DENVER is one of the nation's PLUS-H MARKETS

- Denver is 22nd in Population
- Denver is 19th in Retail Sales
- Denver is 15th in Drug Sales
- Denver is 25th in Food Sales

Among Cities East of the Rockies

Are YOU putting Major Market Sales Effort in the Denver Market?

KLZ Delivers the DENVER MARKET

Affiliated in Management with the Oklahoma Publishing Company and WKY, Oklahoma City

Represented by THE KATZ AGENCY
A Landmark
of the Inland Empire—
KHQ’s 820-foot Tower.

The Inland Empire
Nation’s Bright Spot

- 1943 Effective Buying Income: $908,942,000
- 1943 Farm Income: $301,104,000
- 1943 Retail Sales: $482,999,000
- 1943 Per Capita Buying Income: $2,252
- National Per Capita Average: $1,103

A Few Comparisons
1943 Buying Income

- Spokane Trade Area: $908,942,000
- Newark, N. J.: $868,191,000
- Cincinnati, Ohio: $859,868,000
- Minneapolis, Minn.: $850,267,000
- Buffalo, N. Y.: $724,400,000


5000 Watts—590 Kilocycles
Owned and Operated by
LOUIS WASMER, INC.

National Representatives: Edward Petry & Co., Inc.

The Only Single Medium Completely Covering the Inland Empire
ARE YOU LISTENIN'? 

5,000 WATTS  
980 KILOCYCLES  
NASHVILLE people listen to WSIX. Surveys prove how much more they listen morning and afternoon. Night audiences too are increasing to an amazing extent.

WSIX’s listening area closely parallels the true trading area of Nashville — marketing, distributing and shipping center of a wealthy market. Within WSIX’s Primary Area live 803,981 people (1940 Census) who transacted a total retail business of $200,558,000 for the year ending 9-30-43 (Sales Management).

WSIX’s Primary and Secondary Areas together have a total population of 1,249,962. For low cost and high coverage it will pay you to use WSIX.

THE KATZ AGENCY, National Representatives
making a fortune
with Fortescue...

In suburban Stoneham, outside Boston, two New Englanders named Eldred and Barbo make and sell good furniture. The other day they signed a contract renewing their participation on Priscilla Fortescue’s WEEI program, Good Morning, Ladies, for 52 more weeks.

Twenty-seven months ago Eldred & Barbo were just furniture-makers. They decided to open their own retail store in Stoneham. All they needed to get ahead in this pleasant town-out-of-town was some customers. Tough problem. Against gravity, you might say. Ten miles out by bus or by trolley...

Then they heard about Priscilla Fortescue and her daily Good Morning, Ladies program. They bought a participation. People began to “come out to Stoneham” to see the furniture she talked about. Eldred & Barbo upped their advertising budget. Then upped it some more.

Now they’re on Priscilla’s program 6 days a week...every week.

Why, some evenings nowadays their sales run into the thousands...

Priscilla’s formula is simple, direct. Plain philosophy; friendly chats each day with a guest—maybe a seamstress, maybe a movie star. Good Morning, Ladies is selling 11 different products and services a week. (In one recent week three sponsors renewed for a solid year.)

Sooner or later there’ll be a chance to put your product or service on her counter. But the right time to fix this—with us, or with Radio Sales—is now.

Represented by Radio Sales,
the SPOT Broadcasting Division of CBS
When You Think of NEW ORLEANS

...You Think of

549,281 RATION BOOKS NO. 4

The Greatest Selling Power
In The South's Greatest City

50,000 WATTS CLEAR CHANNEL

The Weekly Newsmagazine of Radio Advertising

BROADCASTING


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Nebraska’s Capital City Area is “LAUGH HAPPY” because of our THIRTEEN COMEDY PROGRAMS!

BREAKFAST AT SARDI’S
LADIES, BE SEATED
ETHEL & ALBERT
GLAMOUR MANOR
BREAKFAST CLUB
STOP OR GO

MILTON BERLE
LOWER BASIN STREET
MARY SMALL’S REVUE
BLIND DATE
LIFE OF RILEY

ED WYNN’S NEW SHOW

Blue and Mutual Networks

KFOR LINCOLN Nebraska

“Nebraska’s Capital City Station”

Pictures tell the story of

PUBLIC SERVICE

by the West Virginia Network and its own

WAR CORRESPONDENT

The distance of war can't help but seem shorter to West Virginia homefronters when they hear the voices of their loved ones via Howard L. Chernoff's trans-Atlantic and recorded broadcasts. We're mighty proud to be able to render such appreciated public service, by having our own war correspondent in France with our own West Virginia boys.

Not only does Chernoff enable the folks back home to hear their loved ones by radio broadcasts, but he also pictorializes his meetings with these boys. We at this network see to it that every mother, wife or family get a photograph of these meetings.

It is our opinion that at this time there is no finer way to serve our listeners. In doing this, we've established a bond of friendship that will carry on through the years.

The West Virginia Network

JOHN A. KENNEDY, President
(On leave, U. S. Navy)

WCHS—Charleston
WBLK—Clarksburg
WSAZ—Huntington
WPAR—Parkersburg

Represented by the Branham Company

September 11, 1944 • Page 7
High-quality microphones for AM, FM and Television sound broadcasting.

YOUR RADIO PROGRAM MAY GO

Custom-built control room equipment designed to individual station requirements.

Portable Television Camera— one of many RCA Television developments.

Recent model RCA Turntable offers combination pickup for lateral and vertical transcriptions.
MODERN broadcast stations are so efficiently operated that the advertiser seldom thinks about the studio and transmitter equipment making it all possible. Yet, the whole success of his radio advertising depends on the ability of that equipment to do justice to his program.

For over a decade RCA has made the finest broadcast equipment available. The station that uses RCA equipment does not gamble on results.

If you are planning to build a broadcasting station, or to sponsor a radio show, remember that you are staking your dollars on equipment.

RCA Broadcast Equipment in the station you own, or the stations you use, will give you the kind of support you want — support you can depend on — whether your program goes out via AM, FM or Television.

RCA makes them all.
CHWACO: 10

"I'M SPEAKING FOR ROBIN RINSE!"

Okay, Butch—if you’re a little robin, why don’t you use Sonovox, and talk in a robin’s voice?

Sonovox can make birds talk in words—can articulate in almost any sound. But you have only scratched the surface of Sonovox possibilities when you use such elementary ideas as having Tows Away bark a commercial, in words, for Woof-Woof Dog Biscuits! Many of the most effective Sonovox applications are the ones where there’s no obvious “tie in”—where there’s merely a good commercial spoken in the sweet voice of a violin, or the hum of a motor, or in any other unusual, memorable voice that’s different!

Your imagination is the only limiting factor to what Sonovox can do for you. It’s a rare opportunity for creative minds.

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

WRIGHT-SONOVOX, INC.

"Talking and Singing Sound"

FREE & PETERS, INC., Exclusive National Representatives
Dewey Demands Free Radio, Revised Law

Asserts FCC's Role Should Be Limited To Technical Regulation

By SOL TAISHOFF
Copyright 1944, Broadcasting Publications, Inc.

HOW DOES Gov. Thomas E. Dewey, the Republican Presidential nominee, stand on radio? Does he go beyond the "free radio" plank of the Republican platform adopted last June? Is he opposed to rigid Governmental restraints? Does he favor a ban on sponsorship of news and commentators?

Through arrangements made by the Republican National Committee, I interviewed Mr. Dewey last Wednesday in New York—just before his departure for his first nationwide campaign trip. I found him unusually well informed on all aspects of radio. His answers were brisk and direct.

The views of Franklin D. Roosevelt, the Democratic nominee, are well documented and are reflected in the policies and philosophies of the FCC during the last dozen years of the President's incumbency. Mr. Dewey's views, aside from his highbrow endorsement of the "free radio" plank in the GOP platform and his praise for the war job radio has done, heretofore have not been expressed. He pulled no punches in answering my questions.

Role of FCC

Like President Roosevelt, Gov. Dewey knows radio and is an accomplished radio speaker. He is relying heavily upon radio, both network and spot, to carry his ticket to victory in November.

The Republican Platform calls for a "new radio law which will define in clear and unmistakable language, the role of the FCC." I asked Gov. Dewey to elaborate on that. In a twinkling he responded: "I believe that the FCC should have no right of censorship, that it should not control the content of radio programs. It should stay in the field of regulating technical facilities. And when the FCC starts to control program content, free radio goes out the window."

Gov. Dewey made it clear that the thought of Government ownership or operation of stations is abhorrent to him and to his party. "Radio in this country," he said, "has made its great development as part of our American enterprises. The Government no more belongs in this field than in the field of the newspaper and the magazine."

What about the proposal of Senator Wheeler (D-Mont.) that sponsorship of news and commentators be banned, I inquired.

"It is as bad for Congress to legislate in this field as it is for the FCC to regulate program content," was the rejoinder.

Taking cognizance of the activities of the CIO Political Action Committee in seeking to force radio into giving CIO free radio time, Gov. Dewey said he felt radio should present all points of view and that it should "guard free speech zealously". But he quickly added: "No organization that is a ramp part of one wing of a political party has a right to demand radio time on behalf of its activities for that party."

Keenly aware of the impending development of both FM and television, Gov. Dewey feels they offer "great potentials for service to the public and to the stimulation of business". Then he observed: "The role of the Government in assisting industry to advance should be one of cooperation and encouragement rather than attempting to apply new social concepts that would hamstring such developments."

"The development of FM and television is up to private enterprise. The role of the Government is one of reasonable regulation. But when Government steps in to decide who is going to develop what and how, it is outside the province of Government."

In the course of the half-hour interview in his hotel suite, Gov. Dewey talked intimately about his own use of radio, and again complimented the nation's broadcasters for their "splendid war service". He said he was relying heavily upon radio in his campaign because it affords a direct means of reaching the electorate. With us was Henry R. Turnbull, chairman of the planning committee of Duane Jones Co., advertising agency which is handling the GOP account and Mr. Dewey's radio adviser since his campaign for the Empire State's governorship two years ago.

"Radio," said the Governor, "provides the only means by which a candidate for office can speak directly to the whole people. It provides the only way to get personally acquainted with the people. I have always believed in going on the radio on matters affecting the people's interest."

World Problem

When I asked the GOP nominee about his reputation as a "radio pretzelcionist", he smiledly turned to Mr. Turnbull. "Why don't you answer radio questions, Henry?"

Mr. Turnbull pridefully observed that Mr. Dewey had made 18 fifteen-minute speeches in the last gubernatorial campaign, and had run over "just 29 seconds in one of them". During his tenure as Governor he has never run overtime.

Gov. Dewey has no set ideas on the FCC's operations. He said his views on "efficient Government" are well known. "I think it is highly important," he added, "that the personnel of all Government commissions should be of the highest calibre and that there are the kinds of appointments I will make."

International broadcasting, Gov. Dewey feels, is an important job ahead, and one to be worked out by mutual agreement among nations. On this score, he commented: "The dissemination of news, information, knowledge and culture among the nations of the world is one of the most important tasks (Continued on page 58)
Nets Carry 31 New Sponsored Shows

Commercial Programs Now Total 321
For Season

WITH 31 commercial programs starting on the nationwide network this fall, the broadcast schedule is noticeable among the new programs, which include news, dramatic, musical, comedy, quiz and variety shows, as well as household programs and daytime series.

This season marks the return to commercial radio of Ed Wynn after an absence of seven years and of Rudy Vallee, after a shorter absence while on active duty with the Navy. It also marks the beginning of a commercial career for Town Meeting of the Air, one of the forum programs, which last week made its first broadcast under the sponsorship of Reader's Digest.

Fannie Brice and Frank Morgan, co-starred for several years, have separate programs this season. Harry Carney and Ozzie Nelson, who as singer and orchestra leader have supported other stars for years, Red Skelton most recently, also get a chance at starring on their own after ten years with the old one. He also announces a new competitor as General Foods, his former sponsor, is placing Kate Smith on CBS opposite the Benny spot on NBC at 7-7:30 Sunday evenings.

Of the 31 commercial series on the network this fall, 134 are broadcast in the evening and 137 during the daytime hours, the latter figure including 20 Saturday and 30 Sunday afternoon programs in addition to the usual across-the-board serial drama and news programs. Reversing the trend of a couple of years ago, this fall will see eleven programs of an hour or longer on the air: New York Philharmonic Symphony for U. S. Rubber, Kate Smith Hour for General Foods and Lux Radio Theatre for Lever Bros. on CBS; General Motors Symphony and Kay Kyser's College for America to apaccco on NBC; Town Meeting for Reader's Digest on the Blue, and the boxing bouts for Gillette Razor and the Old Fashioned Revival Hour on CBS.

The list of new programs taking the place of those resuming their schedules follows:

**BLUE**

Alili-Chalmers Mfg. Co., Milwaukee (institutional); Oct. 7, Broadway Symphony, Sat., 8:30-9:30 p.m., CBS, is noticeable.

* Means new program for that sponsor on that network.

** Means new time for program, but same network and sponsor.

Programs not marked are resuming after summer hiatus.

Democrats Buy 11-10 Hour Election Eve on Major or Nets Special Radio Series Aimed at Farmers Planned; Plan to Ease Time Problem of Nets Offered

THE Democratic National Committee last week announced several major developments in its radio campaign plans, having purchased the 10-11 hour on election eve on all of the major networks, and time for President Roosevelt's first campaign address Sept. 23 on NBC. Committee also revealed plans for a special radio series directed to farmers and highlighting the benefits they have derived from the present Administration.

Time secured on the full networks of NBC, CBS, Mutual and the Blue is the 10-11 period. Nov. 6, Nature of the program and the speakers will be made public later.

President's Talk

The President will be heard on NBC, and possibly on other networks. Sept. 23, 9-9:30 p.m., and addresses a dinner of the International Brotherhood of Teamsters (AFL) at the Statler Hotel in Washington.

The committee had already proposed the networks that it would not request half-hour evening periods for any speaker except the President, if the networks would agree to five full evening periods between popular evening programs.

The idea is to secure the widest audience with the minimum interference with normal commercial schedule.

This plan, as explained by John E. Hamm of Blow Co., agency in charge of the Democratic radio time arrangements, will permit the party to reach maximum audiences with its campaign messages and in the words of the candidate, and at the same time provide sponsors and broadcasters—not either displacing popular evening programs from their accustomed spots nor competing with them for listeners.

The committee has held meetings with CBS and NBC to discuss the plan and both networks have agreed to it in principle, and are working on it with sponsors and agencies.

The committee's program for farmers recalls Roosevelt Sunrise Hour broadcast as a special network show during the 1932 pre-presidential campaign. In 1944, is handled by Paul Porter, now Democratic publicity director.

The 1944 version, which may possibly have the same title, will be a series of quarter-hour time spots for sponsors, and be broadcasting five times weekly beginning Sept. 18 and continuing up to Election Day. It will follow the late evening time on a "farm group" of 35 stations. John Merrifield, on leave from WHAS Louisville, where he serves as agricultural authority, will both produce the series and participate in them, conducting interviews with farmers from various agricultural areas, bringing up stories on how they have benefited under the Democratic regime.

Army Schedules Political Air Time

AFRS Sends Parties Conditions For Broadcasting to Troops

ARMED FORCES RADIO Service last week sent to political parties a schedule of proposed broadcasts of political material to American troops overseas, together with conditions for such broadcasts, requiring that the material to be cleared by censor, to be submitted in the form of aluminum base recordings six weeks in advance of each scheduled broadcast, and to be a record of a "political address or addresses, or portions thereof as broadcast to the public in continental United States".

"The material may include matter other than a political address only to the extent necessary to introduce, close or provide explanation. The notice reads: "Choice of material submitted will be conclusively made for each qualified political party by the designated representative." Schedule calls for five series of shortwave broadcasts, each running Monday-through-Friday and arranged so that the Democrats start their series, the first one, on Oct. 19. The Labor party the second, the Prohibition party the third, the Socialist party the fourth and the Republicans the fifth, with the order of the series changing so that each party has one broadcast on each weekday. First series, Sept. 18-22, and the second one, Sept. 25-29, will be half-hour programs, the others, the Oct. 16-20, Oct. 23-27 and Oct. 30-Nov. 3, will be 15 minutes each.

Programs will be broadcast by 13 United States shortwave stations, each beaming the transmission to a particular part of the globe at the time best suited for reception by troops there. In addition, if the party wishes, radio recordings of an unbreakable composition of its first two broadcasts, the AFRS will ship to packages of these political broadcasts to Army expeditionary stations in Europe and the Far East. No Army station is required to use these recordings, only the rule being that if it uses any it must broadcast all the discs in the package.

Int'l. Salt Drive

INTERNATIONAL Salt Co., Scranton, starts its annual fall and winter campaign for Sterling Salt. Series sold over NBC, the series calls for one-minute recorded announcements combining jingles and straight copy at varying frequencies on in stations east of the Mis- sissippi with the exception of the Arthur Godfrey programs on WOR New York and an early morning time on a "farm group" of 35 stations. John Merrifield, on leave from WHAS Louisville, where he serves as agricultural authority, will both produce the series and participate in them, conducting interviews with farmers from various agricultural areas, bringing stories on how they have benefited under the Democratic regime.

Broadcast Advertising
1200 Years of Broadcast Announcing

HOW DOES one get a job as radio announcer? What are the inducements? How will television affect the job? That's the best kind of preparation? These and similar questions were kept uppermost in mind when we prepared a six-page questionnaire and distributed it to 917 American radio stations.

Despite the length of the questionnaire, which requires the manager of the station and the senior as well as the freshman announcers to answer, 204 completed questionnaires were returned without any follow-up, and these questionnaires form the basis of this preliminary report to Broadcasting.

Total Experience

The total announcing experience reported by the announcers answering the questionnaire totals 1,219.5 years, the baby announcer having had his job ten days and two veterans each reporting 16 years of continuous service before the mule. Between two extremes there is an average of 18 months of service for the freshmen and six years nine months for the seniors. Let us see what their experience has to offer us.

Education—While 96% of all announcers are high school graduates, roughly 50% attended college, 4% having been granted the A.B. or some other baccalaureate degree. It is unusual to find a non-college man or woman among the freshman announcers. Both in high school and college the subjects of major interest for both groups were English, speech and dramatics, and music. Closely allied to their class work in these subjects was their participation in extra-curricular activities in public speaking, debating, dramatics, glee club singing and athletics—all these being most often mentioned in the order given.

How They Broke into Radio Announcing—Here the veterans present a more varied story. Sometimes they were acquainted with the manager of a station and indicated to him that they would like to have a try at announcing. Frequently they were theatrical musicians whom the talkies threw out of work. Others of them were salesmen who envisaged announcing chiefly as a salesman's job. Most of them began as part-time announcers. Those who had reached the top of their profession almost invariably began with small stations and arose to national hook-up stature by going from smaller to larger stations.

Many of the freshman announcers obtained their first experience on a college or university station. Others wrote letters of application to their local stations asking for an interview. During the interview they expressed their hopes to become radio announcers and were taken on as substitutes, once the manager was satisfied the candidate's voice and diction passed muster.

Salaries—Aside from the rates of the American Federation of Radio Artists, which are paid by the networks for commercial programs, the compensation varies considerably. The poorest paid of the freshman group receive 50 cents an hour and go as high as $8.00 a week. The average weekly salary for this group is $35.50. This figure represents a $10.25 increase over their average beginning salary.

Extra Fees

The veterans began at a similar average salary ($25 per week) and are receiving $5.25 on the average exclusive of additional fees paid by sponsors. Approximately 28% of the veteran announcers report that they receive fees from sponsored programs over and beyond their base pay.

The highest annual salary reported was $10,000 plus a year. This scale of salaries does not include the compensation received by a number of big-time announcers who are "written into the script". Approximately 40% of the independent stations report that their announcers are given periodic pay increases. Several of the managers added notes that in their opinion present salaries for beginning announcers were excessive and would doubtless be revised downward with the termination of the war.

Duties of Radio Announcer—The usual job of radio announcer entails many more duties than just announcing. It seems that only the large stations specialize in this respect. The other stations require their announcers to be jacks of all trades. They must aid in production, newscasting, handling sound effects, do some occasional acting, write scripts and conduct continuity and platter shows, and even hustle up accounts and do some promotional work.

Few Standards

To be sure, not all announcers are required to do all these things, but the more adaptable the young announcer is, the better. Such duties hold for both the senior as well as the freshman announcers on the smaller stations. On the other hand, the more announcers a station has the more opportunity the seniors have to acquire, using their efforts on announcing only.

Few stations distribute printed material that defines the duties of their announcers or indicates what are their standards of selection. One notable exception to this rule is WNYC, owned and operated by the City of New York. Since its announcers obtain their positions by audition under the direction of the New York City Civil Service Commission, information is available upon request from that body.

Objectives of Radio Announcers—Almost unanimous is the wish of both freshman and senior announcers to remain in the field of radio, but about 60% of both groups indicate that they would like other positions. The most often mentioned of these is that of station manager. Then follow in order of preference—production manager and head of sales department.

Announcers' Announcers—A tabulation of the most popular announcers with both the freshman and the senior groups puts Henry Vom Zell first, Don Wilson second, Hugh James third, Ken Carpenter fourth, and Bill Goodwin and James Wallington tie for fifth place. Lowell Thomas is their favorite newscaster and Ted Husing is placed first among sportscasters.

Pronunciation and Voice—Approximately 66% of the announcers favor the adoption of a single standard of pronunciation and recommend most frequently General American, which is sometimes called Middle Western, dialect as the most useful for nationwide network broadcasting. Only 12 find Oxford English, the standard of the British Broadcasting Corp., suitable for American stations. They also recommend, almost unanimously, that announcers on local stations use the dialect that is spoken by the local educated listeners. The gravest phonetic sin an announcer can commit, according to the vast majority, is affectation of voice and pronunciation.

Personality Traits—The senior announcers mention certain traits of personality that make for success in their vocation both on and off the air. These, in order of frequency mentioned, are friendliness, sincerity, self-confidence, fairness, and enthusiasm. They feel that egotism is the most frequent cause of failure to succeed as an announcer, far as personality is concerned.

Women Announcers—The managers indicate that one of the direct results of the war has been the great increase in women announcers. The ratio at present, based on the results of the questionnaire, is one woman announcer for every 12 of the opposite sex. While most of the managers believe that the ratio will become greater after the war, they stress that the female announcer has proved her worth and will continue to find her place in radio announcing and increasingly so as commentators.

Management's Point of View—While some of the station managers point out that announcers' salaries are abnormally high because of war conditions, the majority feel that staff announcers have proved their worth and will continue to grow in pay and duties.

(Continued on page 58)

DR. BENDER (B.S., Ph.D. Columbia University) is a New York State Certified Psychologist who has long been interested in broadcast speech. Before joining The National Institute for Human Relations he was director of The Queens Speech & Hearing Service Center and lecturer in Psychology at the Polytechnic Institute. NBC invited Dr. Bender to compile "The NBC Handbook of Pronunciation", his sixth book, which was recently published. He is now gathering materials for a book on radio announcing. He has spoken widely over the radio—on stations WJZ WNYC WTRY KOAC WFAS for the Institute.

BROADCASTING • Broadcast Advertising

Dr. Bender

September 11, 1944 • Page 13
Conspiracy in Sale of WFTL
House Inquiry Alleged

Committee Members, As Conflict Develops

By BILL BAILEY

IN A DRAMATIC session of the House Select Committee to Investigate the FCC John J. Sirica, Committee general counsel, last Friday charged that "the evidence shows there was a conspiracy" to get WFTL Miami from Ralph A. Horton into the hands of the Fort Industry Co.

His declaration came just before the end of hearings into the sale of WFTL to the Fort Industry Co., which opened last Tuesday and resulted from an interruption by Rep. Warren G. Magnuson (Wash.) of the FCC's consideration of a complaint by Lt. Comdr. Storer, president of Fort Industry. Rep. Magnuson objected to a question by Mr. Sirica as "leading".

"Victim of Scheme"

"If you had been here and heard the evidence," the general counsel addressed the Congressman, "I'm sure you would come to the conclusion that I have reached. There was a conspiracy, and I'll name the conspirators—Chairman Fly, Comdr. Storer, Andrew W. Bennett, L. A. Pixley and James Dixon. The object of the conspiracy was to get this station through in certain means. The how and why have been told in evidence."

"I contend that Horton is the victim of a preconceived plan and scheme."

Although the hearings had been punctuated by disagreements between witnesses and verbal clashes between Committee members, the general counsel and certain witnesses, it didn't reach dramatic proportions. The Senator's objection by Mr. Magnuson's objection. Rep. Louis E. Miller (R-Mo.) defended the counsel.

Hearings were adjourned until 10 a.m. Tuesday (Sept. 12) when Robert M. Tigert, former manager of WFTL when it was in St. Louis, will be called. Plans are to call Mr. Bennett, now in a Washington hospital with a foot infection, if his condition permits. Since the House plans to adjourn Tuesday or Wednesday, Chairman Lea said night sessions may be held to complete the WFTL sale probe before adjournment.

Circumstances surrounding the sale of WFTL to the Fort Industry Co. for $275,000, recited last week by 16 witnesses, disclosed that in April 1945 Chairman James Lea of the Commerce Committee conferred regarding the sale in the Atlanta (Ga.) Biltmore Hotel with Comdr. Storer, Mr. Bennett, Washington attorney, and Mr. Horton.

Witnesses examined included: Chairman Fly, Comdr. Storer, Stephen A. Vetter, former manager of WFTL; Robert Barker, chief investigator of the Committee; Bessel M. Neff, military counsel in charge of broadcasting; George B. Porter, Washington attorney; George W. Hill, FCC senior attorney; Hugh Hook, Miami attorney; Dr. Emil G. Hildebrand, Mr. Bennett's physician; P. W. Seward; Mr. Horton, James A. Dixon, Miami attorney; Mr. Pixley; Charles B. Denny Jr., FCC general counsel; Emmett C. Cheate, Miami attorney.

Presided over by Chairman Clarence F. Lea (D-Cal.), the hearings were addressed by Reps. Magnuson, Miller and Richard B. Wigglesworth (R-Mass.). Rep. Edward J. Hart (D-N.J.) was absent.

Testimony and documents last week brought out the following:

On April 30, 1944, Mr. Horton, Miami, sold $50,000 from Mr. Hoffman, and signed an agreement giving Mr. Hoffman and Mr. Vetter, station manager, options to acquire minority interests in WFTL that Mr. Horton was told the contract was "illegal."

That in April 1942 while Chairman Fly was a guest at the Atlanta Biltmore, his hotel bill of $173.00 was transferred to the Fort Industry account. Both Mr. Fly and Comdr. Storer vigorously denied that Fort Industry paid the bill.

Testimony by Mr. Horton and Comdr. Storer, supported by correspondence, indicated that Mr. Bennett was retained by Mr. Horton at $1,200 annually plus travel.

AMERICAN NETWORK CEASES OPERATION

AMERICAN NETWORK Inc., founded in 1941 to provide network service for FM stations only, has been dissolved by unanimous vote of the stockholders, following a series of meetings, the most recent in Chicago, Aug. 31.

Etting, president of the network's executive vice-president and general manager, William B. Lewis, becomes vice-president and radio director of Kenyon & Eckhardt, super-salute picture in New York, Chicago and Hollywood offices.

With the outbreak of the war, resulting in a halt on all manufacture of FM and television and the FM picture changing rapidly since, the stockholders found the speaking structure inadequate to support the augmented service an independent postwar FM network will require, according to Mr. Etting's testimony.

Although voting to dissolve the present corporation, the stockholders reaffirmed the steadiness with in the future of FM and their belief that eventually an FM network on a greatly broadened base will be recognized and successfully in operation.

Mr. Lewis takes over at Kenyon & Eckhardt from Dwight Mills, executive vice-president and acting director of radio.

Fly Cancels Speech

UNDER SUBPENA to appear before the House Select Committee to Investigate the FCC, James Lawrence Fly of the Commission late Friday was forced to cancel the speaking engagement scheduled for Tuesday (Sept. 12) in Chicago. Mr. Fly was to have addressed the Transportation & Communications Committee of the American Bar Assn. on "Postwar Communications" but the House Committee declined to excuse him.

RETURN to the 40-hour week, relaxation of existing manpower controls and establishment by OPA of new ceiling prices on civilian goods which will become available via re-conversion, including radio receivers, are among the recommendations made to President Roosevelt last Saturday by James F. Byrnes, Director of War Mobilization, to become effective after Germany's collapse.

Anticipating the return to civilian production when Germany surrenders, which he described as "Y-E" day, Justice Byrnes included in his address to the Congress the following recommenda-

40-Hour Week, Civilian Goods Ceilings

After German Defeat Urged by Byrnes

Conferences made to President Roosevelt last Saturday by James F. Byrnes, Director of War Mobilization, to become effective after Germany's collapse.

Anticipating the return to civilian production when Germany surrenders, which he described as "Y-E" day, Justice Byrnes included in his address to the Congress the following recommendations as to future action:

Highlights of his recommendations of immediate interest to the radio and advertising fields included:

Abandonment of controls on manpower to facilitate the transfer of manpower from the curtailed war programs to civilian production. This should mean return of techni-

RTPB Panel Asks FM, Video Peace

Group Would Resolve Conflict

Over Allocation of Channels

RECOMMENDATION that the conflict between television, FM and amateur broadcasters be resolved by the allocation of 41-43 mc to educational FM; 43-56 mc to commercial FM; 56-60 mc to amateurs as well as a 4 mc band between 114 and 150 mc, and nine 6 mc channels, 60-114 mc to commercial television, as well as an additional 6 mc channel between 250 mc, was approved last Thursday by Panel 9, allocation, of the Radio Technical Planning Board.

Seeks Compromise

Approval of the compromise plan extended earlier by representatives of the three groups [BROAD-

CASTING, Sept. 4] followed an extended debate during which Paul Ware of the Allen B. DuMont Tele-

vision Labs, objected to the sacri-

fices of television. Present No. C. R. C. man, who stated that the extension of the television band from 108 to 114 mc would take from aviation frequencies used by radio stations in Great Britain as well as the United States, upsetting an essential international arrangement as well as necessitating the replacement of radiation equipment at the hands of licensees by the various users of radio and in eliminating conflicts between these requests, so that as complete a report on all matters under discussion may be presented to the full RTPB when it meets at the Hotel Biltmore, New York, on Thursday (Sept. 14) to prepare for the presentation to the FCC during the allocation hearings to start Sept. 28 in Washington.

Effort was made to avoid conflicts with the allocations proposed by the government's Interdepartmental Radio Advisory Committee where possible but Dr. Jollifie and Dr. W. R. G. Baker, RTPB chairman, outlined the main objective of Panel 2 as to present the needs of industry if it is to fulfill its responsibilities of public service and provide employment in the immediate future. While the statement of the Commission and many of the IRAC proposals are based on information not available to RTPB for military reasons and that RTPB must make its recommendations on the basis of its own information concerning industry needs, leaving the responsibility for resolving conflicts to the higher authorities, the landscape at the end will make the official allocations.

ILLUSTRATIONS

Page 14 • September 11, 1944
Some shoot into the air

...AND LAND THEY KNOW NOT WHERE!

THAT can be said again and again... particularly in radio! Do you as a user of time know exactly where your messages land? Do you know exactly how many people actually hear your messages? Do you know exactly what your cost per listener is?

There's one town we know of where you can get all facts to enable you to buy time on the one radio station that produces more listeners for your dollar.

The town is Baltimore... the station is W-I-T-H.

Based on the Robinson Radio Reckoner... (the sound principle of combining coverage, popularity, and cost to get homes per dollar)... W-I-T-H leads all stations in the Baltimore trading area by a wide daytime margin. And is second to only one station on one program on a Sunday afternoon!

The safe, sure buy in Baltimore, based on facts alone, is W-I-T-H, the independent station.

W I T H

Baltimore, Md.

Tom Tinsley, President

Represented Nationally by Headley-Reed
 Assigned Fees Actually Double Pay

WHEN the American Federation of Radio Artists demanded an "assigned fee" contract for announcers at WMAL Washington, Kenneth H. Berkeley, general manager, balked. He offered to raise announcers' salaries $50 a month and to give other promotions as their work merited. AFRA stood pat. Mr. Berkeley saw in the system not only double pay for announcers but the possibility of similar demands from all having to do with commercial programs. The War Labor Board denied the AFRA demands, sustained the station. Here Mr. Berkeley, who also is Washington director of the Blue Network, explains his station's stand. The WLB decision is significant in view of the scores of AFRA contracts which come up for renewal this fall.

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WMAL Rehearing Sought by AFRA

Petition Asks WLB to Reconsider; Wants Open Hearings

AMERICAN FEDERATION of Radio Artists has filed a petition with the National War Labor Board asking for reconsideration of the Board's decision, which AFRA's appeal for the assignment of commercial fees to staff announcers at WMAL Washington [.Broadcasting, Aug. 28]. Union petition also requests an open hearing before the NWLB.

Case went before the NWLB Oct. 15, 1943, after the station had refused to sign a contract calling for the assignment of announcers to commercial programs broadcast by these announcers during their regular hours of duty. Instead, the station offered to increase the base pay of announcers from $200 to $250 monthly.

Acceptor

This offer was acceptable to the NWLB, which overruled the recommendation of the trial examiner in favor of the assigned fees and approved the increase in the base pay, retroactive to October 15, 1943.

Question has been asked as to the reasoning of the Board in granting the increase, which apparently violates the Little Steel formula limiting increases to 10% above the Jan. 1, 1941 level. Decision is also said to be at variance with the NWLB practice of applying national standards rather than local ones to such cases, as many AFRA station contracts include the assigned fee clause rejected by WLB with the objection upheld by the Board.

New NABET Members

PETITIONS have been filed by National Broadcast Technicians & Technicians with regional Labor Board offices for certification as bargaining agent in gain ing agent for engineers at several stations. The stations are WWJ Detroit: WJR and WCLE Cleveland: WGFM and WGY; VGFM WRGB Schenectady. In addition NABET has filed for certification as bargaining agent for engineers at the New York recording division of RCA, according to the union.

Big Consolidated Schedule

CONSOLIDATED Royal Chemical Corp., Chicago (Peruna, Kolor-Bak, Zymole Troxleys) will sponsor one hour a day, six days weekly, on eleven stations; half-hour a half, six days weekly, on 26 stations; quarter-hour a day, six days weekly, on 51 stations; half-hour a half, six days weekly, on nine stations. Stations are: WAPI WSB WMMA WCWH WBT WJDX WWJ WANN KGPSO WWJ WJDA WJDD WJDA KCLN KHSS KMPF KSBO WWJ WWJ WWJ WWJ WWJ WSPA WWJ WVY WWJ WSPC WWJ WSCC WWJ WSMK WWJ WSSW WWJ WTLZ WWJ WTMB WWJ WRM WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ WREG WWJ
but he seldom goes.

Organists in NBC's stand-by studios are constantly ready and waiting to go on the air at a second's notice if a power, mechanical or production failure should interrupt a scheduled broadcast.

True, NBC programs have a habit of going on as scheduled and running from start to finish without interruptions. But just once in a while something goes wrong. Then the red light flashes in "stand-by" and the organist, all set for such emergencies—goes.

But goes with what? The first tune that pops in his head? Hardly.

Day after day, he listens to every program, and selects music appropriate to play should it be interrupted. That's why NBC listeners aren't apt to hear "Mairzy Doats" during an emergency break in a symphony program.

Selecting appropriate music for network emergencies is but a small part of a network's job. But it illustrates the manner in which NBC plans details in every department, overlooks nothing in building smoothness of presentation. A combination of all these little things done well helps give NBC its leadership, helps make NBC "The Network Most People Listen to Most."

A Service of Radio Corporation of America
Walker and Durr Oppose FCC Grant In Corpus Christi

Criticate Limiting Hearing to Question of Interference

A NEW SPLIT on the FCC, pit-ting Commissioners Paul A. Walker and C. J. Durr against the major-ity developed last week when the FCC designated for hearing the application of the new 50,000 w KWBX Corpus Christi, Tex., for a regular license, upon protest of KLRA Little Rock that undue inter-fERENCE is being caused through simultaneous operation of the sta-tions on 1010 kc.

Whereas the FCC majority de-signated the license application (following program tests) for hearing on interference grounds, Commissioners Walker and Durr in a simultaneous statement said their vote in favor of the hearing was not on the technical issues alone.

"It seems to us," they said, "that the past record of the president [Carr P. Collins, head of the Crazy Water Crystals Co.] and certain of the other officials and stockholders of the station in the operations of XEAW Reynosa, Mexico, and the programs which Station KWBX has carried while program tests raise a serious question as to the qualifications of Century Broadcast-ing Co., as now constituted, to operate in the public interest. University's Status

"Moreover, the circumstances under which this station was re-moved from Mexico to the United States, together with the programs carried while it was on program tests, raise a question as to Baylor University's actual position in the arrangements under which the station was established and is to be operated. In view of all the past circumstances, it seems to us that before the station is granted a regular license, the Commission should be assured, after a full hear-ing, that Baylor University will assume its full share of responsi-bility for the operation of the station and bring to bear upon its policies the influence to be reason-ably expected of an educational in-stitution."

KLRA, which operates fulltime on 1010 with 10,000 w, as against the 50,000 w daytime operation of KWBX, contended that daytime skywave interference is caused exceeding the limit specified in the FCC's engineering standards. Moreover, it was held that thousands of listeners would be deprived of service.

Considerable furor was caused when the FCC granted the Collins-Baylor Station 130,000 w. The contention was made that the action violated the 'freeze order' of the Commission against expendi-tures for equipment or manpower in wartime. The equipment used

CELANESE CORP.
BEGIN SPOT DRIVF

CELANESE Corp., New York, Sept. 11 starts a 16-week spot campaign, using participation pro-grams on 35 outlets supplementing Great Moments in Music, spon-sored on 157 CBS stations Wed., 10:30 p.m.

Anticipating increased consumer goods production for the near post-war future, the company wants to acquaint the consumer with the qualities of Celanese yarns and fabrics. Schedule calls for participations on an average of five or six times weekly on musical shows, and women's interest programs on the following stations: WABC WNEV WBBM WWJ WXYZ KNX WGN WHK WTOP WKBY WCKY KOA TWL KSTP WFL WPFR WKB WEEI WCAE WTOP KGO WSN KCMB WFBM KXYZ KOMO WHAM WHAS WBSN KOIN WSB WFFA WBAP WREC WTOL. Agency is Young & Rubi-cam, New York.

WHBU Transfer
CONSENT was granted by the FCC last week for transfer of control of WHBU Anderson, Ind., from L. M. Kennett (50.1%) to C. Bruce McConnell, president and part owner of WISH Indianapolis; Robert E. Bauman, WISH licensee business manager, and Earl H. Schmidt, a minor owner. In WISH, Transaction involved sale for $45,000 of 999 of 1,000 shares issued and outstanding stock in Anderson Broadcasting Co., WHBU licensee. Stock division is Mr. McConnell, 500 sh; Mr. Bauman, 20 sh; Mr. Schmidt, 470 sh. Remaining share is held by John R. Atkinson, WHBU commer-cial manager. Mr. Kennett relinquishes his WHBU responsibilities because of poor health, application said.

Frank Bull Honored
FRANK BULL, sports commenta- tor and co-owner of Smith & Bull Ads, Los Angeles, has received the Harvard U. English Dept. award for promotion of better speech. Award was made on basis of "distingt enunciation and ready choice of words".

was that of XEAW, operated as a border station by Mr. Collins and his associates. The 1010 kc chan-nel is a Canadian 1-A. Under the transaction, Baylor was to acquire 59% of the capital stock of the company operating the station, with the money advanced by Mr. Collins. Two sons of W. Lee O'Daniel, Texas Senator, each was to acquire 130 shares of the 1500 shares issued [Broadcasting, July 19, 1948].

A year ago, upon the original petition of KLRA seeking rehear-sing, the FCC, by a 4-1 vote, denied the Little Rock station's plea. The Commission then held that the KLRA allegiance that the grant is con-sistent with the interest of the public. The contention was made that the action granted the 'freeze order' of the Commission against expendi-tures for equipment or manpower in wartime. The equipment used

As "Scotch" as you may be with your advertising dol-
lar, if it's a Fort Industry Co. station . . . .

YOU CAN
BANK
ON IT!

WWVA is a Fort Industry Station with a primary service area of 1,747,945 radio homes and a good secondary area of 1,381,977 radio homes. Its operation is pow-ered by capable men and women who understand the needs of these 3,129,932 radio homes and that, plus a real buying power in the market served, make WWVA one of the Nation's truly great radio stations. At your service—and you can bank on us!

ASK A JOHN BLAIR MAN

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BROADCASTING • Broadcast Advertising
"We Grow Good Corn
Because We Have the "KNOW HOW"

...... Some Call It
SCIENTIFIC FARMING!

"There Are Millions of 'CORN DOLLARS'
in the Vast KFAB Area"

"Growing corn is a big business with us out here. It's a business that grows bigger every year, too, because we're planting more and more high yielding hybrid corn. Yes sir, 'Corn Dollars' represent a lot of buying power to folks in the KFAB area.

"We don't depend on corn alone for our income, though...we're diversified out here. Cattle, sheep, hogs, poultry, grain...those are the things our income is based on.

"So we have the cash to buy the things we need. Maybe that's why there are so many radios in this area...and just about all of them tuned to KFAB, THE BIG FARMER STATION."

NEBRASKA'S 1943 CORN CROP
RANKS 3rd IN THE U.S.

Last year, Nebraska produced a record of 216,632,000 bushels of corn. Nebraska is but a part of the vast KFAB area.

"The BIG Farmer of the Central States"

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

HUGH FELTIS, General Manager

Represented by EDWARD PETRY COMPANY
Tidewater Oil to Air Football
For 19th Season on West Coast

SPONSORSHIP of western wartime football for the 19th consecutive season has been arranged by Tidewater Oil Associated Oil Co., San Francisco, which on Sept. 8 began its Associated Football Sportcasts, according to an announcement by Harold R. Deal, advertising and sales promotion manager of the oil firm.

A total of 55 stations throughout the Pacific states will carry football broadcasts from Canada to Mexico. All MBS stations in Oregon, Washington, Idaho and California will air Associated Sportcasts and a number of independent stations are signed for Sunday and night games. To carry broadcasts home fans when leading teams play out of town, a series of stations have been linked together in a special Associated network, as in the U. of Southern California-U. of Washington game at Los Angeles Oct. 23 which will originate through KMPC Los Angeles and will also be released through KROW Oakland, KWWJ Portland and KVI Tacoma, thus affording complete coast coverage. Arizona listeners will be able to hear the games over a special chain, including KWJB Globe-Miami, KYCA Prescott, KGLU Stafford, KTAR Phoenix, KVOA Tucson and KYUM Yuma.

Key games on the mainland will be aired weekly through KHBC Hilo and KGMB Honolulu.

In commenting on the series, which will run approximately three months, Mr. Deal said the games will be made available to servicemen in dozens of huge Army and Navy posts in the Pacific area, such as Fleet City, Alameda Coast Guard, St. Mary's Pre-Flight, San Diego Navy Training Center, March Field, and 2nd Air Force. A number of these centers have top-flight teams whose stars were national favorites in peacetime.

This year's half-time entertainment will be devoted to a new feature titled, 'Where Are They Now?' consisting of brief reports on the whereabouts and current activities of former football heroes now in the service written by their former coaches. Sunday games won a wide listening audience last year, according to Mr. Deal, due to war work which kept fans from their radios on Saturdays. This year's break from the traditional Saturday-afternoon competition is the scheduling of a number of night games. Finding sufficient air time available during the night, however, has posed some problems, but after considerable maneuvering, these difficulties were overcome and a series of night contests will be broadcast.

A crew of experienced sportscasters will air the games. The list includes such favorites as Frank Bull, Ernie Smith, Johnny Carpenter, Ted Bell, Harry Mitchell.

Interviews Following its program of supporting the war effort, there will be half-time interviews on behalf of various campaigns conducted by the local Victory Advertising Committees in conjunction with the Pacific Advertising Assn. and the War Advertising Council.

The 1944 Associated Sportcasts will be supported by a complete merchandise program throughout the company's marketing territory. Football schedules in pocket-size, will be given away at Associated filling stations.

Stations on which Sportcasts will be carried, follow:

ARIZONA: KWJB KYCA KGLU KTAR KVOA KYUM.

CALIFORNIA: KPMC KHEU KVO KWWJ KFWP KXKS KFRC KFMC KROG KSLM KFRA KXOD KXVR KGRC KFEO KGVO KXHS KXDW KXK KXQ.

HAWAII: KHBC KGMD.

IDAHO: KIDO KXLW KRLC.

OREGON: KUNI KPNB KSKI.

WASHINGTON: KWHO KELA KBK.

KABC
SAN ANTONIO'S BLUE NETWORK
STATION

WEED & COMPANY, National Representatives

Voting Urged on Air

THE NATION's stations were called upon last week by the NAB to "get out the vote this fall as a public service." Upon adjournment of the NAB Executive War Conference in Chicago, Edgar Bill, WMBD Peoria, said that radio had brought politics closer to the people.

Sorel, Que., Station

A LICENSE has been issued to Henri Gendron and Arthur Provost, Sorel, Que., for a 250 w station for Sorel. The station will be nationally represented by Radio Representatives Ltd., Montreal and Toronto.
What Makes This Microphone DIFFERENT?

That is a WMFM microphone. It differs from every microphone in Milwaukee, and almost every microphone in the country.

The difference lies in the programs this microphone picks up. Through the WMFM microphones in Milwaukee's ultra-modern Radio City comes a rich assortment of distinctive, quality programs keyed to the wants and needs of its audience. These programs include a rich supply of quality music, fine dramatic programs, news, and all the other factors that go into a well-balanced program schedule.

By combining outstanding programming with the miracles of crystal-clear, static-free FM broadcasting, WMFM delivers hour upon hour of entertainment that has found an eager reception in Milwaukee.

Remember this, when making your fall radio plans. Remember the story of WMFM's distinctive programs and enthusiastic reception.

Get all the information on how your products can benefit from WMFM's prestige building, sales-promoting programs. WMFM can do a mighty job for you.

WMFM
THE MILWAUKEE JOURNAL FM STATION
Listeners depend upon her of food stuffs . . . her accur best “buys”!

Heard at 11:45 each morning, M Friday, Virginia Davis, “THE FOOD “must” with thousands of busy house St. Louis and the entire KXOK area.

Prepared and presented by Miss Davis, “THE FOOD SCOUT” a veritable gold mine of authentic information on the purchase of each day’s best food selections . . . plans on rationing and point values. Miss Davis, an expert broadcaster, daily and is an authority on her subject. No wonder thousand throughout the rich, Mid-Mississippi Valley area blanketed by KXOK listen to “THE FOOD SCOUT,” Monday through Friday.

So—if you’re interested in bringing your product before a tailor-made audience of women . . . of housewives . . . of buyers, look to Virginia Davis and her solidly established, top-notch, attention-getting women’s program that can and does reach and sell housewives effectively and fast!

That’s why we say that Virginia Davis is a “natural” to help you sell this vast field of women listeners. Her program is one that has real home acceptance — available Mondays through Fridays.

“THE FOOD SCOUT” can stimulate sales for you in this area. Ask a KXOK or JOHN BLAIR Representative for complete details — NOW.
expert knowledge
rate "tips" on the

SCOUT," is a
wives throughout

OUT" program is
as and
us valuable news
visits the markte
ds of women
coverage, like to
ience

GINIA AVIS

this field

KXOK
SAINT LOUIS - 1, MISSOURI

630 KILOCYCLES • 5000 WATTS—FULL TIME • BASIC BLUE NETWORK
Owned and Operated by the St. Louis Star-Times

Affiliated With KFRU, Columbia, Missouri • Represented By John Blair and Co., New York • Chicago • St. Louis • Los Angeles • San Francisco
O. B. Capelle, Miles Labs., Stresses Advantages of Small Market Promotion

ADVANTAGES of small market promotion and marketing were advanced by O. B. Capelle, sales promotion manager of Miles Labs., Elkhart, Ind., and Robert H. Perry, regional business consultant of the Dept. of Commerce, at an affiliate meeting of the Keystone Broadcasting System Tuesday evening during the NAB Executives War Conference.

Due primarily to radio promotion, the sales of One-A-Day vitamins in the less populous areas are comparatively ahead of the sales in the metropolitan markets, Mr. Capelle told the affiliates. A potent factor in the small town acceptance of the Miles product resulted from the transcribed Lum & Abner program on KBS. A Hooper in Keystone cities reveals a rating for the program of 10.2, he said.

"The druggist in a small market is entitled to our advertising cooperation just as much as if his store were in a metropolis," Mr. Capelle said.

"He tries to push our product just as hard as the large city druggist and he deserves our support. We believe, therefore, it is our duty to advertise in these smaller centers as a matter of square dealing with the retail trade and as a service to the consumer."

"I see no reason why it is not likewise the duty of every manufacturer of any grocery or drug store product to extend his advertising into the smaller markets, and I predict that the postwar battle for business will see many manufacturers concentrating as much in the smaller communities as in the larger cities."

Mr. Capelle said the statistical services to which Miles subscribes show that 8 out of every 10 families with sets hear one of the Miles broadcasts "in spite of the fact that we have no million-dollar stars on our programs, which include the National Barn Dance, Lum & Abner, The Quiz Kids, News of the World, Lady of the Press, and Robert St. John."

Mr. Capelle warned the affiliates not to try to emulate the boys with spats and bow-ties. Be the friendly, regular fellows you are, serving your communities and counting all your advertisers near and far as friends," he counselled.

The vast marketing possibilities that exist in the small towns and rural sections of the country were supported with Dept. of Commerce statistics by Mr. Perry. The cities of 5,000 population group have 40% of the retail stores and do 23% of the total retail business, though these towns contain only 11% of the population. The advertising and promotional effort in the small markets should be directed in full proportion to their sales potential, Mr. Perry said, advising manufacturers to overhaul their selling programs to hit these markets while there is still time before the post-war selling race starts.

The meeting was presided over by M. M. Sillerman, president of KBS. Other speakers were Murray Carpenter, Compton Adv., New York, and Lewis H. Avery, NAB.

Heileman Breaks

HEILEMAN BREWING CO., La Crosse, Wis. (Old Style Lager), on Sept. 1 began sponsorship of three to six chain break announcements weekly, for 52 weeks, on WJJD Chicago, KWHO Winona, Minn., KFYR Bismarck, KABR Aberdeen, S. D., KOBH Rapid City, KELO Sioux Falls, WSAV Wausau, WIBA Madison, and a quarter-hour show, 3 times weekly on WOC Davenport. Heileman also will renew chain breaks on WDAY Fargo, effective Sept. 23; a quarter-hour show thrice weekly on WOW Omaha, beginning Sept. 16; a quarter-hour show six times weekly on WLOL Minneapolis effective Sept. 28; and a half-hour once a week on WCFL Chicago starting Sept. 23, all 52-week renewals. Agency is L. W. Ramsey Co., Chicago.

Gilberton Tests

GILBERTON Co., New York, publishers of children's books, starts a radio test as sponsor of Let's Listen to a Story on WMCA New York, to promote classic comics, monthly cartoon versions of classical works. If test is successful, the firm acquires radio rights to the program, and plans to use it nationally as a transcription, or as a life network program. Contract for 13 weeks with renewal options calls for the Sunday, 9-9:30 a.m. period on WMCA, beginning Sept. 10. Child-audience is invited to studio broadcasts and receives at the opening program an illustrated gift book. Agency is H. C. Morris & Co., New York.
LEADING DEPARTMENT STORES USE 50½-HOURS PER WEEK ON WLAC, NASHVILLE'S 50 KW CBS STATION.

Represented Nationally by the Paul H. Raymer Co.
From The Secretary of Agriculture:
"I want to add my hearty congratulations on the inauguration of this Farm Service department. I am sure that the rural people of Oklahoma look upon the launching of this public service with a great deal of personal interest and keen anticipation."

CLAUDE R. WICKARD

From The Federal Communications Commission:
"Under such auspices, it should render a valuable service to the station's many listeners."

PAUL A. WALKER

From U. S. Dept. of Agriculture:
"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."

WALLACE L. KADDERLY

From U.S. Department of Agriculture:
"I believe that the 'Farm Reporter' program can render a very fine service to the farm people of Oklahoma and bring them stories about the accomplishments of farmers throughout the state."

LIPPERT S. ELLIS
Regional Agricultural Analyst
Little Rock, Ark.

From U. S. Department of Agriculture:
"Truly WKY is to be commended upon the undertaking of getting the success stories from one farmer to another."

CHARLIE KILPATRICK
Soil Conservation Service
Chandler, Okla.

From U. S. Department of Agriculture:
"I am glad to learn that even though you are located in the heart of one of the greatest oil producing centers in the world, you are interested in improving agricultural conditions."

LOUIS P. MERRILL
Soil Conservation Service
Regional Conservator
Pt. Worth, Texas
From Oklahoma's Governor:

"I predict that the "Farm Reporter" will make an indelible mark on the progress of agriculture in Oklahoma that will be long remembered."

ROBT S KERR

From a State Senator:

"I want to congratulate you on this new program and the work your company is doing to improve the farming conditions in this state."

R. W. HUTTO, President

From a Newspaper Editor:

"The new department should be most helpful in the development of agriculture which after all is Oklahoma's No. 1 natural resource."

JOE N CROOM, Oklahoma Daily Times

From a State Corporation Commissioner:

"I am glad to see your organization sponsoring this great cause. You can and will render a real service to the people of this state."  
WM J ARMSTRONG

From a County Agent:

"I am very much interested in this new department. I think a farmer who has done something different and has been successful with it is entitled to be recognized."

R. HUMPHREY, Oklahoma County

From the President of Wilson 

"Sincere congratulations upon initiating the annual WKY Farm Service program, I am confident this service will be of great value to the farm people of your great state."

THOMAS E. WILSON

From an Oklahoma City Banker:

"You are certainly to be congratulated on your foresight in offering this timely service."

HUGH L. HARRIS, Vice Pres. First Natl. Bank

From a State Banker:

"I wish to extend my sincerest good wishes for the success of your Farm Service Department."

C. L. TAYLOR, Pres. First National Bank

From a Public Utilities Executive:

"I wish to express the appreciation of my company for the continued and outstanding contribution to the agricultural interests of the state."

R. T. STEUART, President Mid-Continent Life Insurance Company

From the Oklahoma Farm Bureau:

"Congratulations on the completion of this new service and it is my pleasure to assist in any way possible to its success."

JAMES L. CARR, President Mountain View Okla.

From a Newspaper Editor:

"I am happy to see this good work going on."

F. P. SWANK, President The The Daily Oklahoman Times

From a Book Publisher:  

"The public service value of WKY's new program is inestimable."

SADIE LOTTINVILLE, University of Oklahoma Press

From the Farmers of the State:

"All farmers and stockmen throughout the state will benefit by these broadcasts."

W. J. PEPEESEE, Executive Vice Pres. The Security Bank

From Oklahoma Pecan Growers' Ass'n:

"There will be no doubt about soil conservation and improvement when man of your caliber and your great WKY and your publications continue your efforts."

V. L. KINER, President

From the Farmers of the State:

"I am sure your splendid efforts to render a real agricultural service to Oklahoma will prove most successful."

OIL H. MCKINNEY, President Oklahoman State Corporation

"The farm hour inaugurated by WKY will be of incalculable value. Its function will be to challenge, to encourage and to inform. All Oklahoma should be grateful to this great facility for the cooperation and the effectuation of this splendid public service."  

DR. H. G BENNETT

A WITH the cheers, blessings, congratulations, and encouragement of high government and state officials, of business, financial, educational and farm leaders of Oklahoma, WKY's new farm service program was launched auspiciously on August 9.

Actually, the destiny of WKY's new service to Oklahoma's No. 1 industry was settled 18 hours before its bow on the air, the dedicatory dinner attended by the most representative cross-section of Oklahoma citizens ever assembled in Oklahoma City. With the common interests of the more than 600 persons at the gathering focused in one direction, the spark of WKY's leadership ignited spontaneously a giant program of action in the interest of soil and farm improvement which almost overnight has spread statewide.

From business men, bankers, merchants, farmers and stockmen throughout the state have come encouragement and promises of co-operation.

WKY's "Farm Reporter" program, therefore, was launched in high speed, initiating at the very outset a plan and a program for immediate statewide action whose ultimate benefits in soil conservation and agricultural advancement are incalculable.

WKY believes it could render no greater service to its state and its listeners than in promoting and executing such a program.

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CBS Files for Four Additional 16 mc Ultra-High Frequency Video Outlets

CBS LAST WEEK indicated a willingness to back up its faith in wideband ultra-high frequency television as a reality in the immediate postwar era by filing applications with the FCC for licenses to operate television stations in Boston, Chicago, Los Angeles, and St. Louis, using a 16-mc channel located between 400 and 476 mc. On June 28 CBS applied for a New York station on that same operating channel.

Dual Operation Planned

Applications are in line with the CBS proposals of last April that television be moved up into the radio spectrum as soon as possible after the war, without allowing the new medium to become established on present standards which CBS believes not good enough for successful commercialization, a view which recently received support from the recommendations of the interdepartmental Radio Advisory Committee (BROADCASTING, Aug. 14).

Although the CBS applications for ultra-high frequency video stations total five, the maximum permitted by the FCC for commercial operation, the network does not plan on discontinuing its sight-and-sound broadcasting on its present video station, WCBW New York, which operates on the 60-66 mc channel, until such time as service in the higher frequencies is established. It is expected that dual operation in New York will provide a chance to demonstrate the advantages of the system advocated by CBS over the present narrow-channel service at lower frequencies.

No action on the applications is likely until after the conclusion of the FCC allocation hearings, starting Sept. 28 in Washington, which are expected to be followed by the assignment of definite operating channels for all radio services, including standard broadcasting, FM communications and the others as well as television.

Even then the FCC will retain all applications for new services in a suspended file, pending lifting of a materials freeze order.

SMITH & BULL, Los Angeles, to enable staff to hear all agency programs as they are broadcast, has equipped its new quarters with loudspeakers connected with master control room.

WORCESTER WAGES STAY AT ALL TIME HIGH PEAK

Stability is Worcester's middle name. Twice now, for the first five months of 1943 and 1944, Worcester's Average Industrial Wage has reached $47.22. This all time high figure is enough to indicate the tremendous, steady, buying potential of this important Central New England Market. Watch for WTAG's ratings to show you how BIG this station is, inside of a BIG Market.

* Worcester Chamber of Commerce.

PAUL H. RAYMER CO. National Sales Representatives, WTAG, WORCESTER

OWNED AND OPERATED BY THE WORCESTER TELEGRAM-GAZETTE

NAB Board Names Allocations Group

Craven Heads Subcommittee To Plan Part in FCC Study

NAB participation in the general allocation hearings called by the FCC to begin Sept. 25 will be drawn by the subcommittee of its Board of Directors, headed by T. A. M. Craven, former member of the FCC and now vice-president of the Iowa Broadcasting Co. Other members of the committee are Kolin Hager, WGY Schenectady, and John E. Petzer, WKZO Kalamazoo, now serving in Washington as assistant director of censorship in charge of radio.

The Board, at a meeting Aug. 31 following the close of the NAB Executives War Conference, concluded that the NAB should urge adequate provision for all types of broadcast service, present and future, in the new allocations, but without supporting the individual claims of any particular service [BROADCASTING, Sept. 4].

Mr. Craven, elected to the Board by what was understood to be a virtually unanimous vote (the balloting was not made public), will draw upon his comprehensive background as an engineer, a Naval officer, and a member of the FCC in formulating the NAB's plans. The Board subcommittee will work with the NAB's Engineering Executive Committee in drafting the appearance, due to be filed by Sept. 11.

Members of the Engineering Executive Committee are: John V. L. Hogan, WQXR New York, chairman; O. B. Hanson, NBC; William B. Lodge, CBS New York; G. Porter Houston, WCBS Baltimore; Dr. F. M. Doollittle, WDRC Hartford.

Block Drug Promotes

BLOCK DRUG CO., Jersey City, is using one-minute live and transcribed announcements on some 10 stations in the east for Denticrop, a dentifrice. Stations will be added as distribution is extended. Agency is Cecil & Presbrey, N. Y.

RADIONARINE Corp. of America has earned a third star for its Army Navy E Plan for "outstanding production".

"He's been listening to rationing news on WFDF Flint, and he goes home on a furlough tomorrow."
The Washington Post assumes control of WINX

EUGENE MEYER, PUBLISHER OF THE WASHINGTON POST, AUTHORIZED THE FOLLOWING STATEMENT UPON COMPLETION OF THE TRANSFER:

"When I took possession of The Washington Post in June, 1933, I stated in the first edition that:

"It will be my aim and purpose steadily to improve The Post and make it an even better paper than it has been in the past. It will be conducted as an independent paper devoted to the best interests of the people of Washington and vicinity, and hopes to have their interest and support."

"Every effort has been made by the management and staff to adhere throughout the years to the ideals announced on the first day of the present ownership and management. The progress of The Post reflects a sympathetic understanding by the public of the purposes and policies which have been pursued.

"In the same way, it will be the aim and purpose steadily to improve WINX and make it an even better radio service than it has been in the past. It will be conducted as 'Washington's Home Station,' devoted to the best interests of the people of Washington and vicinity, and hopes to have their sympathetic interest and support. I indulge the hope that WINX, guided by the same sense of responsibility to the public, will gradually win its way in a program of service to the community. A radio station, like a newspaper, must be a cooperative institution and its value will be established by its success in understanding and meeting the interest and the needs of its constituency."

WINX

The Washington Post Station
Washington 1, D. C.

National Representative: FORJOE & CO. • New York • Philadelphia • Chicago
HISTORY, literature and music of the Jewish people will serve as source material for The Eternal Light, a weekly half-hour Sunday series to be presented on NBC in cooperation with the Jewish Theological Seminary of America, beginning Oct. 8. Over-all purpose will be to show Judaism as a moral force in the important moments of history. Dramatizations will be followed by choral music and a short talk by rabbis and laymen. Program will be presented under the supervision of a radio committee of lay and rabbinical representatives of all branches of Jewry in the United States, with Rabbi Louis Finkelstein, Jewish Theological Seminary, president, as chairman.

Highschools on Air

ARRANGEMENTS have been made by WASK Lafayette, Ind., to broadcast each Thursday afternoon from a different high school in that area a new program called High Schools on Parade. Participating on the hour-long show are students, campus organizations and groups and school officials. Local merchants sponsor the program each week which is conducted as a student assembly feature, with school held-over for the show. Idea was originated by Bill Warren, WASK program director.

MBS Magazine Tie-ins

MUTUAL Network, in presenting, sustaining programs with magazine tie-ins, has two such shows scheduled to start Sept. 11 and a third in the negotiating stage. In addition to Real Stories From Real Life, now presented in conjunction with a broadcast of Voice of Movieland, based on a Hillman magazine of the same name and featuring Gerry Larson, songstress, Monday through Friday, 4:45-5:45 p.m. Another new show, Monday through Friday, 11:15-12:30 a.m., will have the title and material of a column "Do You Need Advice," appearing in True Romance, a Macfadden publication, with the writer, Joan Porterfield, as star. Tied in with that show, starring Jack Creamer, will be moved into the 4:45-5 p.m. spot and may tie in with the True Experiences, of the Macfadden women's group.

14th for Motors Series

ACCORDING is the oldest continuously produced medical program in the world, Rochester's Medical Broadcast, conducted weekly over WHAM Rochester in the Medical Society of the County of Monroe, enters its 14th year on the air this fall with presentation of medical advice and counsel, including guest speakers and roundtable discussions, of interest to the public. National and local speakers, from all fields of medical education and practice, as well as Government, are among those featured.

Arts of Canada

DISCUSSION series on the arts in Canada, Arts In Living, was started by the CBC Sept. 5 as a weekly feature. Leading Canadi ans are heard on the series and Arthur L. Phelps acts as chairman. Series deals with the visual arts, drama, music and literature.

NAB Thanks OWI

COINCIDENT with the NAB Executive War Conference in Chicago last week, program managers of American stations formally expressed their thanks to the Domestic Radio Bureau of OWI. The Bureau stated an announcement had shown an excellent understanding of radio's problems, and through its efficiency the thousands of messages of government agencies moved smoothly and swiftly through studios to millions of listeners.

FOUR TOP MARKETS!

* Central Kentucky WLAP Lexington, Ky.
* Amarillo KFDA Amarillo, Tex.
* Knoxville WBIR Knoxville, Tenn.

All four stations owned and operated by Gilmore N. Nunn and J. Lindsay Nunn

Page 30 • September 11, 1944

Broadcast Advertising

Broadcast Advertising
To Time-Buyers Who Want Facts... not Fantasy!

**OMAHA (WOW) HOOPERATINGS COMPARED WITH NATIONAL HOOPERATINGS**

<table>
<thead>
<tr>
<th>Programs*</th>
<th>Omaha** (WOW)</th>
<th>National*** (U.S. Urban)</th>
<th>Plus Ratings of WOW</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bob Hope</td>
<td>48.1</td>
<td>32.9</td>
<td>15.2</td>
</tr>
<tr>
<td>Fibber McGee and Molly</td>
<td>43.5</td>
<td>22.9</td>
<td>8.5</td>
</tr>
<tr>
<td>Red Skelton</td>
<td>31.4</td>
<td>22.7</td>
<td>9.5</td>
</tr>
<tr>
<td>Abbott and Costello</td>
<td>33.2</td>
<td>22.5</td>
<td>8.2</td>
</tr>
<tr>
<td>Mr. District Attorney</td>
<td>30.7</td>
<td>21.6</td>
<td>8.8</td>
</tr>
<tr>
<td>Bing Crosby</td>
<td>30.4</td>
<td>14.6</td>
<td>7.9</td>
</tr>
<tr>
<td>Kay Kyser (10:00-10:30 PM E.S.T.)</td>
<td>22.5</td>
<td>16.0</td>
<td>8.0</td>
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<tr>
<td>Mr. and Mrs. North</td>
<td>34.0</td>
<td>15.7</td>
<td>7.3</td>
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<tr>
<td>Fitch Bandwagon</td>
<td>23.0</td>
<td>13.4</td>
<td>7.6</td>
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<td>One Man's Family</td>
<td>24.7</td>
<td>13.4</td>
<td>7.3</td>
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<td>People Are Funny</td>
<td>21.5</td>
<td>11.9</td>
<td>7.6</td>
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<td>Million Dollar Band</td>
<td>18.4</td>
<td>10.6</td>
<td>7.8</td>
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<td>Information Please</td>
<td>22.0</td>
<td>11.1</td>
<td>7.9</td>
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<tr>
<td>Date with Judy</td>
<td>18.5</td>
<td>8.9</td>
<td>9.6</td>
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<tr>
<td>Jimmy Fidler</td>
<td>11.5</td>
<td>6.6</td>
<td>4.9</td>
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<td>Right to Happiness</td>
<td>13.7</td>
<td>7.4</td>
<td>6.3</td>
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<td>Ma Perkins</td>
<td>13.9</td>
<td>6.5</td>
<td>7.4</td>
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<tr>
<td>Light of the World</td>
<td>8.2</td>
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<td>1.4</td>
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<td>Road of Life</td>
<td>12.8</td>
<td>6.2</td>
<td>6.6</td>
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<td>Today's Children</td>
<td>16.0</td>
<td>9.0</td>
<td>7.0</td>
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<td>Guiding Light</td>
<td>11.1</td>
<td>9.0</td>
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<tr>
<td>John Charles Thomas</td>
<td>13.6</td>
<td>7.7</td>
<td>5.9</td>
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<tr>
<td>Those We Love</td>
<td>12.9</td>
<td>7.7</td>
<td>5.2</td>
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<tr>
<td>World News Parade</td>
<td>6.7</td>
<td>5.1</td>
<td>1.6</td>
</tr>
<tr>
<td>NBC Symphony</td>
<td></td>
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</tbody>
</table>

* List includes 25 representative commercial programs carried by 100 or more stations, including WOW.  
** From the Winter-Spring, 1943-1944 Continuing Measurement of Radio Listening. December, 1943 thru April, 1944. C. E. Hooper, Inc.  
*** From the 1944 Mid-Winter Comprehensive Hooperatings of "Urban" Hooperatings based on interviews in 80 cities, a cross-section of all 412 U.S. cities over 25,000 population.

It is also important to note that the Hooper City Zone (Omaha) station listening index for May and June, 1944, gives WOW:

34.4% of the MORNING audience;  
49.0% of the AFTERNOON audience;  
52.6% of the EVENING audience.

HOOPERATINGS PROVE that WOW has a larger percentage of the available Omaha audience than the average NBC station has of its audience.

**SO WHAT?**

There must be a reason. There IS—and it's a reason that's important to advertisers:

For 21 years Omaha listeners have always been able to get the "mostest of the bestest" in radio by tuning to WOW. They've got the WOW HABIT—a habit that pays off big to advertisers who want the most circulation for their money.
Leading Stores Plan to View GE Video Show

GENERAL Electric's invitation to department stores to attend a television program to be held at WRGB Schenectady Friday, Sept. 29, has been widely accepted. Among stores planning to attend are:

Abraham & Straus, Brooklyn; L. S. Ayres & Co., Indianapolis; Bloomingdale Bros., New York; Milwaukee Boston Stores, Milwaukee; Bullock's, Los Angeles.


A NEW book on training the speaking and singing voice by Dr. Franklin D. Lawson has been published by Harper & Bros., New York, $2.50.

Introducing Ted Mangner (left), new director of farm programs for KMOX St. Louis, is Wendell Campbell, assistant station manager. Mr. Mangner is a former assistant professor of radio extension in the College of Agriculture at the U. of Illinois, and has been broadcasting farm programs from Will Urbana, Ill., in addition to writing his farm column which is used by 38 stations.

CBS has issued the fourth in a series of pocket-size booklets listing programs available for sponsorship.

Lorillard Pro Grid

P. LORILLARD & SONS, New York (Old Golds) is sponsoring the latest news flashes on horse races plus human interest stories on the sport, on a six-weekly quarter-hour program, conducted by Clem McCarthy on WHN New York. Series will run 52 weeks. Firm also sponsors professional football games of the New York Giants [Broadcasting, Sept. 4]. Sundays from 2:15 p.m. to conclusion of game. J. Walter Thompson Co., New York, is agency.

Correction

PACIFIC NATIONAL Adv., Seattle, does not handle the account of Seattle Brewing & Malting Co. as incorrectly stated in the Aug. 21 issue of Broadcasting. Seattle Brewing agency is Western Adv., Seattle.

ROBERT ST. JOHN, NBC commentator and veteran war correspondent, has written a novel about a foreign correspondent, It's Always Tomorrow, to be published this fall by Doubleday, Doran & Co.

To the Radio Industry

After twenty years in the broadcasting industry, I have transferred Radio Station CKCL, Toronto, to new owners, Mr. J. K. Cooke and his associates.

Looking back over my many years in the industry, I appreciate the fact that I have had very loyal support and consideration from the radio industry.

On passing the ownership of CKCL to Mr. Cooke and his associates, I feel that I am transferring my responsibility to a group of men who will continue to operate the franchise in the best interest of you, the radio industry. They are a keen group of business men who are bringing new and fresh ideas which I feel sure will be to everyone's benefit. My sincere thanks to you for your kindness in the past, and my request you pass your loyal support to the new owners of the radio station.

HENRY S. GOODERHAM, President.

Nets to Start Grid Broadcasts on 16th

Line-up Includes Ted Husing, Hodges, Wimmer, Stern

NETWORK coverage of the 1944 football season gets under way Sept. 16 with CBS, NBC and the Blue Network covering the contest between Iowa-Flight and Michigan-U., all networks covering selected games each Saturday.

The program will be assisted by Jimmy Dolan in handling the CBS report. CBS will cover the following games: Sept. 23, Purdue-Great Lakes; Sept. 26, Army-Caroling, U.; Oct. 10, Notre Dame-Fullean, with others to be announced.

Blue Schedule

With Harry Wimser, handling the play-by-play description, and Joe Wilson, Chicago staff announcer, doing the "color," the Blue has also scheduled the Purdue-Great Lakes game, future schedules to be announced.

NBC's football broadcasts will be handled by Bill Stern, director of sports, and will be heard each Saturday concluding with the Rose Bowl classic on New Year's Day.

Russ Hodges will again handle play-by-play descriptions for Mutual, with Tom Slater, Mutual director of special features and sports, handling the color. First football broadcast on MBS will be Sept. 23. Events will not be scheduled until several days before the game, and whenever possible, the latter portions of both games in the Central and Pacific time zones will be broadcast, allowing more than one game to be carried on the same day.

Gen. Foods Show

GENERAL FOODS Corp., New York, will star Fanny Brice, as "Baby Snooks" in her own show, "Teasties Time" on CBS Sunday 6:30-7 p.m. with a supporting cast including Carmen Stanford as "Daddy"; Danny Thomas, night club and radio comic Carmen Dragon's orchestra and vocalist "to be known only as The Voice of Eloise." Miss Brice will deviate occasionally from her familiar role to portray various characters she has represented as a Ziegfeld Follies comedienne. Al Kaye will produce. Agency for Post Teasties is Benton & Bowles, New York.

CBC to Air Benny

JACK BENNY, whose sponsored program for American Tobacco, will not be carried in Canada, may be carried by the Canadian Broadcasting Corp., on its Trans-Canada network as a sustaining program, with Government war messages in place of the commercials, it is understood. The CBC is negotiating with the agency for the use of the Jack Benny show as a sustainer, since the program is as much an institution in Canada as in the U. S. Final decision will rest with Benny, to be announced. No plugs will be carried in the show aside from regular commercials.
Three KGW announcers often heard on the shipyard newscasts: (left to right) Dick Rand, Gordon Bambrick and Hartley Sater (now in the armed services). This special news service is provided during the lunch period to all Portland shipyards.

Shipyard workers at the Willamette Iron & Steel corporation, Portland’s largest navy shipyard, listen to the KGW lunch-time news broadcasts by special direct wire from the KGW newsroom. Thousands of workers in other Portland shipyards also listen to this service, which is provided as a morale booster in cooperation with the Industrial Incentive division of the U.S. Navy, proving once more that KGW takes public service where and when it will be most effective.

Glenn Howard, KGW news editor, checks copy coming “hot” off the teletype.

**AUSTIN F. FLEGEL, JR. . . . EXECUTIVE VICE PRESIDENT OF PORTLAND’S WILLAMETTE IRON AND STEEL CORPORATION**

**SAYS . . .** “Portland’s shipyard workers have hung up national records in war production and they’re not going to stop until the war is won. KGW, by bringing its lunch hour news of the progress of the fighting to the men and women who are building the materials of war, is helping to keep up production tempo. We’re grateful, indeed, to KGW for the fine job it’s doing, and its high sense of public responsibility in its service programs . . .”
5,000 WATTS serving the great market of Northwestern Ohio and Southern Michigan.

250 WATTS serving the dependable Ohio test market spearheaded by Lima.

5,000 WATTS serving one of America's most famous direct response audiences.

5,000 WATT big metropolis merchandising.
Stations are Bankable!

- WAGA: 10,000 WATTS serving Florida's top market, State's most powerful radio station.
- WFTL: 250 WATTS serving the busy Southeastern Ohio industrial and farm market.
- WHIZ: 80,000 WATTS serving 123 primary counties in Pennsylvania, Ohio, and West Virginia.
Will to Fight

THANKS to the courage and foresight of two independent station owners, radio in the last fortnight has won two labor test cases of vast importance.

WMAL Washington, in a proceeding instituted after the American Federation of Radio Artists had insisted upon an "assigned fee" or "pay-within-pay" principle for off-announcers handling commercial spots, carried its case to the War Labor Board. Its victory is all the more significant because other Washington stations had accepted the "assigned fee" mandate, and many AFRA contracts are due for negotiation and renewal this fall.

WJJD Chicago, while under the ownership of Ralph L. Atlash (the station since was sold to Marshall Field) went to the mat on the platter-turner issue with Jimmy Petrillo's AFL, after the major networks had agreed to recognize the right of AFM to represent record-turners as "musicians". The NLWB regional panel in Chicago has ruled in favor of Mr. Atlash's contention that WJJD did not require additional musicians to change records, and that in view of the manpower shortage the board could see no justification for giving AFM exclusive jurisdiction over record-turning operations.

The latter decision isn't a conclusive one, and does not decide finally the jurisdictional dispute between AFM and NABET or even IBEW. But it does make a shambles of the Petrillo unemployment argument and the "make-work" issue. The Atlash opposition is a refreshing departure from the position of the networks acquiring to the Petrillo demands, even after the AFL. He was entitled to say that AFM never wanted to pursue the platter-turner issue seriously and that it was just a windfall. With jurisdiction over platter-turners, plus his ability to "pull-the-plug" on network programs using music, Jimmy would have a stranglehold on music performances over affiliated and independent stations alike.

The AFRA ruling is more conclusive. Kenneth H. Berkeley, general manager of WMAL, tells the story in this issue. (See page 16).

By paying staff announcers, in addition to base salary, a set fee for each commercial announcement without regard to selection by the sponsor, the announcer would get extra pay for doing more work than he would have without the fee. The announcer with the trick in which most such spots fall would benefit over his colleagues. Individual merit wouldn't be recognized and incentive would be reduced, for the announcer wouldn't have to show proficiency to be selected by the advertiser as "talent" to get an extra fee.

The most telling point Mr. Berkeley cites is that if the assigned fee principle is approved for announcers, the station inevitably would be faced with similar demands from other employees. Engineers, production men, sound effects men, news editors, scriptwriters and administrative help all are essential to station operation. The implications are obvious. The station, as Mr. Berkeley points out, would become a mere concessionaire.

All in radio should be thankful there are independent broadcasters with the will to fight these important issues which, if left uncontested, could well undermine the whole economy and independence of the medium.

Our Respects To

Page 36 • September 11, 1944

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(Continued on page 38)

BROADCASTING • Broadcast Advertising
How Big is a Community?

To these five governors 'community' means ...
...the Pacific Northwest

Portland, Oregon is a wartime city...vital and alive. It would be easy to limit KOIN's Public Service to Portland's metropolitan 522,000 people. But Public Service means responsibility to a community. Our community is also the Northwest. KOIN is firmly a part of the Pacific Northwest's vibrant present and inevitable future.

Typical of KOIN's many community-wide services are the "War Bond Drive Kick-off" programs released to all stations in Oregon.

KOIN
PORTLAND, OREGON

FREE & PETERS, INC., National Representatives
Our Respects to
(Continued from page 86)

his old friends and former business associates. In addition to his official duties as chief of the WPB Domestic & Foreign Branch of the Radio & Radar Division, Mr. Creutz is "chief" of the five-man car pool which carries him and four associates the 20 miles over to Virginia and back every day.

In 1932 Mr. Creutz married the former Ardel Trier of Hurley, WIs., a former classmate at the university whom he met for the first time on vacation when he was guest of his roommate. Mr. & Mrs. Creutz live near McLean, across the Potomac from crowded Washington, where there is lots of sunshine and open space for their two children, both boys—aged 6 years and 6 months. His hobbies—home and radio.

Speaking of ages—Mr. Creutz will be 36 Sept. 26.

Johnston a Candidate

WALTER JOHNSON, former FCC attorney and Washington radio lawyer, is campaigning for Congress in the First Virginia District as the Republican nominee opposed to the Democratic incumbent, Otis Bland. Mr. Johnson lives in Heathsville, Northumberland County.

If farmers customarily wore silk hats and carried canes, you might expect them to like "farm stations" which carry perhaps one farm program a day — might even expect them to like "farm editors" with deep Oxonian accents!

But farmers want and need a very different radio diet than appeals to urban people. A good farm station is as vital to a farmer as "Broadcasting" is to a radio advertiser! And farmers can detect a phoney radio farmer just as easily as you detect a phoney radio trade-paper!

That's why KMA is the No. 1 Farm Station in this No. 1 Farm Market — why KMA gets more than twice as much listener-mail as any other station in this area. KMA is a true farm station — devotes hours daily to the specific needs of its farm audience.

Let us send you the whole amazing story. Until you hear it, you'll never know what a real farm station can do for you. Write!

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That's why KMA is the No. 1 Farm Station in this No. 1 Farm Market — why KMA gets more than twice as much listener-mail as any other station in this area. KMA is a true farm station — devotes hours daily to the specific needs of its farm audience.

Let us send you the whole amazing story. Until you hear it, you'll never know what a real farm station can do for you. Write!
The Brands that sell are those advertised on WBAL

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

Baltimore Broadcasting • Broadcast Advertising

September 11, 1944 • Page 39
Info Please' Changes  
H. J. HEINZ Co., Pittsburgh, in resuming Sept. 11 Information Please on NBC Monday 8:30-10 p.m., will present as guest experts Wendell Willkie, former candidate for Republican presidential nomination, and Alexander Knox, lead in "Wilson" RO-6 film. Program innovations for the 1944-45 series include opening and closing news flashes, and an additional award—a $500 war bonus plus a set of the Encyclopedia Britannica—to the person who submits a question only in part by the "experts." Agency is Maxon Inc., New York.

WOR's New Lineup  
WOR New York has rescheduled programs in the period between 1 and 5 p.m. to eliminate long sequences of any single type of radio material such as music or drama, in favor of variety and change of material every quarter-hour and half-hour. New schedule, which goes into effect Sept. 11 and involves several shows on the Mutual network, entails time changes for about seven programs.

New Research Service  
BENNUTT ASSOCIATES, a marketing research service, has been formed at 512 Fifth Ave., New York, to conduct national consumer and dealer studies in over 400 cities. Firm is equipped to handle area checking of radio programs thru the conventional or conscious recall method, according to the director, Archibald B. Bennett. Mr. Bennett has served as director of Paul Cornell & Co., Geo. L. Dyer & Co., and recently as director of market research for Welcome Wagon Service Co.

... another of the Nation's Leaders Using The Blue Network!  
A leader in its field, Philco's "Summer Hour," starring Paul Whiteman, gives its Hallmark of Quality to The Blue Network.

HOW YOU JOIN THE "BLUE BOOK" OF RADIO  
At the moment it's easy. Ask us for information on any one of several daytime fifteen minute strips now open. Surrounded by programs sponsored by some of the nation's biggest and smartest radio buyers, these strips deserve immediate action.

NEW YORK * CHICAGO * HOLLYWOOD  
SAN FRANCISCO * DETROIT * PITTSBURGH

BEHIND the MIKE  
CLELIE ROBERTS and Arthur Feldman, Blue war correspondents, have arrived at Gen. MacArthur's headquarters in the Southwest Pacific and will soon resume broadcasting. Bill Baldwin is now at Pearl Harbor.

DEAN LINGER and Edward Shortch have joined the Blue's central division in Chicago. Mr. Linger, formerly syndicated Hollywood columnist and reporter, has joined the publicity department and Mr. Shortch, formerly with KFI, Philadelphia and WELS Roanoke, Va., has joined the production department.

SGT. MORTON C. WARNOW, waist gunner on a B-17 who had been reported missing in action July 20, is a German prisoner, having been shot down during a bombing raid over Germany. He is the son of Mark Warnow, conductor heard on CBS.

O. GRADY COOPER Jr., formerly with WMAL-Maxon and WMJN Cordova, Ga., has joined the announcing staff of WGOV Valdosta.

ART FORD, m.c. of WNEW New York, has been named associate editor of Orchestral World.

LT. BOB (Red) HETTOFF, formerly in the CBS traffic department, was reported missing over Germany Aug. 3.

SANDY BECKER, CBS New York announcer, is the father of a girl.

CLINT JOHNSTON, former director of CBS' School of the Air, is now a lieutenant at the Air Corps Gunnery School, Kingman, Ariz.

INTERVIEW with Lt. Gen. Wm. S. Knudsen, Commanding General of Army Air Forces Materiel and Services, was conducted over WHO Dayton by Les Sweneer (1), assistant manager of the Ohio station. Wire recording of the event was handled by R. D. Higgs (r), WHO engineer.

Conrad's Blue Post  
FRANCIS CONRAD, station contact representative in the New York office of the Blue Network, effective Oct. 1 will be transferred to Hollywood, to serve as station relations manager of the western division there. The post is a new one.

MORTIMER DANK, senior staff writer of CBS' shortwave news department, and Barbara Allman, Brookline, Ma., are to be married Oct. 1.

INOCENCIO RODRIGUEZ, announcer-writer-translator, of Rio de Janeiro, has joined the Brazilian section of CBS' shortwave department, replacing Luis Jatoba, who leaves this month for Brazil.

MIRA SERGIO, commentator of WOXR New York, becomes a U. S. citizen last Tuesday at U. S. District Court in New York, Judge John C. Knox presiding. From 1933 to 1937 Miss Sergio was on the broadcasting staff of the Italian Ministry of Propa- ganda. She came to America in July 1937, and has since been a severe critic of Fascism.

HARVEY MARLOWE, producer-director of dramatics shows for WOR New York, has joined the Television Workshop, New York, as an associate producer. He will direct several programs on WRGB Schenectady in Oc- tober. Whiting Thornton, display artist at R. H. Macy & Co., New York, department store, and former stage set designer, has been placed in charge of all scenic design and construction at the Workshop.

The Blue Network

28th METROPOLITAN DISTRICT

MORE LISTENERS PER DOLLAR

Ask HEADLEY-REED

New York, Chicago, Detroit, Atlanta, San Francisco
The Adventures of Sinbad the Seller

In Bagdad-on-the-Cuyahoga, which is called Cleveland, lived a boy named Sinbad. His was the ambition to become a great Merchant Prince. And to this end he set forth upon a life of voyaging to famed marts of the world, seeking his fortune.

Yet, in all the lands that touch the Seven Seas, Sinbad failed. In far Cathay, the subjects of the great Khan ignored him. In the bazaar of Samarkand, he tended his booth in penniless idleness. And in the streets of Chandipur, Sinbad was just another bum.

Sinbad returned to the city of his birth. And, lo! it was a paradise for merchants. Sinbad asked, "Wherefore is this felicity?" And a merchant replied, "Look, Chum—if you stayed home you'd know what makes mazuma in Cleveland—the fantastic selling power of Station WHK!"

Cleveland merchants buy more time over WHK than over any other leading station.

WHK

15
Retailers' Choice in Cleveland
Represented by Paul H. Raymer Co.
United Broadcasting Co., Operators of WHK-WCLE, Cleveland; WHKC, Columbus
BUFFALO’S GREATEST REGIONAL COVERAGE

Blue Names Bryson
JOHN BRYSON, special features reporter and announcer of the Blue Network central division, has been appointed a war correspondent for the Blue Network, accredited by the Army and Navy to the European theatre, according to G. W. (Johnny) Johnstone, director of news and special features. Bryson, who spent a year overseas before the war, plans to leave for London about Sept. 15. He was formerly with WCLS Joliet, Ill.; KGDM San Francisco, and KFFY Spokane.

MITCHELL B. DeGROOT Jr., publicity director at WCAP Pittsburgh, on Sept. 9 in Chicago was to marry Louise Bloch of Chicago. They will live in Pittsburgh.

BUFFALO’S 42ND STATION BLUE FREE

BUFFALO’S MPEG Mats, has resigned to become home economics counselor for the Ronis Wine Company.

ELMER W. PETERSON, NBC commentator recently returned from coverage of the European war front, has joined KPO San Francisco as commentator on European, Inter-American and domestic affairs. Prior to his association with NBC, he had served as bureau chief for the AP in Scandinavia, covering Germany’s invasion of Denmark and Norway.

ARTHUR SCOTT, news editor at KQVO Missoula, Mont., resigned Sept. 10 to continue his education. He is a veteran of World War II.

JOHN C. DUVALL, new to radio and former professor at Syracuse U., has joined WFBL Syracuse as news analyst.

BEAUMONT MEANS BUSINESS!

LUMBER POST-WAR AND POST-NOW

- The manufacture and distribution of lumber has long been an important industry which has contributed and is contributing to the growth and prosperity of Beaumont and the Sabine area... a prosperous and growing market of over 250,000 people. In addition to the essential lumber industry, shipyards, steel and iron works, synthetic rubber plants, oil refineries, rice mills and food canneries also assure the continued growth and prosperity of Beaumont and the Sabine district.

KFDM is the major network station which gives you full coverage and penetration of the rich Sabine area. Located in Beaumont, one of the nation’s fastest growing cities, KFDM is America’s newest direct five-star facility. Pioneering an essential lumber industry, KFDM provides a Hooper-authenticated audience not matched by any other station in this important market. Put KFDM in your selling plans—now and postwar.

Represented by Howard H. Wilson Company

JOE MABRY, former announcer and writer of WHUB Cookeville, Tenn., has been promoted to pharmacist’s mate, 2d class, USNR. He is now attached to the Marine Corps and stationed at Camp LeJeune, N.C.

BILL BARBOC, announcer of KDKA Pittsburgh, and Betty Bissett of New Freedom, Pa., have announced their engagement.

DON VICTOR, formerly with KLX San Francisco, has joined the communications staff at KQW San Jose, Calif.

YVONNE M. BERGE, script writer at WBZ Boston, has resigned to accept a Red Cross appointment as recreational worker.

JOHN ADAMS, announcer at WORL Boston, has resigned to accept an assignment in the Navy.

KEN ARDILL and Judy Brainsed, new to radio, have joined the announcing staff of CKSO Sudbury, Ont.

LILLYAN SWAIN, new to radio, has been appointed women’s editor of CKSO Sudbury, Ont.

YVONNE LAPLANTE has joined CHEX Peterborough, Ont.

CARL E. ROTH Jr., former publicity director and newscaster at WKRC Cincinnati and now a yeoman in the Navy, is taking his recruit training at the Naval Training Center, Farragut, Idaho.

Sgt. STERLING TRACY of Armed Forces Radio Service, Hollywood, and former CBS producer, and Lynn Butler of Hollywood were married Sept. 1.

ALLAN MORRIS, former announcer of KIEV Glendale, Cal., has joined KNX Hollywood, replacing Bill Kelso, resigned.

PAUL BERNARD, CBS Hollywood staff writer, has resigned to join Republic Pictures Inc. as radio exploitation director.

ERNEST FELIX, former auditor of KEKEA Los Angeles, has joined the Blue Hollywood accounting staff.

WALTER KAY, formerly in charge of publicity and promotion at WMIB Marion, O., has joined the announcing staff of WJW Cleveland.

LOTTE TULL, formerly of the promotion department of Phillip Morris Co., has joined WCKY Cincinnati as assistant to Wally F. Broen, promotion manager. Miss Tull succeeds Hazel Kerns, resigned.

HENRY VISCARDI, formerly engaged in special surveys and research on rehabilitation for the U. S. Army, has joined NBC as assistant to Tom Slater, director of special features and sports.

LAFERNE CULLEN has been added to the announcing staff of WDRC Hartford.

Both get thru!

CARrying all CBS major programs
Capt. Clifford McCarthy

CAPT. CLIFFORD McCARTHY, 28, member of the Washington bureau of Transradio Press on leave of absence, was killed in action Aug. 5 as a result of machine gun fire in Normandy. Capt. McCarthy, who was awarded the Silver Star, went on active duty in 1940 as a reserve officer. Surviving is his widow, Mrs. Ruth McCarthy, New Britain, Conn.

Radio Men's Articles

DR. JAMES F. BENDER, author of the NBC Handbook of Pronunciation is the writer of "Do You Know Someone Who Stutters?" in the September issue of Scientific Monthly. Also featured in the same issue is an article on "Electronic Microscopy" by Drs. V. K. Zworykin and James Hillier of RCA.

HERE'S HOW YOU CAN

DOMINATE

THE SOUTH BEND AREA

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HOOPER LISTENING INDEX: MAY-JUNE, 1944

Here is a Hooper showing that proves you cannot cover the South Bend area from Chicago—or any place else except South Bend. It is a showing which cannot be duplicated and one which should mean much to anyone interested in the Northern Indiana and Southeast Michigan market.

Think it over—an average of almost half the radio listeners, morning, noon and night! Also compare the WSBT figures with the other stations indicated. Nothing more need be said!

WSBT—1,000 watts at 960—is 22 years old. WSBF, our FM station, has already been operating 16 months.
Thinking of Expanding to Cuba?

To sell Cuba, use the radio network which blankets the country.

CADENA AZUL!

* In a recent survey conducted by the Cuban affiliate of a large U.S. manufacturer, R.H.C. CADENA AZUL was chosen by 65% of all Cuban listeners...their nearest competitor scoring only 15%.

Ask to see the complete survey on file in the New York offices.

RHC CADENA AZUL

Cuba’s only network affiliated with CBS

U. S. Representative

HUMBERTO D. GONZALEZ

220 West 42nd St., New York City
Wisconsin 7-1165

DINAH DENKE, former assistant traffic manager of Paper, Ryan & Look, New York, has joined the media department of Doherty, Clifford & Shenfield, New York, as assistant magazine buyer. Ann O’Connor, also formerly with P&L, has joined the department as general assistant.

DAVID W. CUMMINGS and Thomas C. MacKay have organized the firm of Cummings & MacKay, general advertising and public relations agency, with offices in the Russ Bldg., San Francisco.

JOSEPH D. PROBST, former sales manager of Chock-Chart Corp., Chicago, has joined Henri, Huret & McDonell, Chicago, as service manager.

BUDD GETSCHAL, formerly in the advertising department of Warner Bros., has joined Blaine MacKay, New York, as copy chief, replacing R. Mitchell.

S. JAMES ANDREWS, radio director and talent buyer of Lennen & Mitchell, New York, has been named a vice-president. Programs under his supervision at L & M. include Jergens Film, Joseph Margulies and the Swan of Lower Basin Street and Mr. & Mrs. North.

Mr. A. McCauley, head of McCauley Adv. Agency for 12 years, has joined Kutter & Kutter, Chicago, as account executive and cosmetic and fashion consultant.

CLARENCE G. GOSHORN, vice-president of Benton & Bowles, and John K. Evans, vice-president of General Foods Corp., have returned to New York from Hollywood.

H. PAUL WARWICK, president of Warwick & Legler, has returned to New York from Hollywood.

JAYNES, HARRISBERGER & Martin Adv., has opened offices at 639 S. Michigan Avenue. John J. Jones, George Harshberger, promotional director of U. S. Treasury Dept., for Southern California, and John F. Martin, formerly with Douglas Aircraft Co., head the organization, devoted entirely to radio advertising.

MAURIE CONDON, formerly with WGAR Cleveland, and recently medical director of Geoff Holman, has joined Roy L. Durstine, Inc., Cleveland, as director of radio advertising.

HOWARD RICHMAN, upon release from the armed forces shortly will become head of the postwar television department of General Motors-Sanford Radio Production, New York.

MARVIN SHERRIES, former advertising manager of the copy staff of Haire Pub. Co., New York, has opened advertising offices under his own name at 50 W. 42nd Street, New York. Telephone is LaCawanna 4-3139.

STANLEY JOSEROFF, radio producer at Young & Rubicam, New York, and former associate to Paul Rieckenbeck, head of the talent department of the agency, succeeds Mr. Rieckenbeck, who has resigned. Mr. Jostoff also will assist Joseph A. Moran, assistant director of radio.

E. J. (Al) EISENMENGER, studio engineer with NBC Chicago for the past 14 years, has joined Dancer-Fitzgerald-Sample to handle management and technical direction of agency’s radio recording studio in Chicago.

L. CURT FREIBERGER, Agency, Denver, dissolved partnership Sept. 1. Curt Freiberger is forming an agency under his own name with offices in Deaver’s Cooper Bldg.

ROBERT SANFORD, a member of the music department of Music Corp. of America, where he has been handling talent for guest appearances, has been placed in charge of commercial transcription activities, now expand-

Presenting a united front on the matter of television allocations, Television Broadcasters Association directorate unanimously adopted a resolution advocating that 30 contiguous six-channel blocks starting at about 40 mc and 30 more 16-channel blocks between 400 mc and 2,000 mc, with adequate relay channels, be allocated for video broadcasting. Plans are being developed by William Leach, Television Productions; F. J. Bingley, Philco; Robert L. Gibson, General Electric; Allen B. DuMont, DuMont Labs.; Worthington Miner, CBS; B. W. Cruger, GE; J. R. Poppele, WOR New York; Will Baitin, secretary-treasurer, Television Broadcasters Assn.,

Staff Changes Effect In Hollywood Net Shows

AL SCALPONE, commercial writer of Young & Rubicam, Hollywood, has been assigned producer of the new CBS Adventures of Ozzie & Harriet, which starts Oct. 8. Writing staff includes John F. Medbury and Harvey Helm. Ted Blais replaces Dave Elton as agency producer on the NBC Time To Smile show, with Tony Hardt as assistant producer. Bobby O’Brien, Iszy Elinson and Johnny Quillian collaborate on the Walter Burner take-over production Dinah Shore Program on NBC.

Jack Roche continues as agency producer of NBC Duffy’s Taverns with Abe Burrows and Bill Manoff, writers. Frank Van Hartsfeldt, previously producing CBS Kate Smith Hour, has been shifted to Hollywood and now is handling NBC Melody Roundup. Jim Bloodworth, Warner Bros. contract writer, writes the show. Tony Hardt continues as producer of NBC Those We Love, with Agnes Ridgeway, writer. Ned Tolleridge is producer of CBS Burns & Allen Show, with Willie Burns, Paul Hennings and Hank Garson and Aaron Ruben as writers. Glenn Hallay, agency Hollywood manager, takes over production post on Adventures of Sherlock Holmes, replacing Ted Tolleridge. Edna Best is assistant with Dennis Green and Bruce Taylor writers. Mr. Taylor also acts in supervisory capacity on Hollywood originating agency shows.

McClinton a Director

HAROLD L. MCCLINTON, vice-president in charge of radio for N. W. Ayer & Son, has been elected a director, filling a vacancy created by the death of Adam Kessler in June. A former newspaperman, Mr. McClinton joined the agency in December 1929. In 1938 he was made vice-president in charge of all radio.

Mayflower Dresses Test Radio Fashion Drive

MAYFLOWER DRESS Co., New York, dress manufacturer, entered radio for the first time Sept. 5, with a 13-week test campaign on WHN New York, as sponsor of Advertisers Roundup, a feature column, three-week-quarter-hour evening series. A national advertiser in other media, Mayflower is experimenting in fashion radio promotion as a possible preliminary to regular use of the medium in major markets according to Sterling Adv., New York.

Commercials on WHN alternate each week between promotion of Mayflower Dresses, with credit to Lord & Taylor, local department store sponsor, and the company’s line of Nan Scott dresses, with credit to Arnold Constable Co., also of New York.

Philadelphia Orchestra, Sept. 30

The Philadelphia Orchestra, under the direction of Eugene Ormandy, presented a program of music by Verdi, Beethoven, Tchaikovsky, and Saint-Saëns, at the Academy of Music, Philadelphia.

In WHN Service Area There Are:

9,450,000 Jewish Persons
1,523,946 Italian Speaking Persons
1,236,758 German Speaking Persons
661,170 Polish Speaking Persons
200,000 Spanish Speaking Persons

A Proven Sales Medium

WBXN broadcasts daily to Metropolitan New York’s Jewish communities comprising 70% of the population. This makes WBNX the ideal medium for any advertiser desiring to reach this growing market.

Eddie Melrose - 833-3333

Broadcasting • Broadcast Advertising
The Philadelphia Market—including all the suburbs—all the vast and prosperous trading area—is the WIBG Market. With a clear and powerful signal—with 10,000 Watts, Day and Night, there isn't a home in this great area that can miss WIBG—Philadelphia's Most Powerful Independent Station!

10,000 WATTS • 990 KILOCYCLES
DAY and NIGHT
Radio Advertisers

HILLS Bros., Co., New York, in promoting Dominoe Mix, picnic product, has added KGO San Francisco, using three-weekly participations. Firm is increasing radio promotion for the product, using one-minute live spot announcements and participating programs on an undetermined number of stations. Agency is R.W. Co., N. Y.

ROGER C. FLEMING, for more than a year regional director of the department of public relations of General Motors Corp., Indianapolis, has been appointed director of advertising and public relations for the Allison division of General Motors.

CROSSLAND Mfg. Co., Toledo, is starting a promotion drive for its new product Ya-De Mothproof. Radio will be used. No agency has been selected.

JACK HANDELY, export advertising manager of Burdick Co., has joined Grant Adv., New York as account executive on International General Electric Co., which plans a Latin American campaign.

INSTITUTE OF LIFE INSURANCE, New York, has created a woman's division under the direction of Mrs. Marion Stevens Slowly which will cooperate with local women's clubs throughout the country in planning programs and preparing radio shows. J. Walter Thompson has been appointed to write radio material.

ANDREA RADIO CORP., Long Island City, N. Y., has appointed John A. Finneuma Inc., New York, to handle advertising for its radio sets. No radio considered at present.

Bendix Names Two

PENDX Aviation Corp., which a fortnight ago announced its plans to enter the home radio field (Broadcasting, Sept. 4), has named two district managers to handle radio sales. H. L. Baumgardner, former vice-president of George W. Borg Corp., has been appointed district manager for the Bendix central metropolitan district, with headquarters in Chicago, while Jack C. Wilson, former senior administrative officer of the U. S. Signal Corps, will be in charge of the Bendix radio division on the West Coast, with headquarters in San Francisco.

HAMILTON Radio Corp., New York, has appointed Arthur Adv., New York, to handle advertising for radio and television receivers. Although space advertising is now being used, plans are being made for radio advertising.

CARSON, PIRIE SCOTT & CO., Chicago (department store), on Sept. 3 renewed sponsorship of The Distinguished Guest Hour, quarter-hour show, Sundays, on WGN Chicago. Contest is for 13 weeks through Smith, Benson & McCue, Chicago.

SCHOENHOFEN - EDELWEISS Co., Chicago (Eidelweiss Beer), on Sept. 11 will begin sponsoring a 10-minute show, Monday through Friday, for 52 weeks, on WMAC Chicago. Following the World Series program will expand to 15 minutes. Agency is Olsen Adv., Chicago.

SIMON ACKERMAN Clothes, New York, is using one-minute spot announcements, five-minute and quarter-hour live and transcribed programs on WMCA WPEN WOR WIN WLIB and WNYE New York. Agency is Ebelich & Newmann, New York.

LEWIS S. DUTTON former sales engineer of Howard H. Miller Co., affiliate of American Home Foods Inc., New York, has been named advertising manager, W. H. Roben, president of the latter company.

CLINTON WATCH Co., Chicago, has started spot announcement weekly for 52 weeks on WGN Chicago. Agency is Malcolm Howard Adv., Chicago.

D & S'S ROOT BEER Co., Chicago, has renewed for 52 weeks sponsorship of eight spot announcements weekly on WENR Chicago. Agency is Malcolm Howard Adv., Chicago.

BLANKE-BAER Extract & Preserving Co., St. Louis, makers of Winnow brand peanut butter and preserves, has named Jimm Daqu趵ity Inc., St. Louis, as advertising counsel.

FOLEY & Co., Chicago, (cough preparations) has renewed for 52-weeks sponsorship of one-hour spot announcements weekly, on WHBQ Memphis, for 52 weeks. Agency is Lausen & Salomone, Chicago.

MONTGOMERY WARD & Co., Chicago, on Sept. 4 began sponsorship of a 25-minute one-hour show, according to The retailer, Monday through Saturday on WGN Chicago. Contract for 13 weeks was placed by Foote, Conk & Belden, Chicago.

EASTERN COLUMBIA, Los Angeles, has joined the cast of Broadway's Passing Show, according to Hollywood columnist, on KFVD Los Angeles. Agency sponsors a weekly one-hour radio show, according to The Hollywood Reporter, Monday through Saturday on the station.

LARUS & BROS. Co., Richmond, Va., (Edgeworth tobaccos), on Sept. 2 started 10-minute network show Musical Auto- graphs on CJBC Toronto, first time on Canadian radio. Show was placed by the agency.

SHIRRIFF'S Ltd., Toronto (marmalade fruit juices), has started its second show weekly program on four Canadian stations. Account was placed by Cockfield, Brown & Co., Toronto.

LYMAN'S AGENCIES, Toronto (Pacquin hand cream), has started its second program weekly, on WNY Toronto, and has been placed by the agency.

PROTATIVES Products Toronto (proprietary), on Oct. 26 starts Double or Nothing quiz show on CFRB Toronto, marking first time the program has been telecast on air in Canada. Account was placed by H. W. Kast, Sons, Chicago.

JESS H. CLOUD, former chief copywriter of Oakite Products, New York, has been transferred to the San Francisco office, assigned to radio and visual advertising.

Covers a Rich Livestock Area

More than 27 national advertisers of farm products used WDZ last year because this station is in the heart of Illinois' prosperous grain-livestock area. Illinois ranks 2nd in hogs, 3rd in corn, 4th in oats. In fact, nearly 30% of Illinois' livestock farmers are located in WDZ's primary area! WDZ reaches over 200 different programs on radio to farmers and factory workers. Ask for evidence of WDZ's "pulling power." Write... HOWARD H. WILSON CO., New York, Chicago, San Francisco, Hollywood, Seattle.

WCHY THE L.B. Wilson STATION

Broadcast Advertising

Reach the women of the Ohio Valley with...
8 Great Radio Shows!

...all NBC Recorded

FOR FAMILY AUDIENCE

DESTINY TRAILS
... awakens immortal classics of James Fenimore Cooper... dramatizing the spirit of adventure of frontier America. First, The Deer-slayer... 39 programs. Next, The Last of the Mohicans... 39 programs. 78 3-a-week quarter-hours.

THE NAME YOU WILL REMEMBER
... names that mean news! The "low-down" on the men and women who make the headlines... vivid, fascinating human-interest stories... told in a graphic, punchy style by William Lang. 260 five-minute sketches for 3-a-week broadcast.

THE WEIRD CIRCLE
... modern dramatizations of the eerie masterpieces of such celebrated writers as Poe, Balzac, Dumas, Hawthorne and Victor Hugo. Casts of finest talent. Record results for wide variety of advertisers. 65 half-hours.

STAND BY FOR ADVENTURE
... stories of exciting happenings in far places... as told among four friends—a retired army officer, a star reporter, a New England sea captain and a South American scientist. 52 quarter-hours for 1- or 2-a-week broadcast.

FOR WOMAN APPEAL

COME AND GET IT
... fun quiz on food! Bob Russell, MC, questions studio audience contestants, then tosses subject to Board of Experts—Alma Kittrell, homemaking authority, and Gaynor Maddox whose articles reach millions. 78 3-a-week quarter-hours.

MODERN ROMANCES
... true-to-life love stories from the pages of one of America's most popular magazines... expertly dramatized... excitingly acted... skillfully produced. 156 quarter-hours women love... find helpful... in the tempo of today.

BETTY AND BOB
... people like your neighbors but they live exciting lives... convincingly portrayed by Arlene Francis (Betty), Carl Frank (Bob) announced by Milton Cross... memorable theme music by Allen Roth. 390 5-a-week quarter-hours.

LET'S TAKE A LOOK IN YOUR MIRROR
... starring Stella Unger whose hints on beauty and charm... drawn from her personal acquaint-ance with the great of stage, screen and radio... appeal to every woman... young and not so young. 156 quarter-hours for 1-, 2- or 3-a-week.

Want to catch the ears of the entire family? Or do you want to capitalize on a special audience—WOMEN! Whichever... NBC Radio-Recording has the right answer... right in the collection of shows briefed above... tip-top shows that you can buy within your budget for the cost is pooled among many non-competing advertisers all over the country. Write, wire, or phone for complete information and audition records today!
**Studio Notes**

**IN COOPERATION** with the United Nations Information Offices in New York and Great Britain, CBS and BBC are planning independent series of broadcasts devoted to such international organizations as the United Nations, prevention of future wars, food for all people, etc. CBS series will comprise six People’s Platform programs, broadcast on alternate Saturdays with the interesting Tuesday programs devoted to domestic issues.

**WEEKLY luncheon meetings of the Oklahoma City Junior Chamber of Commerce and the Kiwanis Club are now being conducted, according to a summary from KOMA Oklahoma City, to keep the business men abreast of latest developments.

CKBO Sudbury, Ont., has received permission to increase its power from 1 kw to 5 kw, it is learned from manager Don McGill.

**CEJC Kamloops, B. C., recently inaugurated its new 1 kw Northern Electric transmitter, with appropriate ceremonies, including a dramatized Story of CEJC program.**

**CHLT Sherbrooke, Que., has been given permission by the Dept. of Transport Ottawa, to increase its power from 250 watts to 1 kw.**

**OVER 302 stations throughout the country are presenting One Nation Indivisible, a dramatic series of 13 quarter-hour transmitted programs prepared by the Institute for Democratic Education. IDE board of governors includes Dr. James Rowland Angell, public service counsel of NBC.**

**DIRECT MAIL ADVERTISING Assn., New York, announces the 1944 “Fifty Direct Mail Leaders Contest” for the best direct mail and mail order produced between Sept. 1, 1943 and Aug. 31, 1944. The title of the contest will be “Value to the War Effort.”**

**CONGRATULATIONS are extended by KDKA Pittsburgh women program directors, Evelyn Gardiner (1) and Janet Ross (2) to Mrs. LeRoy Frederick of Leetonia, O., first prize winner in national contest conducted by Parents Magazine and the Assn. of Women Directors of all NAB member stations. For her letter telling what she is doing to help make a better postwar world, top award was presented to Mrs. Frederick.**

**COLLEGE scholarships totaling $2,000 annually will go to the winners of a quiz session to be sponsored on WMCA New York by Alexanders, an upstairs department store, started Sept. 8 and open to Bronx high school seniors only.**

**Clapp Appointments**

HOWARD S. COOK and Edward F. Schmidt have been named assistant advertising managers of Harold H. Clapp, Inc., an American Home Foods affiliate, it was announced last week. Mr. Cook will head copy, media, point of sale displays while Mr. Schmidt will assist generally in the formulation of advertising policies, specializing in creative art and merchandising. He will also handle agency contact. Both have been with the Clapp organization for several years. Announcement was also made that American Home Foods had acquired a new affiliate company, Marietta Dyestuffs Co., Marietta, O., manufacturer of colors and intermediates for the dye industry, and certain war products.
GETTING SET FOR V-DAY Means No Extra Activity At CRECO . . . PRECISION PERFORMANCE holds by the same rules in War as in Peace. ACCURACY, our Wartime Commission and Full Obligation Today, quickly returns to our Peacetime Program Tomorrow . . . to improve and extend our services to the industry and its services to the nation.

ACCU RACY IS OUR BUSINESS in war...in peace

TIME OUT from our War Job permitting . . . WHEN YOU ARE READY . . . our Services are Yours to Prepare a Limited Number of Standard, FM and Television Applications.

ETCHING EXACTNESS

Acid Etching of Quartz Before Inspection to Determine Direction of Cut and Usable Areas. New Methods Require Similar Etching of Crystals to Frequency.

Write, Wire or Call

COMMERCIAL RADIO EQUIPMENT COMPANY

Evening Star Bldg.
WASHINGTON, D. C.

Porter Bldg.
KANSAS CITY, MO.

Crossroads-of-the-World
HOLLYWOOD, CAL.

"BE SURE OF TOMORROW . . . BUY WAR BONDS TODAY"
The Business of Broadcasting

STATION ACCOUNTS
ap—studio programs
mo—program announcements
5—transcriptions
so—spot announcements
5—television announcements

WMAL Washington
Great Atlantic & Pacific Tea Co., New York (A & P peaches), 5 as, thru Paris & Pearl, N. Y.
Olive Tablet Co., Columbus, O. (Dr. Ed-ward’s Olive Tablets), 5 as, weekly, thru Erwin, Wassey & Co., N. Y.
Penick & Ford, New York (My-T-Fine des-serts), 5 as, weekly, thru BBDO, N. Y.
Seck & Rade, New York (Pertusin), 5 as weekly, 25% thru Erwin, Wassey & Co., N. Y.

WHO Des Moines
Reader’s Digest Assn., Pleasantville, N. Y., 3 as weekly, 14 weeks, thru BBDO, N. Y.
O’Cedar Corp., Chicago, 5 as, weekly, 13 weeks thru Aubrey, Moore & Wallace, Chicago.
Cook Paint & Varnish Co., Kansas City, 12 as, weekly, thru Bruce Brewer & Co., Kansas City.
Seck & Rade, New York (Pertusin), 5 as, weekly, 25% thru Erwin, Wassey & Co., N. Y.
Omar Inc., Omaha (sour), 4 as, weekly, 39 weeks, thru MacFarland, Ayer & Co., Chicago.
Freeman Coal Mining Corp., Chicago, 5 as. weekly, 13 weeks & through Goldstein’s, Chicago.
Beec-Nut Packing Co., Canandaigua, N. Y. (50¢), 4 as, weekly, 62 weeks, thru Newell-Emmett, N. Y.
Gamble Stores, Minneapolis, 6 as, weekly, 52 weeks, thru BBDO, N. Y.
Widows Co., Buffalo (Cream Oil Formula), 6 as, weekly, 52 weeks, thru BBDO, N. Y.

KROW Oakland
Crowell-Collier Publishing Co., New York (Collier’s), 10 as, weekly thru Arthur A. Agee, Jr., Oakland.
Colburn Studios, Oakland (photographs), 6 as, weekly, 62 weeks, direct.

KNX Hollywood
Armand Co., Des Moines, Ia. (leg-make-up), 3 as, weekly, thru Ivan Hill Adv, Chicago.

WSPR Springfield, Mass.
Carter Products Co., New York (Carter’s Little Liver Cake), 10 as, weekly, thru Colgate-Palmolive Co., Jersey City.
Co., 5 as, weekly, thru Shell Oil Co., Jersey City.
Colgate-Palmolive-Crest Co., Jersey City (Super Shave), 15 as, weekly, 52 weeks, thru William Stet Co., N. Y.
Crowell-Collier Publishing Co., New York (Collier’s), 13 as, weekly, thru Arthur A. Agee, Jr., Columbus.
Continental Baking Co., New York (Wonder Bread), 10 as, weekly, 52 weeks, thru Ted Bates Inc., N. Y.
Cranes Millboards Co., Dallas (Boat’s Grill), 3 as, weekly, 25 weeks, thru Art Schwartz, Chicago.
General Baking Co., New York (Bond Bread), 14 as, weekly, 52 weeks, thru BBDO, N. Y.
Green Watch Co., Cincinnati, 21 as, weekly, thru McCormick-Ericson, N. Y.
Metro-Goldwyn-Mayer, New York, 5 as, weekly thru Bonney & Tice, N. Y.
Pepperidge Farms, Long Island City, N. Y., 3 as, weekly, thru Newell-Emmett, N. Y.
Pimentel’s & Company, New York, 5 as, weekly, thru BBDO, N. Y.
RKO Pictures, New York, 5 as, weekly, 52 weeks, thru Forster, Co., Los Angeles.
Jack Dempsey Brewery, New York, 6 as, weekly thru Rathof & Ryan, N. Y.
Washington Drug Stores, Chicago, 4 as, weekly, thru BBDO, N. Y.
Winnebago Baking Co., Wm. L. Mertz, St., Chicago (Tower bread meal products), 5 as, weekly, thru Newell-Emmett Co., Chicago.
Consolidated Prods. Co., Danville, III., 3 as, weekly, thru Art Schwartz, Chicago.
Wellman Bros., Cleveland, 5 as, weekly, thru B. S. Gitten, Milwaukwe.

WBBM Chicago
Reagan Baking Co., N. Y. (5-sized 4-Way Cabin Tables), 5 as, weekly, thru Donashe &

WOAI San Antonio
Longines-Wittnauer Co., New York (Watches), 5 as, weekly, 25 weeks, thru Arthur Rosenberg, N. Y.
Crosley Electronics Co., New York (Crosley radio), 5 as, weekly, thru Collier’s, N. Y.
Colgate-Palmolive Co., New York (Dr. Cold-well medicin), 4 as, weekly, thru Sher-man & Manges, Chicago.
Martin Firearms Co., New Haven (raser blad), 3 as, weekly, 12 weeks, thru Craven & Hendrick, N. Y.
Humble Oil Co., Houston, 13 as, thru Frankrich & Schweis, Houston.

WENR Chicago
Olive Tablet Co., Columbus, O. (Olive tablets), 5 as, weekly, 25 weeks, thru Erwin, Wassey & Co., N. Y.
Esquire Inc., Chicago (Cordovan), 10 as, weekly, thru Schwimmer & Scott, Chicago.
Park Tilden, New York (Tintex), 3 as, weekly, thru Chas. M. Storm & Co., N. Y.
Maggi Co., N. Y. (Maggi Seasoning), 3 as, weekly, thru Groves & Groves, N. Y.
Sunwear Fruit Products Co., Franklin, 7 as, weekly, thru Sorenson & Co., Chicago.

KFI Los Angeles
Luer Packing Co., Vernon, Cal. (meat products), 4 as, weekly, 52 weeks, thru Mays & Bennett, Los Angeles.

KGO San Francisco
Mutteroe Co., Cleveland, 5 as, weekly, thru Erwin, Wassey & Co., N. Y.
Triangle Pub., New York (seven-eves magazine), thru A. Palani Leffon Co., N. Y.

Electronic Device Analyzes Audience
New York Firm Offers Survey Service to Radio Industry
AUDIENCE ANALYSIS CORP., New York, which has been testing audience measurement techniques for the past year, is now offering to radio, television and similar entertainment industries, audience reaction data, obtained through two new electronic devices, the Audience Reactograph and the Reactograph Totalizer, combined with a "psychological interview".

The Reactograph is a push-button device, giving audiences likes and dislikes, comparable to the CBS program analyzer, but different in that it can measure as many as 60 people at a time, according to AAC Dr. Paul Lazarfeld, director, Office of Radio Research, Columbia U., who is identified with the CBS analyzer, has been chosen to design the AAR in the development of its measurement services, according to a company spokesman.

Individual Account
Outstanding new feature in audience measurement, according to the AAC, is its Reactograph Totalizer, which automatically totals up individual reactions as they are recorded, so that the minute a program is finished, a preliminary count of the actions taken can be ob-tained. The device is particularly useful in auditions, enabling the producer to spot over-all appeal of a new program in as few as 150 reactions, that is, 10 reactions per each minute of the program, and to spot for example exactly which gags fall flat, it is said. Inventors of both machines are Bernard Cirlin and Norman Chalifn, who have been working on the devices for the past five years. The psychological interview is used to bring out the reasons for the reactions, which are recorded separately for each individual and the group as a whole.

Firm is expected to announce next week its full executive personnel set-up and expansion plans.

Letter by Walter Damm

Contains Two Errors
EDITORS, BROADCASTING:

Unfortunate circumstances led to two errors in the reproduction of my recent letter to you relative to the Lodge article [BROADCASTING, Aug. 28, pp. 54]. The first error was in connection with the vote on the resolution for keeping the FM band at the present portion of the spectrum. The actual vote was 27 to 11, whereas your printer decided it was 27 to 11.

The other error was in connection with the frequency position in the spectrum, namely, 50 megacycles, instead of 550 megacycles as the author states.

I have been asked by the board of directors of FMBI to request a correction in the letter in connection with the error regarding the vote, as a 27 to 11 vote would not indicate the general acceptance which a 27 to 11 vote indicates.

Walter J. Damm
Sept. 2.
Station WELI of New Haven, Conn. (basic Blue), has been purchased by Harry C. Wilder and Associates. It becomes the latest unit in the group with WSYR (Syracuse), WTRY (Troy-Albany-Schenectady), and WKNE (Keene, N. H.).

Under its new banner as New Haven's Voice From The Blue, WELI will be, in effect, a new "square deal" station—justifying the symbol above.

Many changes in policy will soon be announced.

Two important promotional campaigns—one to build an entirely new listenership, the other to give WELI its rightful place in the national radio scene—will go into action early in the fall.

New Haven is an amazing market. It is capable of tremendous development. Many other stations were given consideration; but New Haven offered the greatest opportunity for our kind of management. So WELI does not intend to "go places." We intend to stay right here in town.

The job is a big one.

We are going to do it.

(signed)

VICE-PRESIDENT

Station WELI, New Haven • Now Associated with WSYR, WTRY, WKNE

Broadcast Advertising • September 11, 1944 • Page 51
Don't Miss Reading These FREE RADIO MANAGEMENT OPINION BULLETINS

Time Buyers and Advertisers Tell How Broadcasters Help and Hinder Commercial Time and Program Sales.

Here for the first time, is a reporting of the unbiased, uninhibited, off-the-record kind of talk you have always wanted to lay your hands on. Here are the opinions of your accounts and prospects on the way you do business.

These bulletins are offered free of charge—no strings attached. They were prepared in an effort to give radio people a first-hand view of the thinking of their advertisers and prospects. In them, we hope you may find an opportunity to increase the effectiveness of station or network promotion in whatever medium you prefer. All you need do to receive the Printers' Ink Radio Bulletins is to ask for them. Just drop us a note.

The material contained in the Printers' Ink Radio Bulletins is highly controversial and occasionally inflammatory so we must restrict its distribution to those who are actually in the broadcasting business and who make their requests on company letterheads. We are extremely sorry, but no other requests can be filled.

Dewey Demands Free Radio
(Continued from page 11)

ahead of us. International broadcasting should play an important role in this field.

"I believe that no nation should try to impose its ideologies on anyone against the wishes of its neighbors. Consequently, international broadcasting should be on a high plane to insure understanding and peaceful relations."

"I would be in favor of friendly arrangements being made among all nations, to permit international broadcasting to achieve real usefulness."

Following our interview, Gov. Dewey and several members of his staff had dinner with a score of radio commentators. The dinner session was off-the-record and ran nearly three hours. Afterward, Gov. Dewey departed for the Empire Recording Studios to record his portion of addresses with the Governors of 24 States, to be used in the intensive spot radio campaign. These will be interspersed with the heavy schedule of network addresses. Thursday morning he left on his campaign tour that will carry him into 21 States.

Attending the Wednesday night dinner at the Roosevelt Hotel, in addition to Gov. Dewey and Mr. Turnbull, were Herbert Brownell, chairman of the GOP Committee; Paul Lockwood, executive secretary to the Governor; Wells (Ted) Church, assistant radio director; Ford Bond, in charge of spot radio activities and recording, and Mark Larkin, director of radio publicity. Commentators and other radio people present were, for CBS: Quincy Howe, Bob Trout, Maj. George Fielding Elliot, John Charles Daly, William L. Shirer, Everett Holles, Jesse Zousmer, and Don Pryor; NBC: Don Hollebeck, H. V. Keltenborn, John Vandercook, Carleton Smith; MBS: Paul Schubert, Royal Arch Gunnison, Arthur Hale, Charles Hodges, Sydney Moseley, Fulton Lewis Jr.; Blue: Walter Barksdale Stowe, John B. Kennedy, Bruno Shaw, H. R. Baugh- hage, Henry J. Taylor; Yankee Network: Don Kimball; WMCA: Alice Hughes, Norman Jay; WHN: Sid Walton, William S. Gaimor; BROADCASTING Magazine: Sol Tais- hoff.

Radio Commitments

Of the aggregate three-million-dollar GOP campaign fund, the maximum permitted by law, commitments already made indicate that upwards of one million dollars will go to radio, and 90% of that national budget will be network. The State Republican Committees, however, are committed to spend about $500,000 for spot time, using transcriptions supplied by the National Committee.

Mr. Turnbull and Mr. Church, both old heads in radio, have a staff of about a dozen assisting them in the radio work. Mr. Bond, also a radio veteran in the announcing and production end, is supervising all spot and transcription production. Virginia Butler, of Duane Jones, is handling the spot time-buying for the committee. Mr. Turnbull was assigned by his agency to devote his full time to the GOP campaign and is using a number of members of his staff in the work. Mr. Church was radio director of the Republican Committee prior to the Chicago convention, and has had a dozen years in network and station, radio program and special events work.
Hollowing Station presented their adaptability, for Murray during the roses, will ranged suitable for Horace quarter recording activities for the next War. WDC The Treasury Bureau Report, and 13 were named by the second by Bond suitable and prominent citizens and officials, Bond featured in the Summer soldier of discs. The Treasury Bond committee is scheduled to meet with Treasury and W Washington during the Fifth Loan, to be produced by C. Bennett Larson of WWDC and Murray Chorus, for proposed national use during the Sixth Loan. The Bond Brief series, to consist of discs approximately 2½ to 3 minutes long, will feature outstanding Americans from all fields and will be distributed, according to their adaptability, for use on programs of every type. Special one-minute discs featuring Bond appeals by prominent citizens and national figures are planned, to be suitable also for easy insertion in regular programs.

Treasury plans to continue War Bond promotion discs on a reduced schedule during the interim period following the Sixth Loan, it was stated.

Recordings of two "localized" pre-Sixth Loan quarter-hour programs prepared by the WFD Information Service already have been distributed to all stations in Virginia and North Carolina and are being used as part of Bond activities being staged by local committees in connection with tobacco auctions. One disc features service men of the region who participated in the fighting in Normandy. The other presents Maj. Gen. Roger B. Colton of North Carolina, Brig. Gen. W. F. Toonkins of Virginia and Robert Coyne, WFD field director, discussing heroism of the enlisted men in the first record.

Membership for the committee representing small, medium and large stations to advise Treasury on War Bond program selection was named last week by Treasury in cooperation with Arthur Stringer and Lewis Avery of NAB. Recommendations are: Kern Tips, KPRC Houston; Ted Hill, WTAG Worcester; John Rivera, WCSC Charleston; Chester Wheeler, KWIL Albany, Ore.; William Cline, WLS Chicago; John Hymes, OWI.

Music Activities

Chairman of the network Bond committees are scheduled to meet with Treasury and OWI this week to discuss general policy on Sixth Loan planning. Districts for promotion plans are to be developed by each committee for its respective net. Nets are also considering designation of representatives to work in liaison with WFD during the planning period.

Dance orchestrations of the song "Dear Friend," written for Treasury by Richard Rogers and Oscar Hammerstein II, have been sent by the WFD Music Promotion Unit to the 420 stations using studio orchestras. In cooperation with the Army Ground Forces, WFD has arranged for the presentation of Irving Berlin's newest Infantry song, "There Are No Wings on a Foxhole," on regular Treasury network programs—Little Jack Little, Blue, weekdays 1:45-2 p.m.; Shep Fields, MBS, weekdays 12:30-1 p.m.

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

Power (50,000 watts)
Top NBC Programs
Coverage (7 states)
Listener Loyalty (69%)*
Dealer Preference (68.8)%**

* NBC Tale of 412 Cities
** Ross Federal Survey

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Conspiracy in WFTL Sale Alleged
(Continued from page 14)

portant to bear in mind” that the fingerprints involved members of “all labor unions, the API, independent organizations and the CIO.”

No Obligation

Rep. Miller shot one question after the other regarding Mr. Fly’s Atlanta visit with Comdr. Storer and when the Congressman remarked: “George Storer has fared quite well before this Commission, hasn’t he?” the chairman snapped: “He hasn’t gotten a thing from this Commission. . . . I have no obligation to anybody in the industry.”

Rep. Miller asked Mr. Fly to “look up your records and see if you have done any favors for Harold Lafount, George B. Storer, Walter Damm, John Shepard 3d, Eugene Pulliam, Gordon Gray, John Fetzer, John A. Kenedy and Scoops (F. M.) Russell. I want to ask you some questions about them.”

Comdr. Storer testified that he had played considerable golf with Mr. Fly, but denied he paid his hotel bill. “No radio broadcaster has paid any such bill for me,” he declared.

“There you were, the chairman of the FCC, accepting a gratuity from a licensee of several radio stations,” said counsel Sirica, after questioning Chairman Fly about the $7.30 hotel bill. “The evidence now conclusively shows that you accepted a gratuity from the licensee of several radio stations.”

“None of this,” retorted Mr. Fly. “If I were going to accept a gratuity it wouldn’t be any $17.30.”

Reading correspondence into the record regarding the National Independent Broadcasters, Mr. Sirica inferred that Chairman Fly was behind the operation to combat the NAB. Rep. Miller demanded to know if Mr. Fly was party to the NIB “in opposition to the NAB and Neville Miller.” The witness declared he had always felt the independent broadcasters needed an organization representative of their interests, but that he did not take any active part in the NIB organization.

“I thought the controls of the NAB were very unfortunate for the radio industry in general,” said Mr. Fly. “I was interested in any organization that would give the small independent station a voice.” Referring to a meeting of the American Communications Assn. (CIO) which Mr. Fly attended in Atlanta, Rep. Miller brought up the 250,000 fingerprints which the FCC declined to turn over to the FBI until six months after Pearl Harbor, according to testimony before the Committee last December.

“Didn’t you put your feeling for your friend Selly (Joseph P. Selly, ACA president) above your country?” demanded Rep. Miller.

“I think that’s an unfair statement. The answer is no,” replied Mr. Fly. He added that it was “im-

Well-Sworn Fly

FCC CHAIRMAN James Lawrence Fly holds the record of being sworn three times as a witness before the House Select Committee to Investigate the Commission. When he appeared last Tuesday in the probe of the sale of WFTL-FT. Lauderdale, Fla., to Fort Industry Co., Mr. Fly raised his right hand as Rep. Lea (D-Cal.), Committee chairman, for the second time administered the oath. Chairman Fly previously had to be sworn in by Rep. Cox (D-Ga.), former Committee chairman.

Mr. Sirica introduced a letter signed by Mr. Bennett and addressed to T. J. Slowie, FCC secretary, dated Aug. 25 which included a copy of a letter dated April 19 and a copy of the Horton-Hoffman-Vetter contract. Nobody knew why Mr. Fly had not seen it.

Mr. Hyde testified that “about April 19” Mr. Bennett came to his office with a letter “or copy of a letter” setting forth details of the agreement between Messrs. Horton, Hoffman and Vetter. Attached was a copy of the Dec. 30, 1942, contract. Mr. Hyde said he considered that presentation as “filed” with the Commission. Pressed by Mr. Sirica, the assistant general counsel said he “kept it around my office a while and then gave it to Judge Seward.” Mr. Sirica brought out, however, that the usual FCC “received” stamp in the secretary’s office, as fixed to papers which are filed, was dated Aug. 27, 1943, four months later.

Horton’s Agreement

Mr. Fly asserted that to the best of his recollection he never discussed the contract with Mr. Bennett. “Mr. Bennett never told me he represented Fort Industry,” he said. “As far as I know he represented Mr. Horton.” Again Rep. Miller questioned Mr. Fly and the FCC chairman declared: “Seemingly there had been a transfer of control without the Commission’s con-
Heller Will Direct WINX Developing

Smith Assumes Managerial Duties of Capital Outlet

INTENSIVE development of all aspects of broadcast service by the Washington Post, which recently acquired WINX Washington, was foreseen with the recent appointment of Lawrence J. Heller, founder and former owner of the station, to direct radio developmental activities. John Patrick Smith, assistant general manager of WCPO, Cincinnati, has been named manager [Broadcasting, Sept. 4].

While there were no details as to immediate plans of Eugene Meyer, president and publisher of the Post, it is known that consideration has been given to launching of FM, facsimile and possibly television operations, in addition to WINX. Moreover, it is presumed that Mr. Heller will explore prospects of improving the facilities of the standard outlet.

Mr. Heller, an attorney, established WINX in December 1940. When he sold the station to Mr. Meyer, it commanded the record figure of $500,000 for a local, non-network outlet. Mr. Heller continued in his capacity as manager until the appointment of Smith, which relieves the former of operating details and permits him to devote his time to expansion operations and to counsel with Mr. Meyer and Wayne Coy, former State Dept. assistant to President Roosevelt and now Mr. Meyer’s assistant.

A NEW magnetic wire recorder, developed by Armour Research Foundation and said to be used for the first time in the U.S. on a commercial station, was used by Larry Haeg, farm editor of WCPO Minneapolis, to record a series of programs at the Minnesota State Fair.

OWI Will Resume WAC Placements

FINIS was written to the War Dept.—OWI controversy over WAC placements, insofar as the latter agency was concerned, with the announcement last Friday by John D. Hymes, chief of station relations, OWI Domestic Radio Bureau, that the Bureau now is prepared to issue radio clearances.

In a memorandum to station regions regional chiefs, to be dispatched to all stations, Mr. Hymes pointed out that since the War Dept. has announced its complete plans for the present phase of the WAC campaign, including use of commercial radio, OWI now could resume WAC placements under its allocation plan.

The last announcement by Young & Rubicam was that 712 stations of 781 which had accepted the WAC advertising schedule for the four-week period beginning Sept. 4 did so on a straight commercial basis. The remainder said they would broadcast the announcements as a public service, because of policies against accepting paid Government advertising. Text of memorandum:

Since the War Dept. has now announced its complete plans for the present phase of the WAC recruiting campaign, including the use of commercial radio, and since it has clarified its relationship with the radio industry, we wish to advise you that the OWI Domestic Radio Bureau is now prepared to issue radio clearance on WAC recruiting both for policy and for time priority on any and all OWI plans, whenever such action is justified by existing conditions and comparative urgencies.

Why They Choose News

ON WTCN

EXPERTS LIKE THESE.

★ Raymond Gram Swing
★ Walter Kiernan
★ Henry J. Taylor
★ Westbrook Van Vorhees
★ Walter Winchell
★ Baukhave
★ Gil Martin
★ Leon Henderson
★ Dorothy Thompson
★ George Hicks
★ Ted Malone
★ Drew Pearson
★ AND OTHER

BIG NAMES IN NEWS

PLUS LOCAL NEWS COVERAGE BASED ON BOTH ASSOCIATED PRESS AND UNITED PRESS NEWS SERVICES!
Fall Brings 31 New Net Shows
(Continued from page 12)

General Foods Corp., New York (Postum), Sept. 1, Aldridge & Maudsley, 8-8:30 p.m. (repeat, 12 midnight), 32 stations, Young & Rubicam, N. Y.

General Foods Corp., New York (Grape nuts, Granpler Fruits, Maxwell House Coffee), Sept. 15, Thin Man Fri., 9:30-9:55 p.m. (repeat, 3:15-3:40 p.m.), 136 stations, Young & Rubicam, N. Y.

General Foods Corp., New York (Jell-O, Sanka), Sept. 17, Kate Smith Hour, Sun., 7-7:30 p.m., 141 stations, Young & Rubicam, N. Y.

General Foods Corp., New York (Bengal Bran), Sept. 18, Bickford Show, Sun., 3-3:30 p.m., 147 stations, Young & Rubicam, N. Y.

General Foods Corp., New York (Fruit Toasties), Sept. 17, Fanny Brice in Toasties Time*, Sun., 6:45-7 p.m., 113 stations, Benton & Bowles, N. Y.

International Silver Co., Meriden, Conn. (Sterling and silverplate), Oct. 8, Adventures of Harrriet and Otto*, Sun., 6:40 p.m., 64 stations, Young & Rubicam, N. Y.

Lever Bros., Cambridge (Swan Soap), Aug. 15, Burns and Allen, Tues., 9:00-9:30 p.m., 137 stations, Young & Rubicam, N. Y.

Lever Bros., Cambridge (Lucas), Sept. 6, Lux Radio Theater, Mon., 9-9:30 p.m., 142 stations, J. Walter Thomson Co. N. Y.


Pacific Coast Boxer Co., New York (Boxing), Aug. 10, Death Valley Show*, Thurs., 8:30-8:55 p.m. (repeat, 11:30-12 midnight), 62 stations, McCann-Erickson, N. Y.

MBS


Conti Products Corp., Brooklyn (toilet products), Nov. 2, Pre-Christmas Hour of Shows, Thurs., 9-9:10 p.m., 32 stations, Birming- ham, Alabama, General Electric Co., N. Y.

Cresta Blanc Wine Co., Los Angeles (Dobument Wine), Sept. 6, Stop That Violence*, Wed., 8:30-9:15 p.m., 39 stations, BBDO, N. Y.

American Tobacco Co., New York (Lucky Strike Cigarettes), Oct. 1, Jack Benny*, Sun., 7-7:30 p.m., 136 stations, Ruthrauff & Ryan, N. Y.

Bristol-Myers Co., New York (Swat, Mint Rub), Sept. 15, Drury's Tavern*, 8-8:30 p.m., 127 stations, Ruthrauff & Rubicam, N. Y.


Brown & Williamson Tobacco Corp., Louisville, Ky. (Raleigh Cigarettes), Sept. 15, Garden of Smiles*, Wed., 7-7:45 p.m., 52 stations, Russell M. Seeds, Adenv, Chicago.


General Foods Corp., New York (Bird's Eye Foods), Oct. 5, Dinnah Shore, Thurs., 10-10:30 p.m., 127 stations, Young & Rubicam, N. Y.

American Tobacco Co., New York (Lucky Strike Cigarettes), Oct. 1, Jack Benny*, Sun., 7-7:30 p.m., 136 stations, Ruthrauff & Ryan, N. Y.

Bristol-Myers Co., New York (Swat, Mint Rub), Sept. 15, Drury's Tavern*, 8-8:30 p.m., 127 stations, Ruthrauff & Rubicam, N. Y.


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20,226 NEIGHBORHOOD FOOD STORES...

...doing a $410,344,000 a year business in central and eastern New York and western New England, brought together to form a vast, essential market—the WGY Community.

1,045,717 radio families in an area made up of 97 cities*—only WGY can combine them into one single community.

WGY's primary and secondary areas contain 18 cities with over 25,000, 39 and 40 incorporated villages of over 800.

HAPPY BIRTHDAY! Celebration is the 10th birthday of the Associated Music Publishers, transcription and service firm. Ken Watson, left, sales representative, and Bert Selvin, right, vice president and recording director, wait eagerly as "Clint" Finney, president, cuts the big, mouth-watering birthday cake.

General Foods Corp., New York (Maxwell House Coffee), Aug. 31, Maxwell House Coffee Time, Thurs., 8:30-9:30 p.m., 150 stations, Benton Bowles, N. Y.

H. J. Heinz Co., Pittsburgh (food products), Sept. 11, Information Flaneur, Mon., 8:30-9:10 p.m., 127 stations. Mason Inc., N. Y.


Lever Bros. Co., Cambridge (Risots), Sept. 26, Amos 'n' Andy, Fri., 8-8:30 p.m., 152 stations, Ruthrauff & Ryan, N. Y.

Lever Bros. Co., Cambridge (Lifebuoy), Oct. 5, Bob Burns, Thurs., 7:30-8:30 p.m., 75 stations, (repeat, 9-9:15 p.m.), Ruthrauff & Ryan, N. Y.

Lever Bros. Co., Cambridge (Payday), Sept. 12, Bob Hope, Tues., 10-10:30 p.m., 129 stations, Foote, Cone & Belding, N. Y.


Procter & Gamble Co., Cincinnati (Drum), Sept. 9, Drum Show*, Sat., 8-8:30 p.m., 124 stations, H. W. Kaiser & Sons, N. Y.

Procter & Gamble Co., Cincinnati (Drum), Sept. 9, Drum Show*, Sat., 8-8:30 p.m., 124 stations, H. W. Kaiser & Sons, N. Y.


Standard Brands, New York (Chase & Sanborn Coffee), Sept. 3, Chase & Sanborn Show, Thurs., 8-9:30 p.m., 135 stations, J. Walter Thompson Co., N. Y.
who do not have the opportunity to receive additional compensation from sponsors deserve higher salaries and there should be periodic pay increases. They also believe that rigid standards of selecting announcers are impossible to apply and that each manager should have a good deal of leeway in exacting standards and changing them from candidate to candidate.

Irregular Hours

Most frequently mentioned of things looked for in an applicant for the job of announcer are experience, good speech, ability to work well with others, wide cultural background—especially in music—adaptability, and robust health that can withstand irregular working hours.

What About Television—Both groups of announcers as well as the managers are in agreement that television will present many new problems to the announcer, that the job of radio announcer will not become extinct as the result of television. Moreover, they believe that radio announcing offers an excellent means of "breaking into" radio, that the rewards that accompany top-flight success are so large that they are worth trying for even under adverse conditions. They also conceive of the job of radio announcer as one that offers much in the way of public service.

Veterans' Advice to the Beginner—The senior group was generous and helpful with its avuncular advice. A digest of it reads like this: "Get a good general education—sample the field of the liberal arts. Don't go into radio announcing with the expectation of making a lot of money; it can be done, but it doesn't happen often. Be sure you have good speech before you try to get a job. Once you land a job, practice daily to improve your voice and diction. Keep your weather eye open for good contacts. Take your lunch with the right people. When you get a job, do it well and make with a larger station. Keep up with radio news. Don't be a prima donna. Keep your temper even. Your college and the boss like it that way, especially if it is evenly amiable.

If your station is located in a small or medium sized town, accept as many outside speaking engagements as you can get. Appear before women's clubs, service organizations like the Kiwanis and Rotary, and parent-teacher associations. They will help to build up your following and thus make your services more valuable. Develop individuality of style without being affected. One successful older observer said: "If the boss' daughter isn't too homely, marry her. It probably will help."

PEABODY AWARDS OPEN FOR ENTRIES

1944 George Foster Peabody Awards will again give recognition to programs and stations, it was announced last week coincident with the announcement that listening post committees have been set up in cities and colleges throughout the United States.

Awards are to be made on seven counts:
1. That program or series of programs inaugurated and broadcast during 1944 by a regional station (above 1000 watts) which made an outstanding contribution to the welfare of the community or region the station serves.
2. That program or series of programs inaugurated and broadcast during 1944 by a local station (1000 watts or under) which made an outstanding contribution to the welfare of the community the station serves.
3. Outstanding reporting and interpretation of the news.
4. Outstanding entertainment in drama.
5. Outstanding entertainment in music.
6. Outstanding educational program.
7. Outstanding children's program.

Listening posts are under the direction of Dorothy Lewis, NAB coordinator of listener activity. Closing date for 1944 entries, which should be sent to Dean John E. Drewry, Henry W. Grady School of Journalism, U. of Georgia, Athens, Ga., is Jan. 10, 1945.

Buckendahl Appointed

HARRY H. BUCKENDAHLL, director of commercial relations for Koin Portland, has been appointed vice-president, C. W. (Chuck) Myers, president of the station, announced last week. He succeeds Simeon R. Winch who served in that position until the Oregon Journal acquired KALE, while releasing its interest to Koin. Before joining Koin in 1940, as national sales manager, Mr. Buckendahl was Pacific Coast manager of the advertising firm of Gilman, Nicoll & Ruthman.

New Fairchild Cutterhead

FAIRCHILD CAMERA & INSTRUMENT COMPANY, New York, has announced a new magnetic cutterhead, known as "Fult 541", is now in production and will be standard equipment on Fairchild's latest portable recorder.

Fulton Lewis jr. is now heard on over 225 stations...with 130 sponsors. For list of available cities, call, wire or write WM. B. DOLPH, WOL, WASHINGTON, D.C.
Network Accounts
All time Eastern Wartime unless indicated

New Business

Signal Oil Co., Los Angeles (institutional), on Sept. 4 for 12 weeks started Line From Japan on 4 Don Lee Pacific stations, Mon. thru Fri. 9:45-10 p.m. (PVTW), Agency: Barton A. Stebbins Adv., Los Angeles.

KNOX Co., Los Angeles (Opstex), on Oct. 1 starts What's the Name of That Song on 8 MBS stations, Sun., 7:15 p.m. Agency: Ruthrauff & Ryan, N. Y.

Renewal Accounts
SKELLY OIL Co., Kansas City, effective Sept. 11 renews quarter-hour newscast featuring Alex Dreier on 24 NBC Midwest stations, Mon. thru Sat. Contract is for 52 weeks, Agency: Henri, Hart & McDonald, Chicago.

MINNEAPOLIS-HEMPEWELL Regulator Co., Minneapolis, (temperature, air conditioning and industrial controls), on Oct. 8 renews Blue Jacket Chair on 125 CBS stations, Sun., 11:05-11:30 a.m. Agency: Addison, Lewis & Assoc., Minneapolis, 8 CBS Pacific stations, Sun., 7:15 p.m. Agency: Ruthrauff & Ryan, N. Y.

PET MILK Sales Corp., St. Louis (Pet Evaporated Milk), on Oct. 7 renews Saturday Night Serenade on 48 CBS stations, Sat., 8:45-9:15 p.m. Agency: Gardner Adv., St. Louis.

COLGATE-PALMOLIVE-PEET Co., Jersey City, on Sept. 29 renews Colgate Sports News on 67 NBC stations, Fri., 10:30-11:45 p.m. Agency: Sherman & Marquette, N. Y.

"YOU CAN take it from me," Ben Abrams (x), president of Emerson Radio & Phonograph Corp., tells Everett Sloane, "you did a good job as Grandpa Vanderhof." Everett Sloane (center) played that part in the radio adaptation of You Can't Take It With You, premiered on Mutual, under Emerson sponsorship. William H. Weintraub, president of the agency handling the account, joins in the praise.

MAPLE LEAF MILLING Co., Toronto (four), on Oct. 11 renews Jolly Miller on 29 CBC Dominion network stations, Wed., 8-8:30 p.m. with repeat to western stations 11:30-12 midnight, Agency: Cockfield Brown & Co., Toronto.

CANADIAN IRONIZED Yeast Co., Windsor, Ont. (ironized yeast), on Oct. 3 renews Big Town from CBS on 29 CBC Trans-Canada network stations, Tues., 8-8:30 p.m. Agency: Pedlar, Ryan & Lukas, N. Y.

KELLEY DOUGLAS Ltd., Vancouver (coffee), on Sept. 11 renewed Nabob Coffee Time on 3 eastern Canadian stations, Mon., thru Fri. 8:15-8:30 a.m. Agency: Cockfield Brown & Co., Montreal.

RCA VICTOR Ltd., Montreal (institutional), on Sept. 21 renewed The Voice of Victor to June 14, 1946 on 21 CBC Trans-Canada network stations, Thurs. 8-8:30 p.m. Agency: Spitzer & Mills, Toronto.

EMERSON DRUG Co., Baltimore (Bronco-Belter), on Oct. 8 for 12 weeks renews Beauty Queens on 14 NBC stations, Sat., 7:20-8 p.m. (repeat 7 NBC stations, 11:20 a.m.), Agency: Ruthrauff & Ryan, N. Y.

PHARMAcO Inc., Newark, N. J. (Feen-A-Mint), on Sept. 14 for 5 weeks renews Double or Nothing on 189 MBS stations, Fri., 9:30-10 p.m. Agency: Ruthrauff & Ryan, N. Y.


RUTAY PRODUCTS Inc., Los Angeles (Raindrop-detergent), on Sept. 13 for 13 weeks renews World of Tomorrow on 15 Blue Pacific stations, Wed., 1:45-1:50 p.m. (PWT), Agency: Glasser-Galen & Co., Los Angeles.


BRITISH-AMERICAN OIL Co., Toronto (gasoline), on Sept. 7 renewed Fighting Navy on 26 CBC Trans-Canada stations, Thurs., 8-8:30 p.m. Agency: J. Walter Thompson Co., Toronto.

COLGATE-PALMOLIVE-PEET Co., Toronto (Palmolive shave cream, Doo), on Sept. 9 renewed Share the Wealth on 25 CBC Trans-Canada stations, Sat., 8:30-9 p.m. Agency: Barton A. Stebbins Adv., Toronto.


Network Changes

GENERAL FOODS Corp., New York (Post Toasties), on Sept. 8 discontinued Pans Roundup on 15 NBC stations, Fri., 8:30-9 p.m. and on Sept. 15 starts program on 125 CBS stations, Fri., 8:30-9 p.m. Agency: Benton & Bowles, N. Y.

LOCKHEED AIRCRAFT Corp., Burbank, Calif. (institutional), on Sept. 9 shifted A Man Named "X" from 72 CBS stations, Sat., 10-11 p.m. to 121 Blue stations, Sat., 10:30-11 p.m. Agency: Foote, Cone & Belding, Los Angeles.

GENERAL FOODS Corp., New York (Postum), on Sept. 1 shifted The Aldrich Family from 130 NBC stations, Thurs., 8:30-9 p.m. to 122 CBS stations. Fri., 8-8:30 p.m. Agency: Young & Rubicam, N. Y.

RCA Camden, N. J. (institutional), on Sept. 3 shifted Music America Loves Best from 185 Satur., 7:30-8:30 p.m., to full NBC network, Sun., 4:30-5 p.m. Agency: J. Walter Thompson Co., N. Y.

NOXZEMA CHEMICAL Co., Baltimore (Noxzema cream), on Sept. 2 shifted Mayor of the Town on 89 CBS stations from Mon., 9-9:30 p.m. to Sat., 10:15-10:45 p.m. Agency: Ruthrauff & Ryan, N. Y.

RAINIER BREWING Co., Los Angeles (beer), on Sept. 6 shifted Club Good Cheer on 11 Blue Pacific stations from Sat., 8-8:30 p.m. (PWT) to Tues., 9-9:30 p.m. (PWT), Agency: Buchanan & Co., Los Angeles.

YOUR MARKETS ARE MOVING SOUTH!
We sell the new Savannah Seaboard Market—at the lowest per-person cost of any medium.

RADIO STATION KTBS
Shreveport, La.
NBC Affilate

Announces the Appointment of
Edward Petry & Company

As National Representatives

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Broadcasting · Broadcast Advertising

First in POPULAR APPEAL AND PRESTIGE

Biggest audiences offer biggest sales opportunities ... and WRC's prestige in the minds of listeners provides an extra sales push.

and it's been true for 21 years... continuously!
WPB Orders Revoked

TWO limitation orders, one for tubes, the other for replacement parts, have been revoked by the WPB, it was announced last week. Order L-76 covering tubes, which was originally issued in the spring of 1942 to stop production of several hundred different types of tubes, is no longer needed, WPB officials said. The other order, L-293, covering replacement parts for home radios, has been revoked to allow production of home replacement parts on the same production lines as are running for other purposes, the WPB revealed. Distribution and production of these items are now being scheduled under General Scheduling Order M-298, according to WPB.

Mr. Horton represented both the seller and the buyer, as the testimony had brought out.

Mr. Horton told of his financial difficulties, of borrowing $50,000 from Mr. Hoffman and of executing the agreement with Mr. Hoffman and Mr. Vetter. He said when Mr. Bennett told him Fort Industry wanted to buy he "told them I did not see how I could sell because I had a contract which might mature into an interest in the station." He added that Mr. Bennett advised him the contract was "very bad" and a "violation of rules of the FCC."

Mr. Horton testified that while Mr. Fly didn't read the contract in his presence at the Atlanta meeting, the FCC chairman "was familiar with the salient features" and indicated "that it should have been filed. I got the impression Mr. Fly believed certain phases of it were violative of the rules of the Commission," he added.

"I'm confident Mr. Fly didn't say it was totally illegal," continued Mr. Horton. "He said, 'What do you want to do?' and I told him my station had been a source of trouble and I wanted to sell." Mr. Horton added that he had made up his mind to sell to Fort Industry before going to Atlanta to meet with Mr. Fly.

Mr. Hoffman related details of his agreement with Mr. Horton and of a night visit by Mr. Horton and James A. Dixon, Miami attorney representing Comdr. Storer, with an armored truck and $65,000 in cash to pay his notes. He rejected the payment but later settled for $60,000. Mr. Hoffman said he did not construe the contract as violating the Communications Act.

E. A. Magnuson and Miller engaged Mr. Denny in a lengthy exchange regarding Commission regulations and Sec. 310B of the Communications Act of 1934, as amended. Mr. Denny declared that section should be amended to make it mandatory for licensees to file with the Commission any transfer of stock, as low as 15%. The section now has to do with control of a station.

Tells of Contract

Emmet C. Choate, Miami attorney who represented Mr. Vetter in litigation after the sale of WFTL to Fort Industry, testified he examined the contract of Dec. 30, 1942, and studied the Communications Act and could find no violation. He told the Committee he also studied FCC regulations, and said that in his opinion the regulations called for "more than the Communications Act requires."

Mr. Choate outlined details of his court fights and told how the Federal court remanded the case to State court on the grounds that the Communications Act was not involved.

Comdr. Storer, recalled to the stand Friday, said it was his opinion that under FCC regulations the contract of Dec. 30, 1942, should have been filed with the Commission. Questioned closely regarding Mr. Bennett's status, Comdr. Storer said he was under the impression that Mr. Bennett was "free to represent" although it was known that Mr. Bennett at one time did represent Mr. Horton.

Under cross-examination Friday Comdr. Storer said he wasn't present at the Atlantic conference between Mr. Fly and Mr. Horton, that he felt "it was a matter between Mr. Horton and the Commission." He added that although he and Mr. Horton had made an oral agreement for the sale of WFTL he felt that Mr. Horton "should make a complete disclosure to the Commission."

"Would you prefer to have the opinion of your friend, Fly, rather than the opinion of the whole Commission?" asked Rep. Miller. "No," replied the witness, "as a matter of fact it would have to be decided by the whole Commission."

Pressed on Thursday as to why he wanted to buy WFTL Comdr. Storer said he had a home in Florida and "wanted an excuse to go there in the wintertime". He estimated Fort Industry's "present book value" at "some 900 thousand dollars". Asked what the sale price would be, he said he didn't know and when Mr. Sirica suggested "three or four million dollars", Comdr. Storer replied: 'It might well be'.

Messrs. Denny and Hyde and Walter W. White, administrative assistant to the FCC general counsel, all testified that they had searched Commission files and could not locate the original of a letter dated April 19, 1943, and delivered to Mr. Hyde by Mr. Bennett.

Mr. Dixon of the Miami law firm of McKay, Dixon & DeJarnette, who represented Fort Industry in the transaction, said he understood Mr. Bennett represented both Mr. Horton and Fort Industry "with the knowledge and consent of both parties". Attorneys said this was a common and accepted practice.

Mr. Puxley took the stand briefly to relate details of employing Mr. Dixon. He denied there was ever any intention of "breaking" the Dec. 30, 1942, contract.
Debut Is Delayed
By Bricker Talk

Other Broadcasts Scheduled
By Republican Candidates

PREMIERE of the new Lockheed Aircraft Corp. program, A Man Named X, has been postponed from Sept. 9 to Sept. 16 in order that the Blue can join the other nation-
wide networks in broadcasting the speech of Gov. John W. Bricker of
Ohio, accepting the Republican vice-presidential nomination. The
Bricker address, scheduled to be
made Monday before the Repub-
liean Editorial Assn. at French
Lick Springs, Ind., was broadcast
as a sustaining public service fea-
ture by all networks, which a week
earlier had broadcast the accept-
anecessity of viewing the address.
Gov. Bricker was to have been heard from 10:30-
11 p.m.

Other Talks

In addition to the addresses of the Republican presidential nomi-
nees scheduled for broadcast during his western trip—Sept. 18 from Sea-
ttle on CBS, Sept. 19 from Port-
land, Ore., on NBC, Sept. 21 from San Francisco on NBC, and Sept. 22 from Los Angeles on NBC—Gov.
Dewey will also broadcast Sept. 25 from Oklahoma City, 10-10:30 p.m.
on NBC.

Republican National Committee has also scheduled a broadcast for
Sept. 14, with network, time and
speaker to be announced, and one
for Sept. 15, 9-9:30 p.m. on NBC,
with the speaker to be announced.

CBS Coast Additions

CBS has increased its news staffs
in the Pacific and West Coast in
preparation for impending increase
in the tempo of operations against
Japan. CBS correspondent James
Fleming, back from New Guinea,
Eugene Rider, formerly CBS
technician-reporter in London, have
been assigned to duty in the Pacific.
In addition to doing on-the-spot broadcasts they will also make rec-
orderings of action on Navy porta-
tile film recording equipment. Ty
Liement, also of CBS, has arrived
at Pearl Harbor to work with
Webby Edwards, Philip Wood-
yatt, former CBS news manager
in New York, and prior to that head
of CBS San Francisco news bu-
reau, has been appointed to direct
the news bureau in San Francisco.
CBS correspondents already in
the Pacific include Willis E. Dunn,
assigned to Gen. MacAr-
thur's command, and Glen Akins
at Chungking.

Sterling Ins. Test

STERLING Insurance Co., Chi-
cago, will begin sponsorship of 5
and 15-minute musical and news
shows on approximately 60 stations
October 16, 26-week contracts were
placed by Neal Advertising, Chi-
cago.

Present the Facts, Nimitz and King Tell
Broadcasters, and Aid in Pacific War

Radio Can do much toward win-
ing the war with Japan, after Ger-
many falls, by broadcasting the
facts, the Navy and U.S. merchant
officers, told the NAB Execu-
tives War Conference in Chicago
late last month [BROADCAST,
Sept. 4].

Speaking on transmissions which
were shown to the Conference, Adm.
Ernest J. King, USN, Commander-
in-Chief of the U. S. Fleet
Chief of Naval Operations, and Adm.
Nimitz, Commander-in-Chief, U. S. Pacific Fleet and Pacific Ocean Areas, assured
broadcasters that the Navy will soon
provide facilities for the orig-
ination of newscasts from the far-
fung Pacific areas.

Adm. King warned against over-
opportunism and declared the "fanatic-
sim of the military" of Japan "sur-
passes anything that Germany has
to offer. . . . To defeat them will
be one thing; to force them to surren-
der will be another. These ir-
refutable facts must be repeated
again and again. We must present
fully and freely, we need have no further concern about the
current wave of over-optimism.

"The broadcasting industry is per-
cening and can continue to per-
form a most important public ser-
vice by presenting the war in proper
proportion. The service is needed, and will be increasingly
when the conflict in Europe ends and
the spotlight is focused on the
war in the Pacific.

Adm. Nimitz, touching his talk in
the vernacular of broadcasting, said
"the United States has forcibly ex-
tended its primary coverage thou-
sands of miles to the West and our
program featuring the combined
forces of the Army, Navy and Mi-
Babe in the Alteuns has been heard clear and
loud in the Alberts, the Gibelt Islands, Marshall Islands, in
the Carolines, Marianas and Bonin Islands."

"The program to bring Japan to
unconditional surrender will be
heard with ever increasing volume
in Japan itself," he continued.

"There will be no fading in our
resolve to carry it through and we
are prepared to meet such in-
terference as may be encountered.
. . . We will not remain static in
producing and presenting this pro-
gram for victory in the Pacific. We
are confident that we will have the
cooperation and support of the en-
tire radio industry."

Knox on MBS

KNOX Co., Los Angeles, will pro-
mmite Cystex Tablets on 80 Mutual
stations Sun., 4:30-5 p.m. as spon-
sor of What's the Name of That
Song, audience participation pro-
gram. Originating from the West
Coast, with Bud Williamson as m.c.
Program invites contestants to
identify old-time songs, awarding
cash prizes for correctly giving the
titles, recite first line of chorus and
sing first two lines. Audience joins
in dealing with the songs.
The program was originated at the
Don Lee Network, where it has been
broadcast by a new firm, later
expanding to the full Mutual net-
system as a sustaining.Agency is Ray-
nor M. Morgan Co., Hollywood.

Hope Resumed

PEPSODENT Co., Chicago (tooth-
paste, powder), on Sept. 12
sumes Bob Hope Shows on 129 NBC
stations, Tuesday, 10-10:30 p.m.
(EWT). Series stars Bob Hope, recently rested from entertain-
ing tour of South Pacific war theater, with Jerry Colonna, comic-
ian, and feat. Edmond Byng, multi-
tured vocalist, of the radio
program. Barbara Joallen (Vera
Vague) completes talent line-up.
Skinny Eas has been assigned
as musical director. Writing staff
comprises Albert Schwartz, Nor-
may Sullivan, Richard Wheaton, Ray
Allen, Fred Fox, Paul Laver, Price
Chester Castellaw. Al Cast-
staff is producer of Foote, Cone &
Belding agency serving the ac-
count. With initial broadcast at
Mhoave (Cal.) Marine Air Base,
toured to Borden, Domin-
onto, Canada, on Sept. 19 for
opening of annual Canadian War
Stamps drive.
NOT BORED in the least are the newly-elected board of directors of the Canadian Western Assn. of Broadcasters, at its 19th annual meeting. They are (1 to r), Dick Rice, CFRN Edmonton, president for the third time; Gerry Gaetz, CKRC Winnipeg; A. A. Murphy, CFQF Saskatoon; Frank “Tiny” Elphicke, CKWX Vancouver.

**Frigon Is New CBC General Manager**

Appointments of Manson and Bushnell Also Announced

CANADIAN Broadcasting Corp. last week announced the appointment of Dr. Augustine Frigon as general manager, with Donald Manson assistant general manager. Ernest Bushnell has been promoted to director general of programming.

When the CBC displaced the Canadian Radio Commission in 1929, Dr. Frigon became assistant general manager. As a member of the three-man royal Commission which investigated radio in Europe and the United States, Dr. Frigon recommended nationalization of broadcasting while also allowing the operation of privately-owned stations. For ten years, he was chairman of the Quebec Electric Commission, and is an engineer by profession.

Mr. Manson, who was formerly executive assistant of CBC, was secretary of the 1929 Broadcasting Commission. Before joining CBC in 1936, he was assistant controller of radio for Canada.

**General Foods’ Shifts**

GENERAL FOODS Corp., New York, on Oct. 2 will start Two on a Chair, a mystery-drama, on CBS, Monday through Friday, 2:15-2:30 p.m., for Postum, LaPrance and Satina.

Shuffling of General Foods’ daytime shows, program replaces Joyce Jordan, M. D. (Postum, LaPrance, Satina). In reshuffling of General Foods’ daytime shows, program replaces Joyce Jordan, M. D. (Postum, LaPrance, Satina). Les Barnett, “Your Friend and Neighbor,” which shifts to the CBS, 2:15-2:30 p.m., period on 61, will be occupied by Portia Faces Life (Grape Nut Flakes, Wheatmeal). Latter show on Oct. 2 replaces We Love and Learn (Post’s 40% Bran Flakes) in the Monday through Friday 8:15-8:30 p.m. period on NBC stations. We Love and Learn will be discontinued by General Foods on Sept. 28. Agency is Young & Rubicam, N. Y.

**National Peanut Council Plans 3-Year Campaign**

NATIONAL PEANUT Council, Atlanta, in a proposed three-year campaign for the peanut industry, has a $230,000 budget to include research, publicity and advertising. Largest allotment will be $230,000 to be spent in radio and publications. Research and publicity work is already financed for the balance of 1944.

According to a booklet issued by the Peanut Council, radio plans call for sponsorship of women commentators on daytime programs in major markets throughout the country. Regarding radio, booklet states “to be effective, the plan must be a continuous one for at least three years.” To finance the campaign, funds will be raised by members of the NFC, with allied business and organizations contributing. Agency is J. Walter Thompson Co., N. Y.

**Republic Promotion**

REPUBLIC Pictures Corp., New York Sept. 11 concludes a five-day campaign in connection with the Sept. 9 premiere in New York of “Storm over Lisbon.” Schedule called for from two to eleven announcements that break weekly on each of the following stations: WJZ WBYN WHN WEAF WABC WINS WOR WMCA WOV WWNE. Agency is Donahue & Coe, New York.

**RECORD CKCL PRICE; STAFF ASSIGNMENTS**

Said to be the highest sum ever paid for a Canadian station, consideration of $500,000 was reported last week as the amount involved in the purchase of CKCL (now CKEY, Broadcasting, Aug. 28), by a group of Canadian financiers headed by Jack McLean, former general manager of Northern Broadcasting & Pub. Co., who is said to hold controlling interest in the 1,000 w outlet and is president of Toronto Broadcasting Co., partnership formed to take over operations of the station.


Edie Guest of CKCL has been appointed production and research chief, and Don Insley, former program director of CHER Peterborough, becomes director of continuity. Frigon, formerly of WLW WIOD and CKLW, is producer and newscaster. Other newscasters are Lorne Greene, former chief announcer of Canadian Broadcasting Corp.; Michael Fitzgerald, Toronto freelance, and Ann Abbott, of New York, formerly of CKPC Brantford. Ont. Anouncers are Jack Thompson, formerly of CHEX and CKCL; Roy Dunn, formerly of CKWS Kingston and CHEX; Phil Sandy, formerly of CHEX. Hal Stubbs, former farm broadcaster of CBC Toronto, heads the farm program department. Block program m.c.’s are Mickey Lester of Toronto free lance, Larry Kent, formerly of CBC; Joe Crysdale, CKCL, Bruce Tremere, formerly of CHER. Ernie Swan of CKCL remains as chief engineer. Sonva Barnett, secretary to Jack Cooke at Northern Broadcasting, has moved to the same position at CKEY.

**Church Radio Plan**

A PROPOSAL for an extensive program of broadcasting, which may reach $100,000 a year, is in a report of a commission on church and radio presented Sept. 6 to the General Council of the United Church of Canada meeting at London, Ont. The commission is headed by Dr. James M. McNeill, president of the U. of Saskatchewan and former general manager of the Canadian Broadcasting Corp. The report recommended spending $100,000 on broadcasting in 1945. Other recommendations include the appointment of a panel to work out specific areas; establishment of a central office of supervision and direction of “an aggressive program of evangelization education and instruction through broadcasting”; construction of radio technique for ministers who broadcast on the air. The Board of Governors was asked to provide funds for a permanent secretary for the National Religious Advisory Council.

**If you buy or plan advertising for Iowa, you need**

THE 1943 IOWA RADIO AUDIENCE SURVEY

This study gives a detailed analysis of “listening areas” of every Iowa station, a program that will appeal to urban, village, and farm families, and listening habits illustrated with pictographs for quick and easy reading. You can get a copy free by writing to CENTRAL BROADCASTING CO., 912 Walnut St., Des Moines, Iowa.
Cassidy’s Look

NBC last week claimed a first for James Cassidy, NBC commentator, who, in a broadcast from France Sept. 6 revealed himself to be the first radio reporter to look into Germany and return to the transmitter to tell about it. “At the very moment I was looking across the border,” he said, “I realized that it was the final one to be crossed before the end of this war. . . . I felt a chill running up and down my spine.”

NET ALLOCATIONS
PROVE SUCCESSFUL

TWO-THIRDS of the programs participating in the Network Allocation Plan of the OWI (weekly packet) are presenting their war messages interestingly and effectively, according to an OWI Domestic Radio Bureau analysis of 350 monitoring reports submitted by staff members and volunteers between July 10 and Aug. 6.

The survey, the first to be released, covered 257 network programs, representing 75% of all OWI allocations scheduled on commercial stations in the United States during the week. 18% of the messages were rated “excellent” and 59% “good” or “above average,” with only a slight edge over evening programs.

Compilation of the answers to the four questions: (1) where the message was placed—opening, middle, closing, or mixed with script; (2) by whom given; (3) techniques; (4) length—revealed that the majority of war messages are delivered by announcers at the close of the program. 65% of the programs reported allocations in the closing; 15% in the middle; 9% in the opening and 5% repeated throughout the broadcast. Announcers delivered 6%; program stars 25%; guests 4% and unidentified actors 2% of the allocations.

NAB Kit Mailed

NAB has mailed to all stations a copy of the radio kit to be used in the National War Fund campaign, accompanied by a letter from J. Harold Ryan, NAB president. The OWI Radio Section has designated Sept. 25-Nov. 1 as all for World Fund radio allocations. The kit contains material on radio information such as station breaks, live spots, and human interest stories on the National War Fund services. It is arranged as a file, and gives directions for securing radio material.

FARM FESTIVAL of WNAX Yankton, S. D., honoring wartime farmers was a great success, as its smiles prove. Military men, radio men, farm- ers and interested spectators crowded into Yankton for the second annual Midwest Farmer Day. Highlight of the celebration was an announcement in the FFA Pop program of the 1944 Midwest Farmer. Among the industry men attending were (1 to r, seated): Don Inman, station manager; Ted Ens, national sales executive of the Iowa Broadcasting Co., Chicago. Back row (1 to r): are: Paul Blakemore, Blakemore Agency, Des Moines; Mike Flynn, Morris Kellener, Katz Agency, N. Y.; Jack Paige, WNAX public relations; Phil Hoffman, vice-president of the Iowa Broadcasting Co. and station manager of KLNT Des Moines; William Bailey, Katz Agency, Kansas City; David Decker, Katz Agency, Chicago.

CANDY. CO. CITED
IN FTC COMPLAINT

ANACIN CO., Jersey City (proprietary) has been charged in a Federal Trade Commission complaint with disseminating false advertisements in newspapers, periodicals, pamphlets, circulars and other literature which misrepresents the therapeutic properties of Anaicin tablets and fails to reveal their potential danger to health when administered indiscriminately. Complaint did not mention radio advertising.

The former Blackett-Sample-Hummert, Anacin agency, was also cited in the complaint. The respondents have been granted 20 days to answer.

Colgate Stipulation

STIPULATION by Colgate-Palmolive-Peet Co., Jersey City, that it will cease certain claims for its Palmolive line is not expected to affect materially the sponsor’s radio advertising claims. Prior to the Federal Trade Commission announcement of the stipulation, the company was expected to have adjusted its claims by removing certain superlatives. Most of the FTC charges were based on out-dated advertising, it is understood. The company’s stipulation permits it to retain the Palmolive trademark though other oils than palm and olive are said to be used in manufacture of products carrying the name.

FM Station for FCC

WFEX are the call letters of an FM station the FCC will establish in Washington to secure technical data on FM. Station will be operated by engineers in the Public Service Division, on 50 w on any frequency between 42,000 and 50,000 kc, with both wide and narrow band transmitters. FCC hopes the data will be obtained in time for use at the FCC allocations hearings Sept. 28.

Russell Joins Probe

APPOINTMENT of Louis J. Russell, veteran FBI investigator, as attorney-investigator to the staff of the House Select Committee to Investigate the FCC was announced last week by John J. Sirica, general counsel. A native of Louisville, Mr. Russell’s career began as a professional ballplayer when he was 18 with the Philadelphia A’s. After the American Assn. In 1934, while attending Columbus U., Washington, he was named for the FBI and subsequently served as supervisor of criminal accounting with the New York, Boston, Chicago and Hartford field offices in Washington. In 1941 he resigned to become chief of detectives for the D. A. Edson Co., West Orange, N. J., but after six months returned to the FBI. Mr. Russell has a daughter, 6. His wife died a few years ago. He lives in Washington.

Transit Radio

capital transit Co., Washington, D. C., last week granted a construction permit for a new special emergency land station and 30 mobile units for essential two-way communication between the central dispatch office and emergency repair units. Although this type of service has been in extensive use by light and power companies, it has only been recently that metropolitan transportation companies have requested similar facilities. Similar grant was made a fortnight ago to the Cincinnati Street Railway Co.

PEP UP YOUR ADS
With Those Gorgeous EYEFULLS
In Full Color
Set of 20 girl beauty pictures, 3x5 to 6x8 with Picture Colorizing prints. $5.00 full color reproductions of original paintings by well known artists (all sizes)—girls, babies, floral, religious, traditional, ethnic, effective. Some postpaid for $1.00.

FRANK MATTHEWS
Dept. RC
111 W. Washington St. Chicago 2
Release of Radio Equipment Awaits General Reconversion

Production Cutbacks May Open Manufacturing Facilities to Their 1939 Level

RELEASE of transmitters and other equipment vital to the oncoming civilian economy will have to wait until the sweeping reconversion "blueprint" is put into effect and it is learned how the 40% production cutbacks will affect radio, it was learned last week from Ray C. Ellis, director of the WBP Radio & Radar Division. As far as radio receiver sets are concerned, the cutbacks will mean most recently as 30% by Radio & Radar officials would take civilian set production facilities back to the high 1939 level.

Restrictions will be removed after V-Day in Germany, Mr. Ellis said, but it is impossible to tell at this time just what restrictions.

General Cutback Effect
As to how the general reconversion, which is planned after the defeat of Germany, would affect broadcasters' needs generally, officials of the Radio & Radar Division indicated that the production cutbacks planned in the "blueprint" would open up civilian manufacturing facilities to their 1939 level. The "reconversion blueprint" was developed by Charles E. Wilson's production executive committee before he resigned as executive vice-chairman.

MBS Service Program To Have 'Host' Sponsors
A PROGRAM designed to smooth the way for the wounded servicegian returning to a civilian life will be presented on 245 Mutual stations Tuesday, 8:30-9 p.m., under the joint auspices of the Army, Navy and American Red Cross and with different commercial firms as "hosts" each week, paying time, talent and production costs.

Tentatively titled We Live Again and expected to start in mid-October, the program will originate in various service hospitals. Bob Hope and Joe E. Brown, co-chairmen of the "performers committee", speaking from Hollywood will hold two-way radio conversations with combat casualties. In addition, guest stars will join the men at the hospitals in staging the broadcasts. Format of this part of the program will be flexible and adapted to the talents of the visiting celebrities.

An approved list of acceptable sponsors has been drawn up and each invited to take part in the weekly broadcasts. Series is slated to run 52 weeks. Sponsors are not expected to be released until the first 13 broadcasts are accounted for.

AMERICAN TELEVISION Labora-
tories has appointed J. Frank Enea, public relations director in Hollywood.

CIO to Monitor Labor News Trend

CIO POLITICAL Action Committee, in New York, this week puts into operation a radio monitoring system to determine how labor news and press releases of PAC itself is being handled. Where unfair or inad-
sistently unfavorable treatment is reported, the PAC will ask co-
operation of stations in more im-
portant handling—where coverage is found, stations will be publicly commended, according to Leila Sussman, who is heading the new "Radio Monitoring Service" as radio content analyst.

Both network and local news pro-
grams will be monitored, Miss Sussman said. A selected list of 30 net-
work news programs with the larg-
est audience, will be covered from New York by Miss Sussmann and various volunteers, who will be assigned to one or more periods. Regional directors are being asked to set up committees to cover local news programs throughout the country. It was still too early last week to determine how wide local coverage would be.

News monitoring system will be uniform for both groups. Each monitor will be supplied with a code check sheet, listing 15 dif-
ferent topics relating to labor, and including the PAC. Monitors while listening merely have to check after any subject that is mentioned whether treatment was favorable, unfavorable, neutral, or balanced.

All sheets will be turned in each week to New York headquarters where results will be tabulated and summarized by Miss Sussmann. Findings will be made public from time to time, and they will be avail-
able for study at any time to any one. Sheets and results will be re-
turned to local monitoring committees for their own use.

WOSH Boycott

WOSH Oshkosh, WIS, has refused to carry any of President Roose-
velt's speeches "until after the forthcoming election", because of the so-called "political" nature of the President's Bremerton address, according to a letter sent Stephen Eagan, secretary to the President, by Myles H. John, WOSH Presi-
dent, on Sept. 7. The text follows:

"Dear Mr. Early: This letter is occasioned by your request that the radio station will not broadcast Roosevelt speeches."

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UOPWA Eyes Radio

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Magazine on 75

AMERICAN Poultry Journal, Chi-
icago, announced sponsorship Oct. 30 of a thrice-weekly five-minute transcribed program on 75 sta-
tions, 52 weeks. Simmonds & Simmonds, Chicago, is agency.
Decisions

SEPTEMBER 4

WTEL Philadelphia—Granted license to cover CP increase power and changes in equipment.

WSGN Henderson, Ky.—Granted license to cover CP authorization power increases in equipment.

KTYW Yakima, Wash.—Granted mod. CP for extension completion date from 9-11-44 to 10-11-44.

Radio Engineering Consultants Frequency Modulation


Radio Engineering Consultants Frequency Modulation

McNary & Wraith Consulting Radio Engineers

National Press Bldg., D. I. 1205
Washington, D. C.

Hector R. Skifter

H. R. Skifter Donald M. Miller

Consulting Engineers Available after Victory

Rine & Clark Consulting Engineers

Washingnotn, D. C.

Raymond M. Wilmotte Consulting Engineer

From FCC Application to Complete Installation of Equipment

1467 Church St., N.W., Washington, D.C.

John Barron Consulting Radio Engineers

Specializing in Broadcast and Allocation Engineering

Earle Building, Washington 4, D. C.

Telephone National 7757

Woodward & Keel Consulting Radio Engineers

Earle Bldg. National 6513 Washington 4, D. C.

PAUL GODLEY CO.

CONSULTING RADIO ENGINEERS

MONTCAIL, N. J.

MO 2-7859

George C. Davis Consulting Radio Engineer

Monsey Bldg. District 8456 Washington, D. C.

Frequency Measuring Service

EXACT MEASUREMENTS ANY HOUR—AND
R.C.A. Communications, Inc.

66 Broad St., New York 4, N. Y.

J. John Barron

Consulting Radio Engineers

Specializing in Broadcast and Allocation Engineering

Earle Building, Washington 4, D. C.

Telephone National 7757.

Paul A. de Mars Consulting Electrical Engineer

"Pioneer in FM"

1900 F St., N. W.—Washington, D. C.

Phone Metropolitan 0540

Frank H. McIntosh

Consulting Radio Engineers

Shoreham Bldg. ME. 4477
Washington, D. C.

FLANK PATTERSON has joined the transmitter staff of CHEX Philadelphia.

HARL HOCKEBOOM of the WPBL Syracuse control room staff has, reported for induction into the Armed Forces.

C. F. SCHULTZ, former engineer of WGN Chicago, has joined KJIL Hollywood.

J. A. MAYER, supply sales manager of Graybar Electric Co., New York, has been appointed Atlantic district manager, succeeding A. L. Hallstrom who is retiring. Mr. Lyer has been with the firm 31 years.

CARL B. Dela, chief engineer at WFOY St. Augustine, Fla., is the older of a family.

WALTER H. DYER, formerly with RCA, will head Zenith’s automotive set division, Chicago, it was announced last week. Mr. Dyer, a vice-president and director of sales.

RUSSELL B. STURGIS, NBC engineer on leave with U. S. Army, has been promoted to major. Bob DONNELLY, honorably discharged from the Navy, is now a control engineer.

PINKNEY REED, field engineer of the RCA Service Co., is back in the U. S. after nearly a year’s assignment in Brazil. Mr. Reed will be assigned to the Naval Research Lab., Washington.

DR. A. M. SKELLETT has been named chief engineer in charge of research at the National Union Research, of New York.

RICHARD KLEEMAN, released by the Mariner’s, has joined the engineering staff of KOIL Omaha.

ANITA BLOBERG is the newest addition to the engineering staff of WWNO Asheville, N. C.

RAYMOND (Bud) CHELL, assistant chief engineer at WITH Baltimore, has joined the Navy. His successor is George McGuigan, who has been with the WITH engineering staff for two years.

I. B. SPARKS

I. B. SPARKS, 50, vice-president of Gilliland Bros., manufacturers of radio receiving sets, died Aug. 30 following five-week illness, in Pasadena, Cal. He had been associated with that firm since 1924.

Blue Special

BLUE network will open at 6:30 a.m. (EWT), an hour-and-a-half before the usual opening time. Thursday, Sept. 14, to present a special quarter-hour program celebrating the 130th anniversary of the writing of the "Star Spangled Banner" by Francis Scott Key. Network will close at the end of the program and re-open again at 8 a.m.

"Firmage's Renewing As Usual" writes ARCH Madsen—Kovo

The Shadow

Available locally on transcription—see C. Michelson 47 W. 44th St., N.Y.
Classified Advertisements

PAYABLE IN ADVANCE—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Bold face costs 20c per word. Ad must be all right face or all bold face counts. Count 3 words for blind box number. Deadline Monday preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Help Wanted (Cont’d)

Copy writer, experienced. Good position with large eastern network affiliate. Good salary, based on your experience, for man who can produce salable commercials, jingles, and written copy. Send samples of typical work. All responses strictly confidential. I. B. BROADCASTING.

Situation Wanted

Available—station manager. 8 years radio experience in five years as station manager, Age 50, 44, draft status, B. A. degree. Familiar with all phases broadcast, production, sales, management, continuity and on-the-air work. Single. Eastern regional radio location preferred. Want permanent affiliation, preferably with station planning television. Box 598, BROADCASTING.

Wanted—First class operator, some experience. Radio Station WMFF, Plattsburg, N. Y.

Copywriter—If you are a good radio copywriter, particularly with retail experience, and want a chance in a well established agency where there is real opportunity for growth, outlining your experience and qualifications. Give complete information, including education, salary required and salary desired. Send samples of work. Jepson Advertising Company, 1st Floor, First Central Tower, Akron 8, Ohio.

Chief engineer, wanted for 250 watt Mutual Station, located in mountain non-defense area. Give experience, salary requirements first letter, KFFA, Helena, Arkansas.

Wanted—Announcer in experienced in sports and commercials. Give experience and references in first letter of application. Address, KPAC, Drawer 55, Fort Worth, Texas.

Wanted—First class operator, program director, announce, 8 years experience, non-defense area. Give experience, salary required first letter, WTPB, Okmulgee, Oklahoma.


Announcer-operator wanted. Must have first class radiotelephone license and be capable of announcing news and commercials. Give experience, draft status and salary wanted first letter. Radio Station KBEI, Pocatello, Idaho.

Staff announcer, NBC regional affiliate fine working living conditions, full time, all application education, experience, family, wages desired, KGBH, Billings, Montana.

WANTED

Program Director who is commercially minded and has successfully coped with high-rotative competitive schedules on major network stations. Must be able to handle traffic, supervise announcers and news producers. Columbia regional station in southwest has permanent place with bright future. Salary, qualications, present salary, photograph, when available and full particulars in first letter.

BOX 653, BROADCASTING

Help Wanted

Announcer. Experienced newscaster, also capable of routine studio work. 6 kW network affiliate, located on coast midway market. Opportunity for advancement. Salary commensurate with experience and qualifications. All data in first letter. Reply confident.

Transmitter engineer for 5 kW midwest station. Must hold Radiotelephone First Class license. Also, control room operator. Salary $49 per week. State experience, salary required, and enclose a snapshot. Box 546, BROADCASTING.

Account Executive to join recognized medium size Chicago agency in a new business. Salary $2000 a month. Experience required. Agency experience, excellent references, good contacts and strong sales ability. Give complete information, including letter. Our executive staff is familiar with this advertisement. All responses strictly confidential. All will be kept in strictest confidence. Box 612, BROADCASTING.

Medium sized Chicago advertising agency wants intelligent, experienced girl with bookkeeping, etc. Answering, handling billing and paying. Prefer girl with experience handling radio contracts. Box 613, BROADCASTING.

Wanted—Anouncer is good enough to draw top pay with Blue affiliate. Include all information you first letter and we can report for duty. Box 614, BROADCASTING.

Wanted, 6 kW progressive NBC affiliate in major market. $45.00 for 40 hours plus talent for our 1000 watt station. Must make $80.00 to $100.00 per week. Box 650, BROADCASTING.

Help Wanted (Cont’d)

Situation Wanted

Station manager or chief engineer, now employed available four to six weeks. Age 58 with five years success in these two positions. Familiar with and experienced in FCC regulations and hearings. Left broadcasting for two years to do specialized radio work as civilian for Armed Forces. Now employed by large radio company. Permanent forward looking company. Please box, 656, BROADCASTING.

Radio engineer, First class license. Prefer connection with station in Midwest. Fifteen years broadcasting. Please give complete information first letter. Box 686, BROADCASTING.

For play-by-play football this fall: Sportscast, five years experience, natural voice, now completing Michigan graduate with Big Ten Affiliation. Job as professional football announcer as chief announcer. Please go anywhere. Box 641, BROADCASTING.

United Manufacturing Corp. Division of D. S. Security Co.


National DESIGN SERVICE Engineers and Designers

AM - FM

Now Designing for Post War

96 Liberty St., N.Y.C. Beekman 3-0097

THE SCHOOL OF RADIO TECHNIQUE

(America's Oldest School Dedicated to the Study of Radio Engineering)

8 Weeks' Evening Course

September 19

6 Weeks' Day Course

OCTOBER 2

Taught by Network Professionals for Beginners & Advanced Students, Industrialists

Teaching: Broadcasting Station Routine

Newscasting

Newswriting

Script Format

Commentating

Voice

Co-ed. Moderate rates, Inquire

R.C.O. BUILDING RADIO CITY, N.Y.

United States of America

September 11, 1944 • Page 65
FORTIFIED with the knowledge that Rep. Clarence F. Lea (D-Cal.), chairman of the House Interstate & Foreign Commerce Committee, advocated national radio legislation [BROADCASTING, Aug. 28], the NAB Legislative Committee plans to go all out for a definitive law early in the session next year.

That disclosure was made by Don S. Elias, WWNC Asheville, N. C., Legislative Committee chairman, following his annual report a fortnight ago, at the NAB Radiomen's Convention in Chicago. At that time he said that because of the war and election this year the Committee had abandoned hopes for legislation this session, but would follow through early next year.

"We went into the fight conscious we couldn't get any legislation this year," said Mr. Elias. "If the Committee worked hard, spent a lot of time in Washington, but we found a lot of lack of interest in legislation in Congress. Few members seemed to know anything about radio's problems, he added.

To Provide Facts

Under plans of the NAB Legislative Committee, pertinent information about the need of legislation turned to radio's growth will be placed in the hands of every NAB member. In turn the members will be asked to counsel their own Senators and Representatives and to invite them to their respective stations to learn the whys and wherefores of broadcasting.

"What we want is definitive legislation that broadcasters can understand when the Supreme Court decision, to tell us how to run our business," said Mr. Elias. "If regulations are necessary—and they are—they should be moderate and not shifted on us. If the FCC has no idea of controlling programs—and they tell us they don't—then it should be written into the law that they shall not. Regardless of who is on the Commission, we need to have it in the law. That's just one of the things we want clarified."

Mr. Elias, referring to Rep. Lea's article in the Aug. 28 BROADCASTING, declared: "Congressman Lea has come out flat-footedly and says we need a new radio law. He has had a chance to study the Act and the Commission. We hope to inform other Congressmen as to our problems. It's a long time since we've had any legislation. It's time Congress acts."

DOUGHNUT Spots

DOUGHNUT CORP. of America, New York, in promoting Down-Flake for the first time on radio, last week started a 13-week campaign in the market. The unscripted spot announcements are used at varying frequencies on WNYL, 28, WWH, KOL, WMAM and WIBX. Agency is Grey Adv., N. Y.

"It's Called a 'Hitch-Hiker'—I Got the Idea From Radio."

WHAN Survey Sees Okla. Listening Up

Number of Battery Sets Show Decrease Over Year Ago

BATTERY scarcity is becoming a less important factor in Oklahoma listening, according to a survey conducted in the State by Dr. F. L. Whan, U. of Wichita. The survey was made by WXY Oklahoman City. Conditions of the batteries, with the effect of such conditions on listening, is brought out in the survey which shows that of families listening more than a year ago, only 15.7% utilized batteries, sets, and 41.7% used high-line; of families listening less than a year ago, only 15.7 utilized batteries, while 17.7% had high-line powered sets. This reveals that the number of battery sets is diminishing and battery scarcity will become a diminishing problem.

Radio ownership by type, condition of set, and classification of listeners by living standards, geographical location, age, sex and education are given in Dr. Whan's exhaustive survey.

Better than 1943

The spiral bound booklet, tab-indexed for ready reference, contains classifications of the 6,422 Oklahoma families interviewed, with a total of 19,264 individuals. Details on ownership and listening to population. Of the families reached in Dr. Whan's study, 96.9% have sets in their homes, of which 41.7% of families reported not in working condition. Morning, afternoon and night listening is shown pictorially on maps done in four-color, which break the state up into counties and show listener preferences at different times of the day.

One section of the survey is devoted to a comparison of 1944 listening to those of 1943 with 43.1% of families reporting they spent more time listening to radio in 1944 than in 1943. Only 17.1% reported less time listening in 1944.

The survey concludes with a tabulation showing the frequency and reasons for listeners writing to radio stations during a three-month period. Largest percentage of those writing came from those, both of low and high income groups, who wanted to make a purchase. Next most frequent response was "to enter a contest," followed by response to a station offer, response to a station plea, and last, unsolicited letters.

Latinx Tour GE

A BRILLIANT future for television in South America was forecast by three Mexican television executives during a recent visit to the GE plant in Schenectady where they inspected the company's broadcasting facilities. New York on a scholarship are Walter Heredia, Antonio of Brazil, Leon Mujica, of Peru, and Jose Valladares, of Cuba. Their tour through the GE plant was guided by Charles Feah, who formerly lived in Guatemala before joining the GE electronics department.
VINCENNES, INDIANA . . . "Spirits Among Spires"

By night, in picturesque Vincennes,
Heroic ghosts walk
Among the long moon-shadows of familiar spires
That once probed through forest roof,
To pierce the darkness of a pagan wilderness,
And grope for day's last lingering glow of sunset.

From statues wrought in bronze,
From granite crypts and graves of common clay,
They venture forth—
Some clad in priestly black,
Some in soldierly buckskin,
Some in the bright garb of Creole peasants.
Some few in beaded loin-cloths—
To walk beside the lyrical Wabash.

There's Clark, Vigo, Father Gibault,
And legendary Alice of Old Vincennes;

There's Bishop Brute, Madame Godare,
Tecumseh, in the shadow of Old Treaty Tree,
Meeting with William Henry Harrison;
Upstairs in Old Legislative Hall,
Spectral lawmakers line the hard benches . . .
While modern Vincennes rests,
A quiet, serene town, in an age of mighty cities.

Yet, there are those to whom the glory of the past
Is still a living heritage for the present,
A challenge hurled into the face of the future—
Folks, for instance, to whom the heritage means Home.
And folks like us, who admire, and second, the challenge.

WLW
The Nation's Most Merchandise-able Station
DIVISION OF THE CROSLEY CORPORATION

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