOTTE**
CONSULTING RADIO ENGINEER
From FCC Application to Complete Installation of Equipment
1679 Church St., N.W., Washington 5, D. C.

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

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

**McNARY & WRATHALL**
CONSULTING RADIO ENGINEERS
National Press Bldg., District 1205
Washington, D. C.

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

**Commercial Radio Equip. Co.**
- Evening Star Building, Washington, D. C.
- 321 E. Gregory Redwood, Kansas City, Mo.

**Radio Engineering Consultants Frequency Monitoring**

**KIUL Garden City, Kans.**
- Granted CP for new non-commercial educational station operating on 1,540 kc.

**Elm City Broadcasting Corp., New Haven, Conn.**
- Granted CP for new station to operate on 1,540 kc.

**KIUL Garden City, Kans.**
- Granted CP for new non-commercial educational station operating on 1,540 kc.

**Elm City Broadcasting Corp., New Haven, Conn.**
- Granted CP for new station to operate on 1,540 kc.

**KIUL Garden City, Kans.**
- Granted CP for new non-commercial educational station operating on 1,540 kc.

**Elm City Broadcasting Corp., New Haven, Conn.**
- Granted CP for new station to operate on 1,540 kc.

**KIUL Garden City, Kans.**
- Granted CP for new non-commercial educational station operating on 1,540 kc.

**Elm City Broadcasting Corp., New Haven, Conn.**
- Granted CP for new station to operate on 1,540 kc.

**KIUL Garden City, Kans.**
- Granted CP for new non-commercial educational station operating on 1,540 kc.

**Elm City Broadcasting Corp., New Haven, Conn.**
- Granted CP for new station to operate on 1,540 kc.

**KIUL Garden City, Kans.**
- Granted CP for new non-commercial educational station operating on 1,540 kc.

**Elm City Broadcasting Corp., New Haven, Conn.**
- Granted CP for new station to operate on 1,540 kc.

**KIUL Garden City, Kans.**
- Granted CP for new non-commercial educational station operating on 1,540 kc.

**Elm City Broadcasting Corp., New Haven, Conn.**
- Granted CP for new station to operate on 1,540 kc.

**KIUL Garden City, Kans.**
- Granted CP for new non-commercial educational station operating on 1,540 kc.

**Elm City Broadcasting Corp., New Haven, Conn.**
- Granted CP for new station to operate on 1,540 kc.

**KIUL Garden City, Kans.**
- Granted CP for new non-commercial educational station operating on 1,540 kc.

**Elm City Broadcasting Corp., New Haven, Conn.**
- Granted CP for new station to operate on 1,540 kc.

**KIUL Garden City, Kans.**
- Granted CP for new non-commercial educational station operating on 1,540 kc.

**Elm City Broadcasting Corp., New Haven, Conn.**
- Granted CP for new station to operate on 1,540 kc.

**KIUL Garden City, Kans.**
- Granted CP for new non-commercial educational station operating on 1,540 kc.

**Elm City Broadcasting Corp., New Haven, Conn.**
- Granted CP for new station to operate on 1,540 kc.

**KIUL Garden City, Kans.**
- Granted CP for new non-commercial educational station operating on 1,540 kc.

**Elm City Broadcasting Corp., New Haven, Conn.**
- Granted CP for new station to operate on 1,540 kc.

**KIUL Garden City, Kans.**
- Granted CP for new non-commercial educational station operating on 1,540 kc.

**Elm City Broadcasting Corp., New Haven, Conn.**
- Granted CP for new station to operate on 1,540 kc.

**KIUL Garden City, Kans.**
- Granted CP for new non-commercial educational station operating on 1,540 kc.

**Elm City Broadcasting Corp., New Haven, Conn.**
- Granted CP for new station to operate on 1,540 kc.

**KIUL Garden City, Kans.**
- Granted CP for new non-commercial educational station operating on 1,540 kc.

**Elm City Broadcasting Corp., New Haven, Conn.**
- Granted CP for new station to operate on 1,540 kc.
WANTED-Combination first-class engineer-president for well-known non-defense area, $60. Write Box 527, BROADCASTING.

Announcer, Experienced newscaster, also capable of routine studio work, $5 kw. Write first-class license and work experience. Call or write Box 609, BROADCASTING.

Chief Engineer for 5-kw. night station. Must hold license and be capable of assuming complete responsibility for all operations. Salary $65.00 per week. References and full information expected. Box 641, BROADCASTING.

Transmitter and control operator for 5-kw. daytime station. Must hold license and be capable of operating complete transmitter. Basic salary $55.00 per week, plus profit-sharing. Full information expected. Box 640, BROADCASTING.

Transmitter Engineer for 5 kw. night station. Must hold first-class license. Salary $60.00 per week. References and full information expected. Box 643, BROADCASTING.

WANTED-Combination newscaster, announcer, and sales manager for large station in southern areas. Must have complete qualifications. Salary $65.00 per week, plus profit-sharing. Box 567, BROADCASTING.

Help Wanted (Cont'd)

ANNOUNCER-WANTED for a recent addition to our station family, a non-commercial college station. Salary $50.00 per week, plus profit-sharing. Telegraphic request will meet all requirements. Box 612, BROADCASTING.

Help Wanted (Cont'd)

ANNOUNCER-WANTED. Must have first-class license. Full information expected. Box 616, BROADCASTING.

ANNOUNCER-Operator wanted. Must have first class radiotelephone license and be capable of announcing news and commercials. Give full details, family, affiliations and all information. Box 568, BROADCASTING.

Applications are invited for the position of Station Manager of a network station in a large eastern city. Salary $800.00 per month. Box 572, BROADCASTING.

WANTED-Combination newscaster, announcer, and sales manager for large station in southern areas. Must have complete qualifications. Salary $65.00 per week, plus profit-sharing. Box 567, BROADCASTING.

Help Wanted (Cont'd)

ANNOUNCER-WANTED for a recent addition to our station family, a non-commercial college station. Salary $50.00 per week, plus profit-sharing. Telegraphic request will meet all requirements. Box 612, BROADCASTING.

Help Wanted (Cont'd)

ANNOUNCER-WANTED. Must have first-class license. Full information expected. Box 616, BROADCASTING.

ANNOUNCER-Operator wanted. Must have first class radiotelephone license and be capable of announcing news and commercials. Give full details, family, affiliations and all information. Box 568, BROADCASTING.

Applications are invited for the position of Station Manager of a network station in a large eastern city. Salary $800.00 per month. Box 572, BROADCASTING.

WANTED-Combination newscaster, announcer, and sales manager for large station in southern areas. Must have complete qualifications. Salary $65.00 per week, plus profit-sharing. Box 567, BROADCASTING.

Help Wanted (Cont'd)

ANNOUNCER-WANTED for a recent addition to our station family, a non-commercial college station. Salary $50.00 per week, plus profit-sharing. Telegraphic request will meet all requirements. Box 612, BROADCASTING.

Help Wanted (Cont'd)

ANNOUNCER-WANTED. Must have first-class license. Full information expected. Box 616, BROADCASTING.

ANNOUNCER-Operator wanted. Must have first class radiotelephone license and be capable of announcing news and commercials. Give full details, family, affiliations and all information. Box 568, BROADCASTING.

Applications are invited for the position of Station Manager of a network station in a large eastern city. Salary $800.00 per month. Box 572, BROADCASTING.
FCC Grants FM, Standard Permits

Also Allows Power Increase, Transfer of License

CONSTRUCTION permit for a standard outlet in New Haven, Conn., another for a non-commercial educational FM station in Los Angeles, an increase in power for a western Kansas station and voluntary transfer of license, one in Mississippi were granted last week by the FCC.

Patrick Goode Director

The Elm City Broadcasting Corp., New Haven, of which Patrick J. Goode, New Haven postmaster and former stockholder of WELI New Haven and WNBC Hartford, is a director, was granted a construction permit for a new local in New Haven to operate on 1340 kc with 250 w power unlimited time, subject to removal at its site and antenna system by the Civil Aeronautics Authority and in accordance with the Commission's Jan. 26 policy on critical matters.

Officers of the Elm City corporation, in addition to Mr. Goode, who holds 40% of the stock, are: Perlie H. Vining, sales manager of the New Haven Tobacco Co., president (10%); Capt. Garo W. Ray, now on duty with the Signal Corps, vice-president (10%); Aldo DeDominicis, salesman of WELI, secretary-treasurer.

Mr. Goode, with William J. Sanders, owned controlling interests in WELI and WNBC until a year ago when they sold their interests to Arde Bulova.

Consent for voluntary assignment of the license of WFOR Hat- tiesburg, Miss., from the Forrest Broadcasting Co., to C. J. Wright, B. M. Wright and C. J. Wright Jr., as a partnership doing business as Forrest Broadcasting Co., was granted. No money was involved, the change being from a corporation to partnership.

Other Grants

Frank D. Conard, trading as Radio Station KUI, licensee of KUIL Garden City, Kan., was granted a construction permit to increase power from 100 to 250 w and make changes in transmitting equipment, subject to the condition that permittee will install antenna that complies with regulations when materials become available, and subject to the FCC Supplementary Statement of Policy, Jan. 26.

The U. of Southern California was granted a CP for a non-commercial educational FM outlet in Los Angeles, to operate on 42,000 kc with 1 kW power, subject to approval of the proposed site by the CAA and compliance with marking specifications, and subject to procedure announced in the FCC April 27, 1942, Memo Opinion.

Chicago Radio Group Writes NAB On Minute Announcements, Surveys

IN TWO letters addressed to the NAB last week, the Chicago Radio Management Club, composed of radio, agency and station executives, sought the Association's assistance in investigating the problem of a standard for the "one minute" of live and transmitted announcement, and in the second letter, asking for research on an acceptable standard of both rural and urban audience measurement. The letters were sent to the NAB through Harry Gilman, secretary of the Chicago Radio Management Club. Following are the texts of the two letters:

At the present time there is much variation and confusion concerning the length of spot announcements, especially for the so-called "one-minute" announcements, on the different stations. "One-minute" live announcements may vary in the number of words allowed by different stations. Even on "one-minute" transmitted announcements that are carefully timed, some stations omit the words and refuse to use the announcements unless the "number of words" are cut to their arbitrary requirements.

This situation causes needless confusion and unnecessary expense to both advertiser and agency. Therefore, the Chicago Radio Management Club requests that this matter be taken up with the members of your association, and that they set up standards for spot announcements, especially on what constitutes a "one-minute" live and "one-minute" transmitted announcement, and that such standards be indicated in the station's rate card.

The second letter to the NAB follows:

Realizing that there are certain inadequacies and shortcomings in present radio directory material, especially those supplying to listening audiences in individual markets, the members of the Chicago Radio Management Club feel that now is the advantageous time for the NAB seriously to consider the problem.

It is our recommendation that your association appoint a joint committee to represent stations, agencies and advertisers to review the "one-minute" standard of announcement and to make due recommendations.

In Washington it was indicated by an NAB spokesman that the question posed in the first letter is being studied by the sales management executive committee, and the problem raised in the second is under study by the NAB research committee.

A probable course of action is to have a "one-minute" announcement by the problem raised again at next week's Work Conference, NAB said.

Trimount Resumes

TRIMOUNT Clothing Co., Roxbury, for Clipper Craft Clothes will resume sponsorship of Dorothy Thompson on the Blue Network Sept. 24 following a 13-week layoff. Miss Thompson will be heard Sundays at 11:15 p.m., her former period Sunday, 7:15 p.m., having been taken by Seretan Co. Trimount is owned by Milton C. Ogol, New York.

Manhattan Names Jones

MANHATTAN SOAP Co., New York, manufacturer of Sweetest Soap, has appointed Duane Jones Co., New York, effective Sept. 1 to handle this line. Jones will act at present Scramby Amby, weekly half-hour on 169 Blue stations, and extensive spot radio stations over 100 outlets. Future media plans have not been determined.

Loewi Joins Dumont

COMDR. Mortimer W. Loewi, former vice-president of Allen B. Du Mont Labs, who has been on leave of absence for three years to serve with the Navy, has rejoined Du Mont as assistant to the president, in charge of the licensing division.

Bob Lewis to Navy

BOB LEWIS, WTOP-CBS Washington newsreader heard on the CBS 8 a.m. World News for the last two years, leaves the air this week for a brief rest before going Aug. 28 to Ft. Schuyler, N. Y., as Ens. Lewis W. Shollenberger (his real name), USN. He will be assigned to communications duty. Before joining CBS two years ago he was with the WP Washington bureau.

Evening Net Show Ratings Are Down

August Average 5.3; Leader Is 'Mr. District Attorney'

AVERAGE rating of evening network shows for the first week of August is 5.3, down 0.3 from a month ago and down 0.9 from a year ago, according to the Aug. 15 Hooper ratings. Report shows average sets-in-use during evening hours of 18.8, down 0.4 from a month ago and down 0.8 from a year ago.

Average audience is 71.3, up 1.1 from last month, down 2.1 from last year.

Most listed to program was Mr. District Attorney, followed by Your Hit Parade, Screen Guild Players, Phil Harris (second half-hour), Mr. and Mrs. North, Man Called X, George Heatter (MWF), Walter Winchell, Take It or Leave It, Phil Leake, (first half-hour), 'Thanks to the Yanks, Dr. J. Q. Album of Familiar Music, George Heatter (Sunday).

Guy Lombardo had the most listeners per set, 5.14, with Palomo- lina second, 2.77, and the All-Time Hit Parade and the Telephone Hour tied for third with 2.76 each.

Highest sponsor identification rating for any subscriber program was that of Your Hit Parade, with 83.6. Lowest figure in this classification was that of Take It or Leave It, with 18.8.

Smith to Hollenberg

LOUIS A. SMITH, formerly manager of KOWH Omaha, and for the past year Plough Inc. account-man for Lake-Spiro-Shurman Adv., Memphis has joined the George F. Hollenberg Co., station representatives, as director of FM and television.

Mr. Smith will act in an advisory capacity to all radio stations represented nationally by the Hollenberg Co., and at present is studying operational techniques at Balaban & Katz television studios, Chicago, and plans further studies at the E.C. Labs, Schenectady, before joining the company in New York.

Storm Interruptions

A SEVERE electrical storm in Texas produced several momentary interruptions in the American Tobacco Co. College of Musical Knowledge on NBC last Wednesday, 10-11. The evening lightning hit the tower of WEAF New York inflicting no permanent damage but producing ripples in the air. For Hollenberg's 6:15-6:45 p.m. news cast on WEAF and to Serenade to America, 6:15-6:40 p.m., NBC sustained.

KGHF Power Increase

KGHF Pueblo, Colo., is now operating on 1,000 w day, 500 w night, an increase from 800 w day and night, which was granted by the FCC effective Aug. 7. Station had been operating on increased power by temporary permit since July 18.

KGHF Power Increase

KGHF Pueblo, Colo., is now operating on 1,000 w day, 500 w night, an increase from 800 w day and night, which was granted by the FCC effective Aug. 7. Station had been operating on increased power by temporary permit since July 18.

"This New-Fangled Radio Signaling 'l Drive Me Nuts!"

Drawn for Broadcasting by Sid Hix
Secretary
and Advertising Assistant of Sears Roebuck & Company in Kansas City. Geneva Drotts says of Radio, "I'm just one of a thousand girls with husbands overseas in the armed forces. I know that I speak for all of them when I thank radio most sincerely for what it means to us. Through radio's informative war programs I am brought closer to him. Yes, even though we're separated by thousands of miles, I am still at his side trying to contribute what I can here on the home front—thanks to radio."

The Shape of Things To Come Rests On Accomplishments Today

Widely acclaimed is radio's procedure to maximum effectiveness in support of this nation's war effort. KMBC as one component part of America's great broadcasting system has accepted each responsibility, large or small, first finding out for itself the needs of its peoples, of its communities and of its industries—then doing something about it! The reputation of KMBC has been wholehearted cooperation with all deserving home front projects and constant striving for the betterment of radio's service in behalf of all mankind.

Of course—KMBC - FM An extra service at no extra cost.

KMBC
OF KANSAS CITY
FREE & PETERS, INC.

SINCE 1928 THE BASIC CBS STATION FOR MISSOURI AND KANSAS
An Encyclopedia of Oklahoma Listening

Information for Radio People, Time Buyers

It's on the press now ... the first statewide radio audience survey, covering cities, villages and farms, ever made in Oklahoma. It follows the pattern set by two separate series of studies in Iowa and in Kansas, begun by Dr. H. B. Summers of Kansas State College and carried on in recent years by Dr. F. L. Whan of the University of Wichita.

In its 86 pages are the facts and figures gathered from Oklahoma's 77 counties on what stations people listen to morning, afternoon and night, when they listen, what type of programs they like best, the effect of age, place of residence, education and standard of living on listening hours and habits; and dozens of other important facts of interest to radio people and time buyers.

If you are on WKY's mailing list, you'll receive a copy. If not, mail your request for a copy at once. The supply is limited.