WOR is like a pony...

We mean—WOR can take you today for a smooth and economical canter into 16 of the nation's greatest war-active cities of more than 100,000 people each.

WOR, to be quite explicit about it, will hoof along blithely with your message into Jersey City and Camden and New Haven. It will pad gaily down the road to Bridgeport for you, too. Not to mention Hartford and even Wilmington—which is in Delaware—and ten other dynamic eastern war centers which we will be delighted to rattle off for you at the drop of a request.

WOR may even sell your product for you in Boston—though WOR does not attempt to cover Boston. It just so happens that WOR did sell a lot of a product called "Press-On" in Boston; or so the maker tells us.

We hate to sound vain about it, but this WOR is an extraordinary proposition. At, we might add, an extraordinarily low price.

Our address is—

WOR

—that power-full station
at 1440 Broadway
in New York

WOR does not argue the point that each of the cities mentioned is served in a very special way by one or more local stations. Their job is an important and unique one. So, too, we feel is WOR's collective 16-city impact.

MEMBER OF THE MUTUAL BROADCASTING SYSTEM
Through the Years . . .

These Entertainers Have Been Friends

The longer you know a man . . . or a group of people . . . the more you will know about him . . . or them. That’s the way with the folks pictured here; they have been broadcasting on WLS for so long that they know the likes and needs of the WLS audience.

Ted Morse, famed on WLS for his comedy characters of Otto and Little Genevieve, has been with WLS since 1931. The Prairie Ramblers, novelty instrumental and vocal quartet, started on WLS also in 1931. And Jennie Lou Carson, one of the original Three Little Maids of National Barn Dance fame, joined the staff in January, 1932.

Because many of the WLS staff, like those pictured here, have known the Midwest America radio audience a long time, they know what the audience like to listen to, what approach will stimulate listeners to act . . . and to buy. That’s why WLS Gets Results!
Plant YOUR acorns in the WPEN market

The Station That Sells

WPEN
PHILADELPHIA • PA •
950 ON THE DIAL • 5000 WATTS
The G-E Satellite

will bring

1. Network Television
2. Television Revenue

G-E developments will make it possible to provide television program service in small and intermediate markets as well as large cities.

Master television stations, capable of originating television shows of network calibre, will be located in the larger centers of population. These master stations can be linked together in regional networks by G-E ultra-high frequency radio relay stations. Coast-to-coast hook-ups of regional networks logically will follow.

SATELLITE STATIONS THE NEXT STEP
From this broad framework will stem still other stations — hundreds! ... to bring television to the smaller communities — to make it a still more attractive advertising medium for concerns doing a regional or nation-wide business.

Known as satellite stations, these smaller community stations will tie in with their respective regional networks by taking network programs from the nearest relay station, and rebroadcasting them over the local area. The satellite station can also produce and televise its own film programs, under local sponsorship, independently of the networks.

SATELLITE STATIONS ECONOMICAL TO BUILD AND OPERATE
A satellite television station will be relatively inexpensive to install and operate — and will require a minimum of operating personnel.

The illustration at the far right, above, shows equipment required for a satellite television station.

STATION AND STUDIO EQUIPMENT • TRANSMITTERS

GENERAL ELECTRIC
Television Station

to small communities

to local station owners

The G-E disk-seal tube—a development that makes ultra-high frequency relaying possible. Equipment for a G-E satellite television station, 16-mm projector, Transmitter, Receiver-monitor, Mobile pick-up unit.

Unusual station for a G-E satellite television station. 16-mm projector Transmitter Receiver-monitor Mobile pick-up unit...it.

Let General Electric help you with your preliminary plans. Let General Electric provide your complete television broadcasting system. Benefit from G.E.'s experience in operating WRGB—the nation's most powerful television station.

If you are interested in television broadcasting, plan your visit to Schenectady now—Thursdays and Fridays are our "open house" days at WRGB. If you have not received the G-E brochure, "TELEVISION BROADCASTING POST-WAR," write Electronics Department, General Electric, Schenectady, New York.

* Tune in General Electric's "The World Today" and hear the news from the men who see it happen, every evening except Sunday at 6:45 E.W.T. over CBS network. On Sunday evening listen to the G-E "All Girl Orchestra" at 10 E.W.T. over N.B.C.

ANTENNAS • ELECTRONIC TUBES • RECEIVERS

FM—Television—AM

See G.E. for all three!
STABILITY
in Omaha!

BYRON HEAD
emcee's

The "COFFEE CLUB"
DAILY 7:15 to 8:00 A.M.
On the Air for SIX YEARS

PARTICIPATING FEATURE

MUSIC—GAGS

One hymn set off by bells

TIME
TEMPERATURE
WEATHER

15 minutes available
7:15 to 7:30 A.M.
at
Rate Card Rate plus
$7.50 daily production

Participations at rate card rate

Represented Nationally by Edward Petry Co., Inc.

KOIL CBS
in Omaha
5000 WATTS 1290 Kilocycles

SUBSCRIPTION PRICE: $5.00 per year 15c per copy

BROADCASTING
The Weekly Newsmagazine of Radio
Broadcast Advertising

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The nation's number 1 city
... NOW ... and after the war.
from a study of 12 leading U. S. cities by the Wall Street Journal.

WOL
and is the number 1 station in Washington to sell your products.

One Time-Buyer Tells Another: "DOLLAR FOR DOLLAR YOUR BEST BUY IN AMERICA'S 4TH LARGEST MARKET!"

National Representatives: Spot Sales, Inc.

SMART BUYERS USE

WAAT
NEW JERSEY'S FIRST RADIO STATION
ILLUSTRATION, courtesy of National Cash Register Co.

ACTION, courtesy of Nern Listeners

Why Nern Listeners?
Because Nern listeners are New Englanders, and because New Englanders have 7.7% of the nation's spending money.

Yes, but who says that New Englanders listen to Nern?

Well, Nern stations offer a combined primary coverage that blankets New England with more than three times the power of any other combination here. And, because they are all NBC affiliates, Nern stations carry the nation's biggest-audience programs. Each Nern station is dominant in its own area.

H'm...Expensive?

Never! You can get cash register action from 8,298,472 Nern listeners for only $312 for a daytime quarter-hour, with no line charges and with free studio facilities in New York, Boston and Hartford. When you buy Nern, you buy a network.

Copyright SALES MANAGEMENT, May 10, 1944, Issue.

NERN STATIONS

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Nationally represented by WEED & COMPANY

New York, Boston, Chicago, Detroit
San Francisco, Hollywood
Its 50,000 watt, clear-channel signal carries KFI to Southern California's eleven-county agricultural population...and its intelligently-planned Public Service programming to agriculture brings this industry to depend upon it.

Instantaneous mass communication from one source to growers and stockmen throughout the entire Southern California region is vitally necessary to this specialized $1\frac{1}{2}$ billion dollar industry.

Hence KFI's public service obligation...its privilege...its opportunity to build rural listener loyalties.

Local programming in the particular interests and welfare of local listeners...plus the popularity of its NBC offerings...accounts for KFI's leadership in not only the Hooper-surveyed metropolitan district but in the rural areas of approximately a million people.

KFI...NBC for LOS ANGELES
50,000 WATTS • CLEAR CHANNEL • 640 KILOCYCLES

PUBLIC SERVICE PROGRAMS FOR THE AGRICULTURE INDUSTRY

The KFI Noon Farm Reporter, aired daily from 12 noon until 12:15 PM, is built upon a constant supply of up-to-the-minute information received from authoritative sources. It presents: news, information on grower-practice, market quotations, weather forecasts.

Through the winter season KFI interrupts its commercial programs to bring nightly frost warnings (8:00 PM, November 15 through February 15) to growers of citrus and other frost-tender crops throughout California and Arizona. KFI is the only station broadcasting this regional service and it is the only station needed to cover all of the frost areas in these states.
Bruce B. Brewer
Partner, Bruce B. Brewer & Co., Kansas City

Says—“Spot broadcasting gets sales increases at low cost, so we like spot!”

Yes, and Mr. Brewer is right—the final payoff on spot broadcasting really is that it does get sales increases at low cost. We can all talk our heads off about selectivity, flexibility, and the rest of the details. But in the end, it all boils down to sales increases at low cost.

Here at F&P, we’ve concentrated over twelve years’ effort into helping make spot broadcasting as economical for agencies and advertisers to handle as it is to use. If you will take the trouble to tell us frankly about your problems and needs, we believe we can free you from most of the details which do exist, we confess, in this medium. And do it as conscientiously and as tirelessly as though we were a department in your own organization.
Boom Predicted in Equipment and Sets

Transmitter Ban May Be Lifted This Fall

By JACK LEVY

WITH RECONVERSION time fast approaching as the Allied armies advance into Germany, the radio manufacturing and broadcasting industries are preparing for the greatest boom in equipment production and station construction in the history of radio. Likelihood of a lifting of the WPB freeze on civilian transmitter production is in the air.

The end of the European war, expected now by Oct. 31 at the latest, as revealed last week as the basis for substantial restoration of general civilian production, will result in at least a 30% cutback in military orders for radio equipment, War Production Board officials told Broadcasting.

Equipment Boom Seen

This cutback, it was indicated, will mean much more than a corresponding resumption of receiver and broadcast equipment inasmuch as the radio industry is now producing at a rate 10 times greater than the prewar volume. In addition, the reduced manmakent and possibilities resulting from cutbacks in other industries will likely solve radio manufacturers' most pressing current problem. It is expected that materials will be generally available in adequate supply.

It is quite conceivable, in the opinion of John Creutz, chief of the Domestic & Foreign Branch of the Radio and Radar Division, that the collapse of Germany will be followed by an almost immediate return to prewar civilian production volume without disrupting the flow of needed military equipment for the war against Japan.

In the field of broadcasting equipment, the manufacturing industry will be confronted with the heaviest demands it has ever experienced. A transmitter output alone in the first recession year of at least five times any prewar year. As of Sept. 14 there were pending or on file with the FCC a total of 250 applications for FM stations and 70 applications for television stations.

With the prospect that the vast majority of these will be granted and that the WPB freeze on construction will be lifted coincident with the 30% cutback, radio manufacturers will have on hand orders to equip stations costing in the aggregate approximately $30,000,000. This does not take into account applications for new stations still to be received, which are coming in to the FCC at an increasing rate, nor does it include the accumulated demands of existing AM stations for replacement equipment.

Radios for Christmas?

In the production of transmitters and other major broadcast equipment, demands for which are restricted to specialized uses, manufacturers will be able to plan their schedules for gradual reconversion to normal operations. The time required for making transmitters—nine months to a year—will make possible an orderly and controlled step-up in this branch of the industry.

Always allowing, of course, for military developments which may prolong the European war beyond its expected duration, there is a good chance that a limited number of 1944 model sets may be available for Christmas gifts this year, although it will be 90 days before any substantial number of sets are available. There is a tremendous backlog of consumer demand, existing and susceptible to artificial sales stimulus, which many manufacturers will not pass up. They are in a position to effect a speedy reconversion to capture the market. One important factor in the increasing factor in the speed with which manufacturers can get sets into dealers' shelves. In some areas, where factories are located close to large markets, the problem should be simple. Where markets are far from the source of production, wartime controls over shipping and transportation will no doubt delay deliveries.

The goal for the first year's production after reconversion, Mr. Creutz believes, will be based on 1941 demands and will mean an output of from 10 to 15 million sets. The largest bulk of these will go into homes—as replacements of inefficient and old sets and as extra receivers. The automobile will provide the next largest market, as standard or optional equipment, when new car production resumes and through increased use of cars when gasoline rationing is relaxed.

Other markets will be found among offices, restaurants and other business establishments; foreign countries, particularly South American nations which formerly purchased sets from Germany; public services, notably police departments which are expected to double their use of radio; and aviation, in which radio requirements will rise in proportion to postwar expansion.

FM Sets Later

The lag in transmitter production is almost certain to delay the introduction of FM receivers, Mr. Creutz predicts. Although there are the 55 FM stations in operation or under construction and perhaps 200 more which will be broadcasting within a year after reconversion, he finds that few manufacturers plan to produce FM receivers until 1943, with combination AM-FM sets. Many plants, particularly the smaller ones, are anxious to get back into civilian production as soon as possible and do not wish to delay their operation to incorporate FM. They feel, he explained, that there is sufficient market for

How Army Will Handle an Armistice

Modern Setup to Avoid Tragic Hours of Delay in 1918

By MARY ZURHORST

CEASE FIRING! Less than 25 minutes after that order goes out from some meeting place of the Allied and German high commands, the airwaves will carry it to the farthest advance unit, to the fastest plane and to the remotest ship at sea. By radioteletype, Washington, London, Moscow, Chungking, Brisbane, Pearl Harbor, New Delhi will hear the message within 3½ minutes of transmission.

But it is equally important that the Nazi army hear it, too.

An official at the War Dept. speculated last week that, "If German field radio facilities nearly approximate ours, or if we can reach them by radio or by front line PA systems, then there is a strong possibility that the time between the signing of the unconditional surrender terms and notifications of troops can be set at a considerably shorter period than in the last war."

At 5 a.m. in 1918 the Armistice was signed in Paris, and six hours were allowed for word to reach the men in the field, so that hostilities did not cease until 11 a.m. In those hours hundreds of men died.

How It Works

A hypothetical situation will trace the line of communications for such a message:

An official German spokesman wishes to meet with the Allied command for surrender. As the quickest facility available, he uses radio to contact Allied headquarters.

Within the hour, listeners throughout the world will know of the situation—not only civilians but also fighting men via shortwave relays. Thus, authenticity will be lent to the moment when the German Army in the field is notified of surrender either by its own radios or by ours.

Then, the meeting held, terms agreed upon, the end-of-war message goes out in code over the Signal Corps communications facilities. If the negotiations take place at theatre headquarters, the order to lay down arms is transmitted to a network comprising army headquarters (1st Army, 5th, etc.), and the corps whose radios are on the same frequency. Corps headquarters, after passing the coded order through the message center and passing inspection of the commanding officer, relays it on another frequency to the division network.

The same process continues on down through the regiment, battalion, company, and out into the individual units—tanks, jeeps, planes, walkie-talkies.

In less than a half-hour after
Richards Is Named Editorial Director
In 'Broadcasting' Staff Realignment

APPOINTMENT of Robert K. Richards, newspaperman and broadcaster, as editorial director, and promotion of several department heads is announced by Broadcasting.

The realignment was reported to the board of Broadcasting Publications Inc. at a meeting last week, by W. Paul Hoff, editor and publisher, and becomes effective Oct. 16.

J. Frank Beatty, managing editor for the last ten years, continues in that capacity at Washington headquarters. He has been associate editor in New York for a decade, becomes New York editor in charge of the New York bureau.

John N. (Bill) Bailey, who joined Broadcasting a year ago, is associate editor in Washington.

Maury Long, advertising manager for the last four years, takes over Bailey's duties as business manager, and will continue his supervisory activities over advertising. He has been with Broadcasting since 1936.

S. J. Paul, assistant advertising advertising manager in Chicago, will become advertising manager in New York.

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No. 2 Candidates Show Radio Flaws

Truman Reveals Nasal Tone Quality; Bricker Has ‘Relaxed’ Manner

By LOUIS FOLEY
Professor of English and Language Consultant
Western Michigan College of Education, Kalamazoo

A VERITABLE “presidential campaign of the air” is ahead. FDR is the past-master of the microphone. Gov. Dewey for voice appeal bids fair to run him a tight radio race. What about the No. 2 men? That question was posed to Prof. Louis Foley by the editors of BROADCASTING. His critical analysis of the FDR-Dewey radio techniques [BROADCASTING, May 15] have been widely quoted. Radio observers in recent days have detected a decided improvement in the radio delivery of Sen. Truman, presumably resulting from the tutelage of J. Leonard Reinsch, radio director of the Democratic National Committee, on leave from his post as director of radio of the Cox stations (WBBI WIOD WHIO).

What sort of performance may we expect of them? From their previous public utterances we may form some notion of what they will have to offer.

Sen. Truman’s speech of acceptance at the convention in Chicago will be eagerly awaited by the American people.

There’s no knowing how much the American people will appreciate this very great honor which has come to the great state of Missouri. (Applause) There is also connected with it a very great responsibility, which I am perfectly willing to assume. It’s been my privilege to be a United States Senator for the past nine-and-one-half years, and I expect to continue the effort which I have been making in that—uh-capacity as a United States Senator to help shorten the war and win the peace under the direction of the great—our great leader Franklin D. Roosevelt. (Applause) There’s not much more that I can say to you, except that I accept the honor with all the humility that a—uh—uh—citizen of the United States can assume in this position. Thank you very much.

Now of course it will be said at once that this was an impromptu speech, and that it is unfair to judge a man’s speaking ability in such circumstances. With all due allowance, however, it may also be said that the true inward quality of a man’s speaking ability is only too often revealed when he is caught off guard. Then any pose which he may have cultivated will drop off, and he will just be his really natural self. Moreover, there is no need to insist too strongly upon the “impromptu” aspects of Truman’s remarks at Chicago. After all, the Missouri Senator is 60 years of age, he has been prominent in politics for a good while, and he must surely have envisaged his nomination as at least a possibility for which to be slightly prepared in advance.

Sen. Truman has been described as very “practical” in politics. As we listened to the convention by radio, it was easy to recognize in his voice and manner the personality of a man who is forceful in going after what he wants, and is not lacking in shrewdness.

We may well imagine, however, that he produces a better overall impression by his physical presence than he can with his voice alone. To make friends and influence people in committee meetings or even in the open Senate, one can give a general impression that offsets, covers up, or reduces the effect of things that are shown up in all their rawness by the merciless mike.

Vocal Mechanisms

In fact, the microphone at Chicago revealed more than the actual text as we have reproduced it here. It registered a certain nasality of tone which might soon become unpleasant to listen to; it marked the lip-laziness of enunciation in such words as “privilege”, “uh-soon”, and “it’s been” which sounded exactly like “spin”. But there is more in this matter than mere vocal mechanics in pronouncing words. Though Mr. Truman spoke for only one minute, his speech is noticeably wordy or repetitious. An experienced public speaker might be expected to say quite as much in even less time, besides saying it better.

In the few words of that acceptance speech, there is obvious emphasis upon the idea of his personal humility. His tone of utterance, however, did not strike us as being noticeably humble. He sounded indeed like a person rather well pleased with himself and quite confident of his complete worthiness. He was “perfectly willing” to assume the “responsibility”, along with the “honor” which he “accepted”.

There may appear to be a certain relationship between these remarks and something else which he had said a good while ago. He was, he said, not a lawyer—“just a farmer who happens to be in the Senate. But I understand words.” So again what ostensibly begins as a modest self-abasement turns out to be more like a boast. Perhaps he did not fully realize how much of a boast it was. At any rate, an impartial observer may be permitted to doubt whether he really does “understand words” well enough to warrant any particular boastfulness.

Greats That Grate

He said that he accepted the “honor”. He was not called upon, in fact, to do anything of the sort. Even if he had refused to be a candidate, the honor of having been nominated was already forever his.

Then he spoke of his willingness to assume the “responsibility”. That, however, he need not and cannot do unless and until he is elected; he can only seek to have that responsibility entrusted to him.

Moreover, in considering him as a speaker, it is pertinent to notice that his “understanding words” does not involve knowing how to handle them easily without unpleasant combinations of sound, as in “except to accept”, especially with the two words practically identical in pronunciation “accept”.

Explain it as one will, astonishingly often this phenomenon of sound-combinations which annoy or pointlessly attract attention will reveal upon analysis a misuse of a word or an incoherence of grammar. And he does not “understand words” well enough to realize that using great no less than five times in those few sentences makes it difficult to understand the intended effect instead of heightening it.

On the opposing side, Gov. Bricker shows up less well in some respects.

(Continued on page 24)
Republicans Styling Programs in Commercial Show Pattern

Ford Bond, as 'The Republican Reporter', Acts As Special Events Man on GOP Broadcasts

RADIO STAFF of the Republican National Committee has developed a new technique in political broadcasting, confident that it will be the common practice in commercial broadcasting of using a special announcer, distinct from the one who identifies the station or network, to give the political broadcasts.

Where the usual political broadcast opens with an announcer at the scene of the meeting announcing the speaker and describing the hall and the excitement of the crowd, the Republican technique eliminates the special events announcer and substitutes "The Republican candidate," speaking from New York. Following the network identification and the courtesy announcement on behalf of the sponsor whose program is displaced by the political speech, "The Republican Reporter", Ford Bond, veteran network announcer, states the nature of the program, including the speech which is designed as an audience-building operation instead of a simple description.

True Commercial

When this "opening commercial" concludes, usually after about 20 seconds, program is switched to the scene of the meeting where the dignitary who is to introduce the Republican Presidential candidate will be standing. Press conferences are switched to the microphone and, after a few seconds of applause, introduces Gov. Dewey in a single sentence: "Ladies and gentlemen, I have the pleasure to present to you, the next President of the United States," leaving virtually the entire broadcast period for the main address.

If the speech should not fill the broadcast time, instead of switching to a network studio for two or three minutes of organ music the program goes back to Ford Bond who is standing by with a sheaf of Republican news items which he reads until the time is almost up, always concluding the broadcast with announcement of the next scheduled Republican talk.

Developed by Radio Director Turnerbll, Assistant Radio Director Wolls (Tetl) Church, and Mr. Bond, this new political radio format is believed by the party leaders to make political broadcasts true commercial programs.

Special Programs

Revamping last week's broadcast schedule, the Republican National Committee added a broadcast by Congressman Everett Dirksen of Illinois on MBS, Sept. 15, 8:15-8:30 p.m.; then scheduled the broadcast scheduled for Sept. 14, and added a special program, Governor Dewey's Neighbors, on NBC, 9:9:30 p.m., Sept. 15. This broadcast comprised two pick-ups, one from Pauling, N. Y., with a group of Gov. Deweys' neighbors giving the offiners their "love" to him, and one from Owoos, Mich., where his boyhood friends and acquaintances did call.

During the coming week the Republican candidate will be heard Sept. 18 on CBS and Sept. 19, 21 and 22 on NBC as he addresses meetings in Seattle, Portland, San Francisco and Los Angeles. Next Monday, Sept. 25, he will broadcast on NBC from Oklahoma City.

SOCIALIST PARTY BUYS WQXR TIME
SOCIALIST Party is sponsoring talks by Norman Thomas and Dannington Hoopes, President and Vice-Presidential candidates of the party, on WQXR New York, Sept. 17, 5-30-6 p.m. These talks are to be recorded for submission to the Army for shortening to the troops on Sept. 20, according to a spokesman at the party's New York headquarters last week.

Transcriptions of these talks will also be broadcast on 39 stations throughout the country, it was stated, and this plan will probably be followed for the four remaining programs to be sent to the troops overseas. Plans also are being made for other domestic broadcasts for the Socialists, but are not yet completed, it was said.

Blue Names Berry

GIL BERRY, assistant sales manager for the central division of the Blue Network, has been appointed sales manager, succeeding Joe Wrebo, who has been named manager of KCMO Kansas City [BROADCASTING, Sept. 4], according to Ed Borroff, vice-president of the Blue central division. Mr. Berry was formerly sales manager of WENR Chicago spot sales and prior to that associated with NBC spot sales. Robert McKee, salesman, will take over Mr. Berry's duties.

NAB Code Committee Plans Oct. 12 Meeting
TO CONSIDER possible changes to the NAB code of ethics, to which most of the country's stations voluntarily subscribe, the NAB Code Compliance Committee will meet at the Roosevelt Hotel, New York, Oct. 12-13. Previously, a meeting had been scheduled for Sept. 25, following informal consideration of code provisions by the NAB Board of Directors in Chicago Aug. 31 after the Executives War Conference.

Richard Frankensteen, vice-president of UAW-CIO, has been invited to address the meeting. Talks are to be held in confidence, in view of the lively controversy over efforts of CIO to "obliterate" provisions of the code which ban the sale of time for the dissemination of controversial issues.


Voting Precinct Meetings Arranged by Democrats for Political Broadcasts

SECOND radio campaign speech of Democratic President, Sept. 20, in Washington, will be broadcast on both CBS and NBC. Party has also purchased the 11-11:15 p.m. period on the Blue Network Sept. 20, for a talk by Quentin Reynolds, and the 7-7:30 p.m. spot on the Blue, Sept. 27, for a special women's program.

Party's farm series of quarter-hour programs to be broadcast in the early morning hours between 6 and 7 a.m., on more than 30 stations from New York to the Dakotas, gets under way this morning on a Monday-through-Friday basis and continues right up to the end of the campaign, concluding on election day, Nov. 7. Series will feature interviews with Sen. Harry Truman, Sen. Robert A. Taft, of Ohio, Tennessee's Carl Beightol Wallace, Secretary of Agriculture Claude Wickard; James Patman, president, National Farmers Union and other party leaders as well as farmmen's panels from the field, with feld, farm director of the Committee. Programs are transcribed by NBC Radio Recording Division.

Free Time Granted Socialist-Laborites

Buy Quarter-Hours on WQXR

K YA W A B Y  $100,000 Fund

AVAILING itself of the privilege of demanding free time equivalent to the acceptance of radio stations for political broadcasts, the Socialist Labor Party has secured quarter-hour periods on the four major networks for the acceptance speech of Edward A. Teichert, presidential candidate, was broadcast on CBS Aug. 27. Vice-Presidential Candidate Aria A. Beerman's broadcast was scheduled simultaneously on Blue and Mutual Sept. 16, 7-7:15 p.m. Technically not an original acceptance speech, the similar broadcast is scheduled on NBC Sept. 22, 10:45-11 p.m., with a talk by Mr. Albaugh on the CIO Political Action Committee, titled "Socialism Versus Hillmanism."

Considers Net Time

Party is considering buying one or two network broadcasts towards the close of the campaign. In the past has been purchased on WABY Albany, K YA San Francisco and WQXR New York for regular weekly quarter-hour broadcasts, with the K YA program broadcast and WQXR slated to start Sept. 29 each Friday, 10:30-11:45 p.m., continuing till Nov. 3. In addition, the party has or will have broadcast on competitors' time, as Mr. Teichert as he continues in a cross-country tour heading east, or by Mr. Albaugh on KSTP Minneapolis-St. Paul and state networks Sept. 14; WHO Des Moines, Sept. 15; WGN Chicago, Sept. 23; WBST South Bend, Sept. 24; WOWO Indianapolis, Sept. 25; WLEU Erie, Pa.; Oct. 4. Talk by Mr. Teichert at present at WAKA Eak, editor of Weekly People and U. S. Senate candidate, on WQXR, 10:30-11 19, Sept. 18, was titled "Socialism Means Jobs for All."""
Des Moines is the only city in Iowa with population over 100,000—has less than 7% of Iowa's total people—contains only 5% of WHO's potential audience in daytime primary coverage area.

Hence Hooperatings for Des Moines may be practically worthless for evaluating WHO's influence outside the Des Moines City Limits.

To get the facts for you, we asked Hooper to survey Des Moines AND several other cities 30 to 115 airline miles from Des Moines. Eight were selected—five of the eight being within range of other Des Moines stations, and six of the eight having their own radio outlets.

The results are such as to amaze even the most enthusiastic of WHO's proponents. An excerpt:

**WHO OUTSIDE ZONE—EVENING HOOPERATINGS**

Share of Audience—Sunday thru Saturday

<table>
<thead>
<tr>
<th>Time</th>
<th>WHO</th>
<th>OTHER NBC STATIONS</th>
<th>ALL CBS STATIONS</th>
<th>ALL MBS-BLUE STATIONS</th>
<th>ALL OTHERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>6 - 7 P.M.</td>
<td>69.2%</td>
<td>*</td>
<td>18.1%</td>
<td>9.7%</td>
<td>3.0%</td>
</tr>
<tr>
<td>7 - 8 P.M.</td>
<td>75.2%</td>
<td>*</td>
<td>14.8%</td>
<td>6.0%</td>
<td>4.0%</td>
</tr>
<tr>
<td>8 - 9 P.M.</td>
<td>61.0%</td>
<td>1.3%</td>
<td>20.2%</td>
<td>9.0%</td>
<td>8.5%</td>
</tr>
<tr>
<td>9 - 10 P.M.</td>
<td>63.2%</td>
<td>0.8%</td>
<td>21.0%</td>
<td>8.6%</td>
<td>6.4%</td>
</tr>
<tr>
<td>6 - 10 P.M.</td>
<td>66.9%</td>
<td>0.6%</td>
<td>19.6%</td>
<td>8.4%</td>
<td>5.5%</td>
</tr>
</tbody>
</table>

*No listeners found in sample.

Please note that, in the above Hooperatings, WHO was not compared with any one "competitive" station. WHO was stacked up against all other groups and combinations of stations. The evidence is that even if you use all other network stations in Iowa, and omit WHO, you cannot expect to get adequate coverage—you cannot secure as much listenership as if you had used WHO alone!

Ask us or Free & Peters to show you the complete Report. Without it, no fully informed evaluation of the Iowa radio situation is possible.
Scope of House FCC Probe Widened

Fly Interference With War Charged; Inquiry Now in Recess

By BILL BAILEY

TWICE leaving the current topic—investigating the sale of WFTL Miami by Ralph A. Horton to the Fort Industry Co.—the House Select Committee to Investigate the FCC last week branched out into a three-phase probe which included, besides the WFTL case, charges that Commission Chairman James Lawrence Fly, by interference with progress, and inquiry into business transactions, dating as far back as 1932, of Arde Bulova, head of the Bulova Watch Co. and owner of several stations.

Chairman Fly was summoned before the Committee Friday morning for further examination by Rep. Louis E. Miller (R-Mo.) on secret tapes of the Committee in executive session by two "high-ranking Naval officers". Accompanying the FCC chairman were Commissioners Clifford J. Davenport of the Authority Case. Also present was former Commissioner T. A. M. Craven, who had been subpoenaed.

Minority Demands Action

When the Committee assembled Rep. Miller announced he had learned that "certain possible results" detrimental to the "career of a high-ranking Naval officer" might come about if he questioned Mr. Fly. "Because of the future career of the Naval officer I feel it best not to continue," he said.

Following the meeting Reps. Miller and Richard B. Wigglesworth (R-Mass.), minority members, in a public statement called for Committee action demanding that President Hoover lift an executive ban against Army and Navy personnel appearing before the Committee.

In a news release late Friday Mr. Fly renewed the old feud between himself and Rep. E. E. Cox (D-Ga.), the Committee's first chairman; Eugene L. Garey, former general counsel, and Committee minority members, by asserting the Miller-Wigglesworth statement "follows the same pattern of unfairness and cheap political trickery that marred the Hoheyday". He referred to Rep. Miller as "the St. Louis politician" and Mr. Garey as the "sometime counsel for this Committee".

Charging that Rep. Miller "chose to run out" after calling him for investigation, Fly also charged "he continues to build up a continuous record which can only result in the degradation of the great congressional power of investigation".

Chairman Lea, meantime, adjourned hearings until mid-December.

"During the recess the staff will investigate several transfers, including the Bulova stations, and when the Committee meets again we'll take up the most important ones," said Rep. Lea. When hearings into the WFTL sale opened Sept. 1 John J. Sirica, Committee general counsel, announced his staff was investigating station transfers to ascertain whether the Commission was showing favoritism and whether FCC actions were "in accordance with the Communications Act of 1934, as amended."

The WFTL phase was highlighted by the appearance of Andrew W. Bennett, Washington attorney, to an unheralded session, discovering in Garfield hospital, Washington, from an operation on an infected foot, was brought to the New House Office building by ambulance.

First inking that the Committee plans to air the Bulova radio transactions came last Thursday morning when Russell M. Arundel, Washington, who decommisioned, as a representative of several firms, including Bulova Watch Co., was questioned by Chief Investigator Ralph Barker regarding his former association with Mr. Bulova.

Chairman Fly heard himself accussed of "interfering" with the military, prior and subsequent to Flight Harbor. As a representative, Miller read into the record parts of confidential testimony given the Committee by Rear Adm. Stanford C. Hooper, USN, retired, former commander of Naval Air Station, Fort Lauderdale, and another "high-ranking Naval officer" whom Rep. Miller declined to identify.

Chairman Fly branded the various charges, as read by Mr. Miller, as "utterly false". He frequently clashed with the Congressman and at one point Rep. W. G. Magnuson (D-Wash.) declared: "If this doesn't stop I'll move to adjourn."

Mr. Fly challenged the identity of the second "high-ranking Naval officer" and Rep. Miller retorted: "I can't divulge his identity, for fear he might be given detached duty or some other reprimand.

"You can't have a committee," said Rep. Miller, "with two different Chancellors, one with an adjourned session, and another with an executive session, appointment, and one with an Executive session, appointment, and another with a detaching duty.

WMCA Sale Revived

Echoes of the 1940 sale of WMCA New York by Donald Flamm to Edward J. Noble, now Blue Network board chairman, were heard last week when Rep. Miller, during questioning of Mr. Fly, demonstrated how to subpena the income tax records of Thomas G. Corcoran, former confidant of President Roosevelt, and Charles G. Guthrie, both attorneys for Mr. Noble at the time of the sale.

The FCC chairman declared he was ready "now or any time" to go into the WMCA sale. It was a majority line of the Committee to defer further inquiry after hearing two days' testimony from Mr. Flamm last February that led to the resignation of Eugene L. Garey.

(Continued on page 62)

Fly Reveals FCC to Limit Ownership of AM Stations

FCC REGULATIONS limiting the number of AM stations any one individual or corporation may own are not far distant, Chairman James Lawrence Fly revealed last week before the House Select Committee to Investigate the FCC.

His assertion came in answer to a question by John J. Sirica, Committee general counsel, during inquiry into the sale of WFTL Miami by Ralph A. Horton to Fort Industry Co. In answer to the question: "Is there any rule or regulation that limits the number of AM or standard stations one corporation may own?", Chairman Fly repiled in the negative, then elaborated as follows:

"The Commission has been sensitive to the problem of monopoly and overconcentration of control. I shouldn't be surprised but that at some early date there will be a limitation on the number of stations in the AM field any corporation can own.

Mr. Fly explained that the Fort Industry Co. owns seven stations and that "both big networks own that number, but most of their stations are 50,000 watts." He said

Commission regulations have limited the number of FM stations to six and television outlets to five and added: "There may be something comparable in the AM field." Pressed by Mr. Sirica as to why the FCC set a policy in the FM and television fields and didn't in standard broadcasting, the FCC chairman declared: "Because we got in the FM and television fields in the beginning."

Asked by Rep. Magnuson (D-Wash.), whether the Commission contemplated a curtailment or limiting regulation "in the near future" and whether the FCC had discussed "that subject recently", Chairman Fly asserted: "Yes. The Commission has had some informal discussions when the issue has come up. It came up when the question of CBS divesting itself of the Charlotte station (WBT) was before the Commission. Columbia would have divested itself of the Charlotte station but would have retained a substantial interest and also a substantial interest in Lincoln (KFAB)."

"We have informally discussed something applicable in the AM field, comparable to that in the FM and television fields."

During the noon recess Mr. Fly said that while no definite policy had been set forth by the Commission, there was a general feeling that AM station ownership should be limited to the "present maximum". Pressed further to explain the "present maximum", Mr. Fly said CBS owns eight stations; Fort Industry owns seven, NBC "that number" (NBC owns six stations) the comment of doubt was made when Columbia would want to cut back.

He indicated, however, that the maximum should be based on the present gross number of stations, which would be eight—owned by CBS. He declined to comment as to minority interests, other than to refer to his testimony before the Committee which gave rise to the speculation that Columbia's proposed 46% interest in KFAB Broadcasting Co. was looked upon by the Commission as too big for a minority holding.

"I wouldn't vote now," said Mr. Fly when asked by BROADCASTING for further details. "I'd have to study the situation. The Commission would hold hearings, I presume, and give it serious study before any action is taken.

Fear of Control

"Unless we place a limitation on the number of stations in the AM field, one of these days a handful of big corporations will control radio."

There was speculation that the Commission might be considering limiting the number of stations to be owned to six, in view of Mr. Fly's statement that the AM limit

(Continued on page 67)
The Navy Calls It "Recognized Risk"

The Navy will take a chance on losses . . . if the chance for gain is big enough. In war that seems to pay off.

But there is no need for any risk-taking in Baltimore radio time buying.

You have a safe bet . . . when you choose your station on the three-way basis so many shrewd time buyers are adopting these days. Choose your station on the combination of . . . Coverage, Popularity, Cost-per-listener.

This sound principle proves that W-I-T-H produces more listeners for less money than any of the four other Baltimore stations.

If you have a job to do in this, the 6th largest market of the country, when you choose radio . . . choose W-I-T-H, the successful independent station.

Tom Tinsley, President  
Represented Nationally by Headley-Reed
FCC Hearings on Allocations Expected to Run Full Month

AppearancesFiledby60,Including21FromBroadcastGroups;DailySessionsProbable

WITH THE filing of appearances last week by 60 parties in all phases of radio and communications as well as the 21 broadcast groups represented by their attorneys, the Commission is expected to shape the postwar allocations for all radio services.

While many of the companies did not specify time to be consumed, quick estimates were that the proceedings unquestionably would run through most of October. The hearings probably will be held from 10:30 a.m. to 5 p.m., Mondays through Fridays, with the Commission sitting en banc. Customary practice has been for a luncheon recess between 12:30 and 2.

Entire Spectrum Embraced
Of the 60 appearances, 21 are from groups or interests identified with broadcasting or in related television or FM fields. From the radio standpoint, testimony dealing with the new broadcast services will predominate. Testimony also will come from companies interested in special proposals to extend existing broadcasting band below the present 550 kc limit to provide three additional 10 kc channels (540, 550 and 520). Basic technical evidence will be by the Radio Technical Planning Board, created a year ago by industry groups in cooperation with the FCC, to devise recommended allocations looking toward postwar developments. The entire spectrum, ranging from 10 to 30,000,000 kc, will be covered.

The FCC is expected to issue shortly a statement on the order in which testimony will be heard from groups and the estimated time of appearances. The Commission is shooting for a Dec. 1 deadline in preparing its recommendations in compliance with the sur-gestions of those who believe that plans be whipped into final shape for forthcoming postwar international telecommunications conferences on allocations.

The Commission already has indicated the order in which services will be heard, listing the broadcast services at the top of the 17 different categories to testify. This topical order is shown in the listings of each of the RTBP Panel chairmen [BROADCASTING, Aug. 21]. Approximately 10,000 licenses, as well as other interested groups, are furnishing notices of the proceeding.

The plan is to have the examinations conducted by Charles R. Denny, FCC general counsel, and George P. Adair, chief engineer. It is understood that a technical economic testimony will be offered by the Commission through its own witnesses.

J. Harold Ryan, NAB president, testifying to the question of his board, notified the FCC that NAB would testify on the importance of all broadcast services to the social and economic life of the nation. Witnesses will include Paul F. Peter, research director.

FMC Broadcasters Inc., through Philip G. Loeucks, general counsel, notified the FCC that President Frank Stanton had set forth the following various aspects. His testimony will include estimated requirements for FM broadcasting on a nationwide basis and subsidiary services such as relay, pickup and studio transmis-sion link. Representatives of receiving set manufacturers will offer technical testimony on set design and the problems and financial factors in allocation. This will cover studies made jointly by GE, Stromberg-Carolson, and Zenith. C. M. Philip Luecke, Jr., consultant to the FCC, will testify as chairman of RTBP Panel 5 on FM broadcasting.

Other broadcast groups and their witnesses include:

- CBS: Paul W. Baser, general, standard, FM, television, international broadcast; Frank Stanton, all aspects except international. William R. Godfrey, television, all aspects except international. Peter C. Godfrey, television, relay systems.
- Iowa Broadcasting Co., Des Moines: T. A. Ahl, president; Frank L. Johnson, comptroller, both of radio, and Ballington H. Johnson, comptroller, both of TV, all about allocations.
- Don Lee Network: Lewis Allen Weiss, president; H. C. Koehler, chief engineer, both of radio, and C. E. Allen, chief engineer, both of TV, to testify on FM and television allocations and TV licensees.
- NBC, including RCA, RCA Communications and Radio and Television Law: Thomas E. Harris, vice-president, and Ben R. Aronson, vice-president, both of NBC, with Thomas J. Bruck, distribution manager, and Harry A. Spirko, assistant secretary, both of NBC, to testify on television, radio, and NBC's general requirements.
- TV Broadcasting Assns., through Allen R. D. Bamberger, Chaney, and William J. Skoog, both of RTBP, to testify on TV and FM broadcasters.

No Effect
BTTFP BROADCASTING ● Broadcast Advertising

W. R. G. BAKER, vice-president of General Electric Co., was reelected chairman of the Radio Technical Planning Board for another year, as were all other officers of the organization, at a meeting held last Thursday at the Hotel Biltmore, New York. Meeting, attended by about 35 members, also discussed plans for public presentation of the findings and recommendations of various Panels to the FCC during the allocation hearings that start in Washington on Sept. 28.

Reelected officers, in addition to Mr. Baker: Alfred N. Goldsmith, consulting radio engineer, vice-chairman; Bond Geddes, executive secretary, and A. R. Davis, general counsel; John L. Ellis, treasurer; W. B. Sullivan, assistant secretary, and Mrs. Martha McKenzie, General Electric Co., as-sistant secretary.

Question of RTFP's continuance following the completion of the FCC hearings and the filing of the various reports was on the agenda that even after allocations have been made there will still be room for newcomers, public and private. Those present also agreed that some if not all RTFP panels, particularly those dealing with problems of secondary services to airwaves operating in the higher and lower frequencies which have not as yet been fully explored, go so the RTFP should continue to function during the immediate future at least.

Now Col. Marcy

LT. COL. ALFRED R. MARCY, formerly chief of radio engineering at WABC, New York, and now in charge of radio services at Syracuse, now stationed in Hawaii, has been promoted to Colonel. He was the first member of the WPFL staff to enter the service.

Breakdown of 880 kc Clear Channel Proposed in KGA-Wasner Petition

Breakdown of 880 kc clear channel is proposed in a petition and accompanying application filed with the FCC last week by Maj. Louis Wasner, operator of KHZ, and KGA Spencer, Ill., for a frequency of 880 kc. Section 325 (a) of the Commission's Rules and Regulations is for the petition to request simultaneous nighttime operation by KGA with WABC, CBS key station in New York.

Application also seeks to increase the power of KGA to 50,000 w, but would operate with its present 5000-watts during daytime hours only. It is proposed, and Power at 880 kc, and also at the increased power.

It is also pointed out that under the "duploy" ruling of Sec. 326, the applicant is faced with the necessity of disposing of one of his two stations. License renewal hearings for the two outlets are scheduled for Oct. 10. KHZ is an "N" outlet, while KGA is on the "C".

The modification, to make possible the proposed operation of KGA, involves shifting of the frequency 880 kc from part (a) of Sec. 325 to part (b). Those channels listed in part (a) provide for class I stations, and also "one or more" class II stations operating limited time or daytime only. Part (b) includes both class I and II stations.

here comes
here comes

THE BIGGEST
SHOW
IN TOWN!
Building audience for the strongest line-up of network radio ever offered, the stations of the Columbia Broadcasting System are firing today the opening guns of the strongest campaign of program promotion ever undertaken.

Powerful and novel use of radio itself, as well as of newspapers, of posters and cards and collateral media, combine to present to the American public the most attractive and pressing invitation to head-line entertainment ever offered. The CBS night-time line-up is indeed "The Biggest Show in Town" throughout the United States — and this campaign presents it proudly — urging early and constant listening purely on the merits of its superb entertainment.

The following pages give you a glimpse of the skilfully planned "arms" of the campaign for —

"The Biggest Show in Town!"
Planned “drops.

Approximately dividing promotion equally ten-

break number

Jones drops, in a two news Agency Friday, using Vitamins, Pellets and Pierces’ announcements Smith Bros., Poughkeepsie, which has Smith Bros., Poughkeepsie, a

MOST RADIO campaigns for med-

icines to fortify against cold weather are now under way, with a few starting soon.

Smith Bros., Poughkeepsie, N.Y., in a 26-week campaign for cough drops, starting about Sept. 18 will use one-minute live and transcribed spots, and chain-break announce-

ments on some 100 stations in the Smith Bros. markets throughout the country. Agency is J. D. Tar-

cher Co., New York.

Pierces’ Proprietaries, Buffalo, in a 38-week campaign that started Sept. 5, is using five minute and quarter-hour news programs and one-minute transcribed spin-

announcements on some 120 stations at the rate of approximately six announcements per week for Dr. Pierces’ Favorite Prescription, Vitamins, Peptide and Golden Medical Discovery. Agency is Duane Jones Co., New York.

Grove Active

Grove Labs., St. Louis, which has already started some radio promo-

tion of 4-Wall Tablets, begins its major efforts early in October, using five, ten and quarter-hour news and musical programs on about 100 stations. One-minute live and transcribed spots and chain break announcements at varying intervals will also be used. Tablets are advertised on the Leland Stowe program, Sunday evening, five to eight o’clock, on the blue network. Agency is Donahue & Coe, New York. Product will also be promoted on a new program, Lenny and Ginger, starting Oct. 2, Monday through Friday, 11:55-12 noon, on MBS. Agency on latter show is Russel M. Seeds Co., Chicago.

Pineox 100

PINEX Co., Fort Wayne, Ind. (Pi-

nex cough remedy), will begin spon-

sorship, Oct. 5, of one-minute an-

nouncements, quarter-hour pro-

grams and chain breaks on approxi-

mately 100 stations for 22 weeks. Agency is Russel M. Seeds Co., Chicago.

WHO STOOD up whom apparent-

ly was the post-NAB Executives Con-

ference question on dis-

cussions looking toward a possible fusion of FM Broadcasters Inc., was Matthew C. Preston.

In a letter to BROADCASTING on Sept. 7, Walter J. Damm, presi-

dent of FMDB and directing head of the Milwaukee Journal stations, explained that he had made an enga-

gement with J. Harold Ryan, the Chicago Film Co., and discussed the possi-

ble cooperation between the two trade associations but that Mr. Ryan had failed to appear. His letter to the editor stated:

“In accordance with the resolu-

tion of the Board of Directors of FMDB, adopted at its meeting in Chicago, Ill., on Aug. 28, 1944, ac-

cepting the NAB’s invitation to confer on cooperation between the NAB and FMDB, I arranged with Mr. Ryan that afternoon to meet with him at 5 p.m. on Wednesday, Aug. 30, in my suite at the Ambas-

sador Hotel. I was in my rooms, or within telephone reach in the hotel, from 7:30 p.m. Tuesday until 3 p.m. Thursday. Mr. Ryan did not keep the appointment, nor was any message received cancelling or pcstponing it.”

Call Not Returned

When queried last Tuesday, Mr. Ryan said that he had made an engagement with Mr. Damm but that he could not recall whether it was for Wednesday or Thursday of the War Conference week. He said he had attempted to contact Mr. Damm on Wednesday and had left his name but that the call was not returned. Then, in the helterskelter of War Conference activity, he had no occasion to check again until Thursday afternoon, only to find Mr. Damm had checked out.

Upon his return to Washington Sept. 7, Mr. Ryan declared he had written Mr. Damm in detail assert-

ing he did not know who stood up for the engangement and that if he had been at fault, he desired to apologize. He set forth in his letter the proposal that the respec-

tive spheres of activity of the two

trade groups be explored and pointed out that as long since the same body had a promotional or propaganda aspect, some barrier would be set up toward a total fusion. Mr. Ryan explained that the NAB was equipped to handle overall industry problems and that NAB and FMDB in effect represented two methods of doing the same thing. It was evi-

dent, Mr. Ryan stated last Thurs-

day he had talked with Mr. West-

brook, and had arranged to confer with him in Washington during the al-

location hearings before the FCC, which begins Sept. 28.

Local Pegler Spots

KING FEATURES Syndicate, New York, in releasing promotion ma-

terial on its new columns, Brook Pegler, suggested to 147 newspaper subscribers the use of local spot announcements to promote the column, which made its first appearance for King Features last Monday. In New York, the New York Journal American's last week sponsored six chain-break an-

nouncements for a three-day pe-

riod on each of the following— WEAF WJZ WOR. Placed direct.

Pinex on 100

OPENING of Kansas City offices by John E. Pearson, Co., station representative, effective Oct. 2 was announced last week by John E. Pearson, owner. Owen H. Balch, formerly general manager of KSAL, Kan., will manage the new offices.

IT DIDN'T HAPPEN IN CHICAGO

Failure of Ryan and Damm to Discuss Merger

Charge—Conference Distraction

WEST COAST HOOPER SHOWS SUMMER DIP

C. E. HOOPER Inc., New York, in a report on the Pacific network Hooper ratings for July-August, showed how Top Ten programs, including the list of "Top Ten" programs, followed by Mr. Distret Attorney, in second place, and Creme Doctor, third. The list continues with El-

lery Queen, fourth, followed re-

spectively by Take It or Leave It, Phil Harris, Thanks to Yanks, Mr. & Mrs. North, Your Hit Parade, and Manhattan Merry-Go-Round.

The Hooper rating is down on the last report, and the report of a year ago in average audience, sets-in-use rating is 25.9, down 2.6 from last report, down 0.9 from a year ago; and available audience is 72.3, down 0.8 from last report, down 1.6 from a year ago.

The daytime ratings are as fol-

lows: Audience, 5.6, down 0.1 from last report, down 0.6 from a year ago; sets-in-use rating is 15.9, down 0.6 from last report, down 1.1 from a year ago; available audience, 65.3, down 1.9 from last report, down 2.1 from a year ago.

Consolidated Adds

CONSOLIDATED PRODUCTS Co., Danville, Ill., has announced the addition of four stations to its advertising schedule for promoting sales of Semi-Solid Buttermilk Emulsions. The four new stations are WCCO Minneapolis, KFQX St. Joseph, KFAB Lincoln, and KPAS Pasadena. Agency is R. B. Git-

tins Adv., Minneapolis.

Still Resting From Conference?

HEXED BY HIX! C. E. (Bee) Arney Jr., NAB secretary-treasurer, (reclining) got his inspiration at the NAB Executive Asleep in War Conference from Sid Hix, cartoonist for BROADCASTING, who portrayed the NAB executive asleep on a park bench because the Palmer House had no rooms left [see page 202, Broadcasting, Aug. 25]. Finger pointers are (1 to r) — Leslie L. Johnson, general manager of WHHF Rock Island, Ill., and Al Harrison, radio sales manager, United Press Assns., New York. Reporters have it Arney liked the idea so well he has moved a settee into his office to "catch up" on his rest, after War Conference.
Kraus Advocates Congress on Radio

Says WMCA Plans Coverage As Soon as Made Available

PLANS of WMCA New York to broadcast sessions of Congress as soon as they are made available were disclosed last week in a letter written by Nathan Kraus, president of WMCA, to Sen. Claude Pepper (D-Fla.), supporting his resolution to air Congressional proceedings. The letter, which revealed that Mr. Kraus has tried without success to get permission to broadcast Congressional sessions, concluded that WMCA last November, were sent to the NAB and to station owners throughout the country in an attempt to poll industry opinion on the subject.

Informal station reaction has been against the Pepper plan. Moreover, Speaker Sam Rayburn of the House stated following informal consultations with station owners that he would not have WMCA try to put on the air the debates of Congress, even if they were sent to the NAB and to station owners. He predicted that not a single station would be returned to office at the next election.

Mr. Kraus stated further: "There is no justification for excluding from the radio arguments on which legislators base their decisions. To assert the contrary is to give enemies of the democratic process the opportunity to say that there is something to conceal. Radio can perform no greater service than to bring the deliberations of those who make our laws and guide our national destiny, into every American home."
3. **SPECIAL RADIO “GUEST CRITICS”** — The big-timers—Fred Allen, Kate Smith and Ted Collins, Fanny Brice, Jimmy Durante and Garry Moore, George Burns and Gracie Allen, and others, take turns (in a surprise series of special daily recordings) in telling the audience frankly not about their own programs—but about their friendly rivals on the CBS “Biggest Show in Town.”
Stay tuned to WABC for NEWS, including the all-star global news.
Big 1000-line and 1200-line advertisements to proclaim the best-of-listening for every evening of the week—in over 200 cities and towns throughout the nation—bought and paid for jointly by CBS stations and the Network.

The amazing illustrations are from the pen of the dean of American theatrical illustrators—Al Hirschfield of The New York Times. Composed in the true spirit of big-time entertainment, the advertising sharks tell us that these advertisements will reach new highs in readership. Certainly they’ll make “listenership!”
and throughout the stations and

VIMMS PRESENTS
THE FRANK SINATRA SHOW
WED. AT 9:00 P.M.

THE TEXACO DEALERS PRESENT
THE TEXACO STAR THEATRE
SUNDAY AT 9:30 P.M.

POST'S RAISIN BRAN PRESENTS
ADVENTURES OF THE THIN MAN
FRI. AT 8:30 P.M.

CLAUDIA MORGAN
AND DAVID GOTHARD

BROMO-Seltzer PRESENTS
VOX POP
MON. AT 8:00 P.M.

BROOKE ADAMS
AND NORMAN JORDAN

BROOKE ADAMS
AND NORMAN JORDAN

POST TOASTIES PRESENT
BABY SNOOKS
SUNDAY AT 6:30 P.M.

CLAUDIA MORGAN
AND DAVID GOTHARD

JELL-O AND SANKA COFFEE PRESENT
KATE SMITH
SUNDAY AT 2:00 P.M.

DAVID JORDAN
AND NORMAN JORDAN

CAMELS PRESENT
THE MOORE — DURANTE SHOW
FRI. AT 10:00 P.M.

GARRY MOORE
AND JIMMY DURANTE

COLUMBIA NETWORK:
880

COLUMBIA NETWORK
880

COLUMBIA NETWORK
880

COLUMBIA NETWORK
880

COLUMBIA NETWORK
880

COLUMBIA NETWORK
880
PROGRAM-PRODUCT POSTERS like those shown here in miniature—and postcards reproducing them—are flying out over the land to focus attention, especially at the point-of-sale, to the 70 sponsored products of the brilliant pageant of CBS programs.

"THE BIGGEST SHOW IN TOWN"—tonight and every night.
These stations of the CBS Network

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<th>WADC</th>
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This is CBS...the Columbia Broadcasting System
... so reads the citation which was awarded to WFIL, by The Blue Network, as a result of a recent poll among Advertising Agency Account Executives.

Through the individual stations which comprise it, The Blue Network fulfills its obligations of service to the public and to the advertiser. The network and the stations fine work in acquainting the public with the programs broadcast over their facilities has merited the accolade of all advertisers. While all the stations on The Blue Network have done a magnificent job in the promotion of programs, WFIL is justifiably proud that its work has been cited outstanding.

We feel grateful to The Blue Network and to the advertising agencies using The Blue Network for their clients ... for singling out WFIL for doing a job which we have always felt our duty to perform without any special recognition.

WFIL
560 KC

PHILADELPHIA'S MOST PROGRESSIVE RADIO STATION
TEXT of the letter from George B. Storer, president of Fort Industry Co., to Chairman Leo of the House FCC investigating committee, dated Sept. 11, follows:

Dear Mr. Lee:

In order that the record before your Committee might be full and complete and that the position of the Fort Industry Co. made perfectly clear, I should like to submit the following comments in connection with testimony heretofore taken before your Committee concerning the acquisition of the station by my company of Station WFTL Ft. Lauderdale, Fla.

Was the Price Paid For WFTL Unjustifiable?

The purchase price we offered Mr. Horton was $275,000. He accepted the offer six or seven days before he talked to Mr. Fly in Atlanta. One year and five months have elapsed, and Mr. Horton is still apparently satisfied with the deal. If it feels that he has been unfairly treated in any way, he should advise us and we shall be glad to consider any reasonable request. Up to the time of this hearing, we had not advised of any dissatisfaction with the deal by Mr. Horton but, quite to the contrary, we had been informed that Mr. Horton was most happy to have been relieved of the responsibility in the operation of WFTL, which was verified by his testimony in the present hearing.

The price we offered Mr. Horton, according to his own statement, represented a profit of $25,000, or better than 10% of his investment. At the time we made this offer, WFTL had been operating on a profit of one thousand dollars per week. I think $25,000 profit on such a new enterprise is probably fair.

If the Committee wishes to compare the fairness of our offer with others, suppose they take the case of the deal with Mr. Carl W. Hoffman and Mr. Stephen Vetter. Mr. Hoffman was to advance Mr. Horton $40,000 for which he was to obtain an ownership of 34%. This was on Dec. 19, 1942. In the 19 months since that date, the value of that investment has been authorized for WFTL. According to this, the station on that date was worth $150,000. Three and one-half months later, when Mr. Horton was to receive $25,000 more for his interest, Mr. Hoffman did. Does this look like we were trying to cheat Mr. Horton.

The price we paid was actually above the market value of similar stations when changed hands at or near the same time. Only a few weeks after our purchase of WFTL, or on June 1, 1943, WDSU New Orleans was sold for $200,000. That was a family affair, and, of course, WFTL is in spite of the fact that New Orleans is a city of 500,000 population as contrasted with Miami with a population of 230,000, and WSDU has a substantially more valuable contract, being in the Blue Network.

Upon seeing Mr. Horton here in Washington at this hearing for the first time since the evening of April 6, 1943, I could not help but wish him his very own prosperous and healthy appearance as contrasted with his harass and gaunt condition before we closed on WFTL. Mr. Sirica has endeavored to overcome the idea that WFTL was stolen from his former owners and owner instead of having been purchased for more than $275,000. I wonder if the next investigation of this purchase will possibly be to determine whether we paid more than it was worth and hence were trafficking in Washington. (Deletions from record on objection by Mr. Sirica.)

Was Mr. Horton Deceived on the Validity of the Hoffman-Vetter Contract?

Mr. Horton testified that both Mr. Bennett and myself informed him that it was our opinion the contract between Mr. Horton, Mr. Hoffman and Mr. Vetter, dated Dec. 30, 1942, violated the Communications Act of 1934, as well as the Rules and Regulations of the FCC.

Mr. Sirica has failed to bring out is that my opinion was formed and held in good faith at that time, so far as I am personally concerned, I still believe that the contract in question violated the Act and the Regulations. I, therefore, did not deceive Mr. Horton when I told him that was my opinion.

Did I Use a Priority on the Phone Call of Mr. Horton?

The photostatic records of the telephone company, in the possession of the Select Committee, conclusively show that the call to the Washington office was not a priority call. A photostat of this record is also in my possession.

Any imputation in the press or in the record of this hearing to the contrary is entirely false and completely baseless.

Did We "Breach" the Horton-Vetter-Hamman Contract?

Mr. Sirica has repeatedly referred to our "breaching" the Hoffman-Vetter contract. Actually no such thing occurred. Carl Hoffman loaned Mr. Horton $20,000 and sold him equipment he valued at $18,000, or a total of $38,000. More than six months later, Mr. Hoffman voluntarily surrendered his rights under the contract for $24,000. He made a profit of $10,000. I wouldn't call that "breaching." With respect to Mr. Vetter, the contract of December 1942 was an employment contract, and a bonus contract to reward him with a 10% interest in the station if he did a certain amount of business. In fact, we tried at intervals, from April 1943 to January 1944, to take care of Mr. Vetter, as Mr. Horton says I agreed to do. But Mr. Vetter's conditions were so off-orthant that we were unable to agree. However, on Jan. 12, 1944, we did come to an agreement with Mr. Vetter to employ him for five years on exactly the same terms as had Mr. Horton, and to give him the exact money equivalent of a 10% ownership in the station. I would call that "breaching" Mr. Vetter's contract.

As a matter of fact, we agreed to pay Mr. Vetter $16,700 over and above what Mr. Horton agreed to receive.

My conscience is entirely clear of any misdeeds in this matter; and I would wholeheartedly advise the incorporation of this letter in the record.

New Advertisers Start Commercial Video Show:

FASHION FROCKS Inc., Cincinnati, last week presented its first television program on WABD New York, the DuMont station. Powers models displayed 15 dresses, with Helen Lewis as announcer. RKO Television Corp., New York, produced the program for Keeler & Stites Co., Cincinnati, with Thomas Hutchinson, producer and William Sautler, director.

Another advertiser experimenting with television on WABD is Felix Tausend & Sons, New York, manufacturers of Cel-O-sheen tablecloths. Tausend, Oct. 8, will present The Savoy Opera Guild in Gilbert and Sullivan's Trial by Jury. The "commercial" will show glass, china and silverware from Black Star & Garmant, New York, displayed on Cel-O-sheen tablecloths. Program will be produced and directed by Norman D. Waters & Associates, New York, assisted by the Television Workshop.

Vogue Foundation Plans

VOGUE FOUNDATIONS Inc., Newark, is launching a spot radio campaign on five or six eastern and midwest stations using women's participation programs from three to five times weekly. Drive started Sept. 18 in WMAL Washington, and was to begin Sept. 18 on WCAT Philadelphia, WNAC Boston and WTAM Cleveland, with plans to extend to Chicago and Buffalo if time availabilities can be secured. Commercial copy, prepared in joint conference, will be available in two styles, aiming to build up "Vogue Foundations" as a brand name. With only limited stock of corsets and brassiers available, promotion is limited to general descriptions, with no mention of price. Listeners are offered tips on what to look for in purchasing foundations. Agency is Williams Adv., New York.

TO ADVERTISERS WHO ARE LOOKING

Most marketing experts agree that the South is now the nation's greatest "area of opportunity." If you feel that's true in your industry, we suggest you consider South Carolina as a starting point.

South Carolina is easy to cover. One station—WIS at Columbia—reaches virtually the entire state, daytime. The WIS service area has 74% more radio homes than New Orleans, 185% more than Atlanta, 208% more than Birmingham.

We'd welcome an opportunity to tell you how and why this 5000-watt station, at 560 KC, has a stronger signal (actually delivers more microvolts) over a larger area than is possible even to many 50,000-watt stations. Drop us a line—or ask Free & Peters.

MORE RADIO HOMES HERE THAN IN ANY SOUTHERN CITY

WIS
COLUMBIA
SOUTH CAROLINA
5000 WATTS • 560 KC
FREE & PETERS, Inc., National Representatives

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Denver Delivers

Five and a Half Tons of Spending Money Daily

- Denver's biggest money-making concern, the United States mint, broke all previous records in coin production for the fiscal year ended June 30, 1944. Average daily production was five and a half tons and during the year stamped out 453,338,600 separate coins of all sizes, from half dollars to pennies.

Denver is frequently called "The Little Capital of the United States". Next to Washington, D.C., Denver is one of the principal administrative centers of the United States with 185 offices of departments, bureaus and divisions of the government which are on a permanent basis, representing all the departments whose heads are members of the President's Cabinet except State.

The Denver Mint, therefore, is just one of the government activities in this area which before the war employed 11,550 persons, who with several thousand additional employees in federal agencies with wartime and post-war functions will continue to have jobs and buying power when peace comes.

COLORADO FARMERS are having one of their best years in history. Cash receipts from farm marketings during the first 5 months of 1944 were 25% greater than during the same period in 1943.

SEVENTY-TWO-YEAR-OLD Colorado Fuel & Iron Company at Pueblo, up to the war the largest producer of coal and steel west of the Mississippi, is today turning out the greatest volume of products and byproducts for war and civilian needs in its history.

THE CONTINUED PROSPERITY of Colorado's farmers, miners and industrial workers is reflected in Colorado's retail sales, up 6% the first six months of this year; and Denver's bank debits, up 12% during the same period.

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

Represented by
THE KATZ AGENCY
Jenkins Tells Executives of Agencies
Story of KSTP Promotion Campaign

THE STORY of the promotion campaign conducted by KSTP Minneapolis-St. Paul to effect the best possible audience relations, dealer relations and civic relations for the station and its advertisers, was presented by Ray C. Jenkins, KSTP commercial manager, to about 100 advertising agency radio executives at luncheon meetings held last Tuesday and Wednesday at the Hotel Ambassador, New York.

Farm Coverage
In addition to the daily program listings in the Twin City newspapers, KSTP uses two-column by eight-inch space daily to promote special programs, Mr. Jenkins reported. Other city promotion includes movie trailers, posters, billboards, car cards, window displays, participation in civic events, cooperation with civic, church and fraternal organizations.

In the station's rural areas, advertising is run in 344 country newspapers, a Farm Forum appears in paid space in 81 farm journals and 40 papers carry a column on the KSTP Sunset Barn Dance, while the station's farm director has a column in farm magazines. KSTP has exhibits at state and county fairs; its Barn Dance troupe has made personal appearances; the farm service director distributes memo pads listing the station's farm programs. A "Family Album," issued last spring, was purchased by 12,000 people who sent dimes to KSTP as a result of eight one-minute announcements.

For its advertisers, KSTP has developed what it calls "Planalyzed Promotion," individual direct mail campaigns to jobbers, dealers and distributors, each designed in accordance with the distribution problems of the particular advertiser. Lever Bros., General Mills, Procter & Gamble Co., Colgate-Palmolive-Peet are among those who have praised the system.

KPLM Transfer Sought

VOLUNTARY assignment of license of KPLM Minot, N. D. from John B. Cooley, sole owner, to a partnership composed of Mr. Cooley, Ethel H. Cooley and Carroll W. Baker, was requested in an application filed with the FCC last week. Purpose of the shift, according to the application, is to insure continuation in case of the death of Mr. Cooley. No money is involved in the transaction, but "valuable consideration" was given in application instead. Mr. Cooley holds major interest (80%) in the partnership, Minot Broadcasting Co., while remaining share is equally divided between E. B. Cooley, commercial manager of KPLM, and C. W. Baker, chief engineer.

ARE YOU LISTENIN'? -

W. S. X.

NASHVILLE people listen to W S I X. Surveys prove how much more they listen morning and afternoon.

W S I X's listening area closely parallels the true trading area of Nashville — marketing, distributing and shipping center of a wealthy market. Within W S I X's Primary Area live 803,981 people (1940 census) who transacted a total retail business of $200,589,000 for the year ending 9-30-43 (Sales Management). W S I X'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 W S I X.

The top network programs in news and entertainment are skimmed from BLUE and MUTUAL for W S I X broadcasts — no wonder Nashville listens!

THE KATZ AGENCY, National Representatives
People live in one world, yet always seek another. When they hear of new things, they want to taste them, feel them, see them, have them!

The story of a good product, well told via radio, will create desires... lead to trial buys. It is thus that the difficult hump between seller and buyer is leveled, and in the quickest possible way. From then on, it's up to the product, and makers of good products welcome this sort of situation.

Manufacturers and distributors of consumer-goods will find, in the stations of Westinghouse, a most efficient present and post-war sales-force... an irresistible force... that moves objects off shelves and into homes.

Through Westinghouse stations, you can broadcast the story of your product to five great consumer-groups... our audiences in the marketing-areas of Boston, Springfield, Philadelphia, Pittsburgh, and Fort Wayne. See NBC Spot Sales for available time.

WESTINGHOUSE RADIO STATIONS Inc.

KYW • KDKA • WBZ • WBZA • WOWO • WGL
F RANK LEE Hat Co., Danbury, sponsor of Dale Carnegie in Little Known Facts About Well-Known People on 30 Mutual stations, Thursday 10-15-10:30 p.m., in a series of weekly ads in station cities during September calls attention to the personality to be discussed the same night. Local dealers receive the preceding Monday postcard editions of the newspaper ads, with the request to feature in their stores the hats to be highlighted on the program. Lee has just released the third in a series of portrait-and-poem store displays, built around prominent personalities discussed on the programs. Deviating from the customary highlighting of station, product, program and broadcast-time in program merchandising, Lee mentions these details inconspicuously in small print at the bottom of the promotion piece which measures about 16 by 8 inches.

**NEW SPENDABLE INCOME**

From this tri-state area comprising parts of Texas, Arkansas and Louisiana comes one-fifth of the nation’s supply of oil and the second largest supply of natural gas. Increased activity in the exploration, drilling and production of this resource has meant increased spendable incomes for the people of this area. The most effective means of influencing the buying habits of these people is to place your advertising message on powerful, 50,000-watt KWKH.

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**KXOK Booklet**

LATEST sales brochure of KXOK St. Louis presents coverage data: listings of local advertisers and Blue Network and national spot advertisers; briefs of civic activities, promotion activities and talent, in addition to tabulations showing counties covered with number of families in each, retail sales and other data of interest to the radio advertiser. Illustrated and loose-leaf bound in heavy buckram, it was prepared by M. Medaris, promotion manager of KXOK and the St. Louis church owned and operates the 5,000 w outlet.

**KGER Brochure**

LATEST promotion piece of KGER Long Beach, Cal, singles out the California warworkers as typical of the “1,000,000 or more ‘ordinary guys’—men and women—who live in Los Angeles and Long Beach” and who spend part of their leisure time listening to the radio. Brochure defines KGER as “the people’s station” and shows a war worker, carrying full dinner pail, with copy stating that KGER is the “ONE Southern California Station made for folks like Joe!”

**WIBW Token Holder**

LATEST promotion piece of WIBW Topeka, Kan., is a cardboard mailing piece, done in four colors, with a handy ration token holder attached. Copy says, “To keep your ration point checks quickly available, use this handy token holder; to keep your Kansas sales volume on the increase, hire WIBW.” A return postal attaches brings current availabilities, a copy of the “Kansas Radio Audience for 1944,” and extra token holders if desired.

**Health Week**

ANNUAL “Health Week” sponsored by 73 advertisers in the drug field and conducted by Drug Topics, trade publication, will be titled “National Health Aid Week” this year, Oct. 6-16, and will be promoted through the radio programs of the participating firms, about 90% of which use radio. Appropriate spot announcements are being offered to drug advertisers, and to individual network outlets by Drug Topics.

**CBC Booklet**

A BOOKLET outlining the school broadcasts for the 1944-45 school year has been published by the Canadian Broadcasting Corp., titled Young Canada Listens. The 52-page booklet gives the full program of school broadcasts, hints on proper reception, and a contest for teachers for a dramatized version of Robert Louis Stevenson’s Black Arrow.

**KVOA War Maps**

MAMMOTH maps bearing the legend “Keep Tuned to KVOA for Complete War News” have been set up in one of the leading Tucson, Ariz., stores with the catch phrase “Watch the Allies Squeeze the Axis.” Maps are changed daily to show advances on all fronts. One map shows the European theatre, the other the Asiatic.

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**Ticket Office Promotion**

CORNER window of the downtown ticket office of the Louisville & Nashville and N. C. & St. L. railroads is being used for promotion by WLAC Nashville. Station maintains a billboard arrangement in the window with publicity “stills” of leading programs.

**News Schedule**

TO THOSE requesting tickets to NBC broadcasts at Radio City goes a complete schedule of news programs heard on WEAF, NBC’s New York affiliate. Schedule is printed on an easel-type desk piece 12 by 3 inches.

**News Coverage History**

HISTORY of NBC’s news coverage from 1931 through June 6, 1944, is related in text and pictures in a 176-page volume published in a limited edition by the network’s promotion department under the supervision of Charles P. Hammond, director of advertising and promotion. Book is titled The Fourth Chime, from the extra note added to the three-chime NBC signature to summon operating and executive news personnel to their posts in time of emergency, a signal first used at the time of the Hindenburg disaster in 1937.
WHY PORTLAND, OREGON PEOPLE PREFER KGW

MAYOR EARL RILEY OF PORTLAND

SAYS: “In all of Portland’s many projects for the happiness and well-being of servicemen and women, KGW has played a leading part. We are grateful for the many fine examples of co-operation with Portland’s own George A. White Servicemen’s Center. The KGW broadcasts there always rate high in entertainment with the boys. By publicizing the Center in public service programs, KGW helps immeasurably in the recruitment of volunteers, without whose hard-working help the servicemen’s snack bar wouldn’t be the success it is.”

Scenes from Portland’s George A. White Service Center, reproduced on this page, indicate very inadequately the extent of the activities of this popular local “canteen”. And, as usual, the KGW staff is “in there”, putting a capable, collective shoulder to the wheel to help keep the Center going. By KGW standards public service programs must be interesting, entertaining and constructive.

Affiliated with the National Broadcasting Co.
Represented nationally by Edward Petry & Co., Inc.
COLUMBUS BOYS' CHOIR will present concerts of popular, classical and religious music in a weekly quarter-hour series to be heard on Mutual from WHKC Columbus beginning Oct. 1.

IN COOPERATION with the fashion department of the 5 & 10 Times, present work for the Union and George Sutherland, Desert News editor, an aggressive advertising campaign will be begun Sept. 18.

KUTA Salt Lake City and five other Utah stations have granted to the KUTA Salt Lake City and five other Utah stations have granted to the KUTA Salt Lake City and five other Utah stations have granted to the KUTA Salt Lake City and five other Utah stations have granted to the KUTA Salt Lake City and five other Utah stations have granted to the KUTA Salt Lake City and five other Utah stations have granted to the KUTA Salt Lake City and five other Utah stations have granted to the KUTA Salt Lake City and five other Utah stations have granted to the KUTA Salt Lake City and five other Utah stations have granted to the KUTA Salt Lake City and five other Utah stations have granted to the KUTA Salt Lake City and five other Utah stations have granted to the KUTA Salt Lake City and five other Utah stations have granted to the KUTA Salt Lake City and five other Utah stations have granted to the KUTA Salt Lake City and five other Utah stations have granted to the KUTA Salt Lake City and five other Utah stations have granted to the KUTA Salt Lake City and five other Utah stations have granted to the KUTA Salt Lake City and five other Utah stations have granted to the KUTA Salt Lake City and five other Utah stations have granted to the KUTA Salt Lake City and five other Utah stations have granted to the KUTA Salt Lake City and five other Utah stations have granted to the

Blue Demonstration DEMONSTRATION of radio's worldwide news-gathering facilities was given Sept. 13 before the Washington Rotary Club by the Blue network. Correspondents were brought in from Belgium, Pearl Harbor and Chungking. Carl Godwin, Blue commentator, introduced the correspondents with Jack Edmonds, program director of WAM Washington, in charge of production.

KFBK Chervine, Wy. has arranged for 21 play-by-play football broadcasts this fall. The 11 game Ft. Warne schedule will be aired as well as cons. with Great Lakes, Iowa Preliminary and the 2nd Air Force.

YORK City's postwar program to provide jobs for 250,000 persons will be described on WNYC New York's municipal station in a series of half-hour broadcasts Peck Time Jobs, beginning Sept. 19. Series will be in cooperation with the New York City Planning Commission. City officials will review plans for new schools and other projects, while Mayor Fiorello H. La Guardia will summarize the entire project in final broadcast Oct. 27.

JUNE's volume, distributed in all the leading hotels. The Hotelier has arranged a service for out-of-town hotel guests who want tickets to broadcasts, by publishing a list of tickets available to visitors and where tickets can be procured.

WOWO Ft. Wayne in celebration of invasion of German soil by American troops presented a program reviewing briefly World War II up to the last minute bulletin.

KBS Coverage Brochure KEYSTONE Broadcasting System discloses the results of a survey of listening by E. E. Hoover Inc., New York, in 15 cities having KBS stations in a national series on the cover campaign poster with the words 'Elected: Local Favorites Win In Hoover Poll.'
RACY is our business...

IN WAR... IN PEACE

Through D-Days into V-Days... Our Unchanging Production Watchword and Workword is ACCURACY... PRECISION to help speed the end of war... EXACTNESS to help point the way to and plan for THINGS TO COME... Expansion, Perfection, New Performance in the Industry that Promises Unlimited Progress in Peace.

WHEN YOU ARE READY, there is time now... though closely prescribed... for CRECO to Prepare a Limited Number of Standard, FM and Television Applications.

PROJECTED PRECISION
Machine Multiple Lapping of Quartz Crystal Blanks to Within 15 hrs. of Finished Frequency and Flat to .0002 in.

Write, Wire or Call
COMMERCIAL RADIO EQUIPMENT COMPANY

EVENING STAR BLDG.
WASHINGTON, D. C.

EVERETT L. DILLARD, General Manager
PORTER BLDG.
KANSAS CITY, MO.

"BE SURE OF TOMORROW... BUY WAR BONDS TODAY"

BROADCASTING • Broadcast Advertising

SEPTEMBER 18, 1944 • PAGE 37
Received 53,000 pieces of mail. ● Addressed in person nearly 500,000 persons, including 56,000 persons within 3 days, and a single audience of 18,000. ● Public appearances booked as far in advance as Christmas week of 1944. ● Receives mail every week from an average of 21 states. ● Trained more than 100,000 persons for stage and radio. ● Called by "Billboard", "The most remarkable woman in America in her line of work". ● Rates Who's Who, Women of the Nation, and the International Blue Book.
WOMEN'S PROGRAM DIRECTOR

VICKY

WOMEN'S PROGRAM DIRECTOR

3 YEARS 6 DAYS WEEKLY

50,000 WATTS CBS
Radio's 'V-Day' Task

THE END of Nazism is in sight. Allied armies are on German soil. Unconditional surrender is ahead. Elaborate plans are being made for "V-Day." Broadcasters, ever alert, will herald the event on traditional split-second schedule. There will be clanging of bells, shrieking of sirens, parades, confetti and ticker-tape snowing down on Wall Street.

That's the story we pick up in the daily news reports. But isn't it all premature. Victory in Europe and the crushing defeat of the Nazi tyrant is inevitable. Yet it is but half the job. There's still the Jap. Several million American arms in the Pacific theaters, wallowing in swamps, in steaming jungles, on the seas, in the air ... all in relentless pursuit of the Jap.

Is the war over for them? Is it their V-Day? This anomalous situation—the first in world history—calls for restraint. A duty devolves upon the broadcaster. Those with fighting sons or husbands or brothers in the European theatre will have reason to rejoice when the firing ceases. But those with kin in the Pacific, will still look to that other day ahead.

The broadcaster can't go all out. He must keep in clear view the other war. Broadcasters have met all other war crises, and they'll meet this one.

Justice James F. Byrnes, director of War Mobilization, last week, in his report to the President on return to civilian production when Germany surrenders, made the most cogent suggestion we have yet seen to distinguish between victory in Europe and in the Pacific. He coined the phrase "V-End Day" to denote victory over the Jap.

That makes good, simple sense. Broadcasters should put the quietus on V-End Day as a symbol of total victory. Rather, all America should observe the occasion by praying for a speedy V-J Day.

Ho Hum!

PICK UP almost any issue of Editor & Publisher and you'll find (usually on the editorial page) some blistering blast against radio. Often there is a challenge—to radio or to this journal.

The latest decries "pig-in-the-poke" buying of radio time. It alludes to the recent WPB statement that 28% of all American radios have needed repairs this year, and 15% won't work at all. It calls upon radio promptly to reduce its rates by 15%.

Editor & Publisher, of radio, turns Biblical and avers: "Ears have they and hear not." To which we are constrained to rejoin: "Eyes have they but see not." As we read the WPB statement, 85% of the owners reported that they had sets in working order. Only 5% of the homes reported they had none working. More than half of the 28% which reported sets in need of repair since the first of the year said they had no difficulty whatever in getting repairs.

What wasn't said was that nearly half of the nations radio homes have more than one set, and that No. 2 set may be giving service.

Then there was overlooked, unwittingly or not, the Census Bureau-OCR estimates on radio homes. In April 1940—when the decennial census was made, there were 30,800,000 radio homes. Last April the official estimate was 33,716,400 radio homes—a figure which more than offsets the 8% of homes without working radios.

Radio hasn't attempted, business-wise, to capitalize on the misfortunes ascribed to the war. Newspaper accounts haven't been railed because of paper rationing. Nor have rates been boosted because of demand for time.

Advertisers measure media by results. In the Aug. 7 Broadcasting there appeared a breakdown of expenditures for 1943 by the 100 leading national advertisers. Their wisdom won't be questioned. Of $298,477,527 spent for all media, the four major networks alone received for time and facilities $126,097,816. Magazines (including American Weekly and This Week) received $103,185,268, and newspapers $61,299,500.

So without working up our blood-pressure in these hectic, swelling days, we opine: "Nothing succeeds like success."

SWORDS will be forged into plough-shares when Germany collapses. Much of the tremendous plant capacity now being used for radio and electronics manufacture will be converted to civilian production. With no allocations yet fixed for FM and television, some manufacturers plan to turn out sets of pre-Pearl Harbor vintage, using the same dies, jigs and circuits. Something should be done, lest the market be glutted with cigar-box, one-purpose sets.

Let's Tell 'Em

"WE FOUND a lot of lack of interest in legislation in Congress." Thus did Don S. Elias, of WWNC Asheville, N. C., chairman of the NAB Legislative Committee, explain to the NAB annual convention in Chicago one of the potent reasons why the White-Wheeler Bill (S-814) was shelved. Only a few knew what radio was all about, except that when one didn't like a particular program a flick of the dial brought in something else.

But radio has a million friends and the public relations job necessary if it is to have legislation keeping with the times. The Legislative Committee plans to circularize NAB members, giving each an armful of verbal ammunition to fire away at Senators and Representatives on the why of broadcasting. Every NAB member is asked to keep his respective Senators and Representatives informed.

With radio on the threshold of its greatest expansion—into television, FM and facsimile—there arises even greater need for legislation replacing the obsolescent Communications Act of 1934 as amended, which embodies provisions of the Gold Radio Act of 1927.

Chairman Burton K. Wheeler (D-Mont.) of the Senate Interstate Commerce Committee, and Rep. Wallace H. White Jr. (R-Me.), acting Minority Leader, know the need for legislation. So does Rep. Clarence F. Lea (D-Cal.), chairman of the House Interstate & Foreign Commerce Committee. But by and large the members of Congress haven't been as close to communications as these three stalwarts and a few others. They just haven't been told.

LT. COMDR. JOHN HARRISON HARTLEY

TEAMWORK is the watchword in the successful career of Lt. Comdr. John Harrison Hartley, USNR, just arrived in Chicago to supervise radio and news facilities on the staff of Adm. Chester W. Nimitz, USN, commander-in-Chief, U.S. Pacific Fleet and Pacific Ocean Areas.

Teamwork is second nature to Jack Hartley. By coincidence and the fortunes of war the original team of Schechter, Hartley & Feldman, long known as the Navy news special events battery, once more will be working together in the Pacific. Maj. A. Schechter,AAF, former NBC director of news and special events, is radio officer on the staff of Gen. Douglas MacArthur in the South Pacific. Comdr. Hartley, his former assistant at NBC, has been detailed the added duty of setting up radio facilities to expedite news from the Central Pacific [BROADCAST Aug. 28]. Arthur Feldman, who became Schechter's assistant at NBC when Jack in 1941 for Navy service, has just arrived in the Southwest Pacific as Blue Network correspondent [BROADCAST, Sept. 11].

The Radio Section of the Navy's Office of Public Relations, of which Comdr. Hartley Officer-in-Charge, has been recognized in broadcasting circles as one of the smooth-running, most efficient agencies of Government. Attesting to Comdr. Hartley's ability is his new assignment, in which he will supervise radio relations and radio news from the area commanded by Adm. Nimitz.

Jack came up the hard way. Son of Capt. James William and Emma Ford Hartley, he was born June 1, 1910, in Barrow-in-Furness, Lancashire, England. His father, a British merchant marine officer, came to America during World War I to become marine superintendent of the Barber Steamship Line. On Jan. 19, 1919, Capt. Hartley's family, including young Jack, arrived in the U. S. aboard a ship that brought back American soldiers from Europe.

Jack immediately enrolled in the Brooklyn Model School, a model school for the Maxwell Training School for Teachers. He attended Brooklyn Technical high school and later entered Brooklyn Polytechnical Institute night school. His father's death, however, on March 10, 1931, cut short his college education after almost a year and Jack went to work on a fulltime basis.

Meantime the call of the sea was in his blood. Besides he needed extra money, so in his high school days Jack went to sea every (Continued on page 42)
NORTH CAROLINA
IS THE SOUTH'S
No. 1 STATE . . .

IN AGRICULTURE
NORTH CAROLINA
AVERAGE OF NINE OTHER SOUTHERN STATES
$221.8 (MILLIONS)
$133.3 (MILLIONS)

IN INDUSTRY
NORTH CAROLINA
AVERAGE OF NINE OTHER SOUTHERN STATES
$1,420.6 (MILLIONS)
$536.5 (MILLIONS)

WPTF
IS NORTH CAROLINA'S
No. 1 SALESMAN

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

WPTF • RALEIGH
FREE & PETERS, INC., NATIONAL REPRESENTATIVES
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%)*

*I NBC Tel of 412 Cities 
*Ross Federal Survey

IT TAKES A

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

FIRST IN DENVER
KO A
50,000 watts
Represented Nationality
by NBC Spot Sales
America's No. 1 Network

Page 44 • September 18, 1944

Ross Federal Survey

IT TAKES THE striking power of a
THUNDERBOLT to harness the
LUFTWAFFE!

Beaton Directs KWKK
WILLIAM J. BEATON, account executive of KMPC Hollywood, has been appointed general manager of KWKK Pasadena, Cal. He succeeds Howard Tulis, who resigned to form his own advertising agency. Prior to joining KMPC at Mr. Beaton was with advertising and promotion departments of various Los Angeles newspapers.

Mr. Beaton

Barney Craigston, for six years broker for producers of syndicated radio programs, Sept. 20 will join the Blue Network as a salesman in the cooperative program department, following his discharge the preceding day as a lieutenant in the Army Air

Barney Craigston

Plane. Mr. Craigston will contact national and regional spot advertisers, turning over all orders to Blue stations and their representatives.

Alber t Fink and Oliver Miller former members of the sales staff at WFW Cleveland. Both formerly had been associated with Standard Brands.

Charles E. Wilson, former vice-chairman of the WBP, has been elected president and a director of General Electric Co. He had held that post from January 1940 to September 1942, when he was called to Washington by the President. Mr. Wilson succeeds Gerard Swope, resigned. Owen D. Young, chairman of the board, has also resigned.

William Pabst, who resigned two years ago as manager of KFRC San Francisco to accept a commission as a lieutenant in the Navy, resumed his duties this week as station manager. Dan Donnelly, who has been acting manager during Mr. Pabst's absence, becomes assistant manager.

Harvey Freeman has been appointed manager of the WDBO Orlando, replacing Ted Morrow who has joined the Toronto office of National Advertising Sales. Al Asp, who joined Columbus Recording in December 1940 as manager of advertising production, will serve as production manager in addition to his new duties.

Mrs. George Fielding Eliot, radio chairman for the Women's As- 

MRS. GEORGE FIELDING ELIOT, 
radio chairman for the Women's As- 

Committee on Victory and Lasting Peace, former assistant to Margarete Cuthbert, NBC director of women's activities, has been named chairman of the New York committee for the George Foster Peabody Awards. Her husband is a CBS news analyst.

Dorothy Lewis, coordinator of listener activity of the NAB, has been appointed to serve on the women's civilian committee of the Women's Army Corps.

CHET SUTHERLAND has joined the sales staff of CJKL Kirklan Lakes, Ont.

Joseph D. Mackin, general manager of WHAM Marinette, Wis., is the father of a boy.

IRVIN G. ABELOFF, program service manager of WBV, Richmond, Va., has received the Service Citation of Merit from the Commonwealth of Virginia "in grateful appreciation of the volunteer services in civilian defense."

Edmund Pilla has been added to the announcing staff of WOR Boston, replacing John Adams, now in the Navy.

William Farris, announcer, formerly of WTAG Worcester, has joined WOR.

M. Wayland Fullington, former assistant manager of KBBC Springfield, Mo., has joined WOTO Springfield, Mo., as promotion director, and Radiosark Enterprises transcription division, Springfield, Mo., as manager.

Nancy Hanbury has joined the announcing staff of CBC Toronto.

Gordon Howard, Toronto, formerly with Viacom & Benson, Toronto agency, is now freelancing.

Judson Bernard, formerly with NBC and CBS, New York, has been released from the Canadian Army and is now in Toronto.

Ronald Grant, released from the Royal Canadian Air Force, has joined CFRB Toronto as announcer replacing Lloyd O'Neal, who has joined the Canadian Army.

Taff Ford, former announcer, has joined the CFRB Toronto announcer staff.

Fred Harper, announcer at WLW Cincinnati, is the father of a boy.

Fern H. Storer has joined WFCY Cincinnati as food expert, replacing Sylvia Brown.

Pvt. Bruce MacDonald, former news editor at WJW Cleveland, has finished his basic training and begun a training course in teleotyping and cryptography.

John W. Steele, newsreader and announcer, has joined WFAA-KKGO Dallas.

Gene Hurley, script writer, has joined the continuity staff of WNEW New York.

Richard Karp, for the past six years a member of the Pittsburgh Symphony Orchestra, has joined the production department of KDKA Pittsburgh.
THERE'S MANY A REASON
for WMFM's popularity

By combining the qualities that Milwaukee and Wisconsin listeners have always wanted, WMFM has established itself as Wisconsin's prestige-building, sales-promoting station.

Take High Fidelity, for example. WMFM's superb FM equipment brings a warmth, a realism that is far in advance of standard radio. Along with higher fidelity comes the welcome relief from static and interference. WMFM listeners are happy about their freedom from disrupting crackles and fading.

The outstanding WMFM programming further enhances the inherent advantage of FM. From the WMFM studios in Milwaukee's ultra-modern Radio City comes a sound, well-planned schedule that features better programs, keyed to the wants and needs of the community.

WMFM has everything that a radio listener wants. And WMFM has the formula that wise advertisers are taking advantage of.

When considering the Wisconsin market, you must consider WMFM. Plan now to include WMFM in your fall schedule.

WMFM
THE MILWAUKEE JOURNAL FM STATION
Our Respects to
(Continued from page 40)

summer during 1925-27, first as deck boy and working his way up to petty officer. He made 17 trips to England in those three summers.

In 1927 Jack got a job with the New York Telephone Co., working 4 to midnight while in school from 9 a.m. to 3 p.m. After two years he went to NBC as assistant receiving set supervisor. In those days NBC provided receiving sets to clients and business contacts. It was Jack's job to help install them and keep them operating.

Then came a promotion at NBC. Jack Hartley was detailed to maintenance and construction in the engineering department. In 1932 he was made building maintenance supervisor, having charge of all mechanical maintenance except broadcasting equipment. After handling a good part of the NBC move to Radio City, Rockefeller Center, in 1934, Jack went after a bigger job. The assistant director of special events left in March 1935 and Jack asked for the post. He got it.

Three months later the news and special events departments were consolidated under Abe Schechter and Jack was named assistant director. Art Feldman joined the staff as assistant to Hartley.

In the Navy
Came the war clouds over Europe and finally the war in September 1939. Seven months later Jack Hartley, believing that eventually the U. S. might become involved, applied for a commission in the Naval Reserve and was commissioned lieutenant (junior grade).

When the Navy Dept. Office of Public Relations began to expand and a Radio Section was created with Lt. Comdr. Norvelle Sharpe as chief, Jack Hartley was offered the post of assistant. The late Secretary of the Navy Frank Knox held, however, that Hartley could serve better as a civilian than as a junior officer, so he resigned his commission and on June 2, 1941, joined the Radio Section as a civilian.

The following Dec. 8 Comdr. Sharpe was transferred to the Welfare and Recreation Division, Bureau of Naval Personnel, where he later was made a full commander. Mr. Hartley became chief of the Radio Section and served in that capacity as a civilian until March of this year when he was re-commissioned and ordered to active duty as Officer-in-Charge.

Even though his rank is that of a lieutenant commander, Jack dislikes being called "commander", explaining: "A commander should be qualified to command a ship. I'm not."

Whether or not he can command a vessel, his command of the Radio Section is not a controversial issue among the network and station news, program and special events personnel. They'll tell you Skipper Hartley knows his radio.

On his Radio Section team are Lt. Comdr. Charles Dillon, USNR, executive officer and former radio director of the American Red Cross; Lt. Marvin F. Royston, engineering officer, formerly with NBC and presently on leave from the Blue; Chief Warrant Officer Joseph E. McCormack, USNR, assistant to the engineering officer; Lt. Hazel Kenyon Markel, (WR) USNR, WAVES and women's activities liaison officer and former educational director of KIRO-OBS Seattle; L. (j.g.) Caroline E. Robbins, (WR) USNR, administrative officer; Radio Tech. 1/c Charles Chrismom.

Versatile
In the New York branch office at 680 Fifth Ave., are: Lt. Thayer Cumings, USNR, Officer-in-Charge, formerly of BEDO; Lt. Armand S. Deutsch, USNR, assistant, who in civilian life was with McKee & Allen, Philadelphia; Lt. Patricia A. Vina Merrick, (WR) USNR, assistant and liaison officer for WAVES and women's activities.

With Comdr. Hartley in the Pacific are Lt. James C. Shattuck, USNR, who will head a station in Guam; Lt. Royston and Radio Tech. Chrismom. Comdr. Hartley is supervising installations and start of the service from Guam and Pearl Harbor. Lt. Shattuck, recently back from Europe, was commended by Adm. Harold R. Stark, USN, Commander, U. S. Naval Forces in Europe, for his "planning and execution of radio coverage" of the Normandy invasion [Broadcasting, Sept. 4].

Comdr. Hartley's career has been one of variety. In addition to his seafaring, technical and radio experiences, he is a musician. While living in Brooklyn he was assistant organist at St. Bartholomew's Protestant Episcopal Church, known as Brooklyn's "little church around the corner." When he went to Washington he sang bass-baritone in the choir of the Washington National Cathedral of Sts. Peter & Paul. His last service there was the consecration of Bishop Angus Dun as head of the Episcopal Church in Washington.

On Aug. 9, 1941, Comdr. Hartley married Maxine Winifred Cook, then assistant drama editor of the New York World-Telegram and daughter of Max B. Cook, promotion and aviation editor of Scripps-Howard Newspapers. On Oct. 9, 1942, Maxine and Jack became the parents of twins, James William and Mary Anne. During his absence overseas his family will visit relatives in Sarasota, Fl. As for the Navy, Comdr. Hartley had ideas about living in station's capital, so he took a Washington boxing glove enjoys boxing), golf club tennis equipment. But, to him, "They're still in the ment, unused. I haven't the recreation. If the office has me going in circles, there have"

Comdr. Hartley paints any idea that he's a "neat man" for, he explained, the Section is so organized "should I drop dead, Charlie can take charge. If he's a Hazel Markel can take over", so on down the line. Our whole operations is to facilitate coverage of the Navy by radio, not to do it ourselves. Our job is to serve the industry."

To that end the Washington and New York offices have three scheduled telephone calls daily over Navy facilities when program schedules are checked and noted compared. In addition, each office keeps a complete daily log. If one or more officers are away, others can carry on. Copies of the log are exchanged each night so that both offices are completely informed at all times.

Jack Hartley's method of work operation dates back to New York when as assistant of Schechter, Hartley and Feldman handled news and special events for the network, whose initials they meant, according to Jack, NBC—Never Behind Columbia."

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TRY TO FOOL HIM!

He's an American—every dog-gone home-spun inch of him. Ten to one, his stalwart sons or grandsons are slogging along with the infantry guys who are slugging their hearts out for Democracy.

He's a family man—shrewd but tolerant—rough like a row diamond, and a liberal but not fussy buyer of merchandise. You can't fool him!

He's one of thousands of Americans who, with their families, make up America's famous direct-response audience—the audience served by WMMN and which is making advertisers wholly happy!

ASK A BLAIR MAN

Columbia Network

WMMN

5,000 WATTS

FAIRMONT, W. VA.

5,000 WATTS

CHATTANOOGA

IN THE HEART OF TVA

WOOD CBS

5,000 WATTS

PAUL H. RAYMOR CO.

BROADCASTING • Broadcast Advertising
"The Heart of an Empire"—where assessed valuations of real estate zoomed to an all-time high of $90,816,070 for 1944, an increase of $7,168,806 or 8.6% over the previous year. KHQ, too, is the "Heart of an Empire." Its veins carry its choice programs throughout the 37 counties in its primary coverage, building unequalled Consumer Acceptance. Invest in KHQ's Complete Coverage.
IT TAKES KNOW-HOW AND PRESTIGE

TO SELL even in this market—WBIG centers the richest and most populous area in all the southeast.

5000 W. WBIG
GREENSBORO, N. C.
Represented by Hollingberry
WHEN YOU SELECT A NEW TRANSMITTER

Easy to put on the air, easy to keep on the air... that's what you want in a transmitter, and that's what Westinghouse equipment assures.

Specifically, here are some of the features that make for operating simplicity in Westinghouse Transmitters:

1. One Master Control puts the transmitter on the air and cuts the power off at the end of the broadcast period. It is impossible for power to be applied in the wrong sequence.

2. Individual Tuning and Adjustment Controls are mounted on the front panel, easily accessible.

3. Indicator Lights—Flash Circuit Conditions to Operator, indicating instantly which circuit requires attention.

4. Simplified Circuits—require a minimum of tubes...no tricky wiring.

5. "De-ion" Breakers Show Outage Location, providing fuseless protection for the low-voltage power circuits.

Simplicity of Control is only one feature of Westinghouse Transmitters. Others equally important are: Low Operating Cost, Continuity of Operation, High Fidelity Signals, Ease of Maintenance.

PLACE YOUR ORDER NOW FOR YOUR POSTWAR TRANSMITTER

By placing your order today for a Westinghouse transmitter, you assure yourself of the fastest possible delivery following the lifting of wartime manufacturing restrictions. We are scheduling deliveries in the sequence in which orders are received. For details, write Westinghouse Electric & Mfg. Company, Dept. 1NB, P. O. Box 868, Pittsburgh 30, Pa.
GROVE Labs, Inc., New York, as part of its spot radio program for 4 D. C. Tobacco, effective Sept. 18, starts five-weekly five-minute news programs on WJZ New York for 26 weeks. Agency is Boboule & Co., New York.

BARNEY'S, New York, men's clothing, with the renewal of its radio schedule in the metropolitan area through next year, enters its 12th consecutive year in radio advertising, according to Emile Mogul Co., New York, agency in charge. Benched for completion of first year's orders, this schedule covers a total of 22 ten-minute programs, 24 quarter-hours, and 6,000 total commercials, which are divided into 12 series of five-minute units, being broadcast on WNEW WMCA WPAT, stations WLBZ and World not ready for renewal. (Planning to continue.)

ATLAS BREWING Co., Chicago (At- las Prager), begins sponsorship Sept. 11 of quarter-hour program featuring the Dinner Sisters, five times weekly, for three weeks on WMAC Chicago. Starring Miss Dorothy Richard, format of show changes to feature the Vagabonds for 52 weeks. Agency is Ollan Adv., Chicago.

G. SCHIRMER Inc., New York, music publisher, will use radio for the first time, as sponsor of twice-weekly quarter-hour Musicians' Memory program, and a weekly spot advertisement on WQXR New York, beginning Oct. 22. In addition to promoting its sheet music, Schirmer will advertise music of leading composers and available in its New York stores. Business placed directly.

ARMOUR & Co., Chicago (Mayflower meat products), has begun spot announcements on WJKN Kansas City, Kan., five times weekly, 13 weeks. Agency is Hoote, Cose & Bellinger, Chicago.

PETER FOX BREWING Co. Chi- cago (Fox DeLuxe beer), on Sept. 11 started a four-week quarter hour program of transcribed music on WMAQ Chicago, Monday through Friday. Schirmer & Scott, Chicago, is agency.

O'BRYAN Bros., manufacturers of overalls and work clothes, on Sept. 16 started sponsorship on WSM-Nash- ville of a weekly half-hour hillbilly program.

R. B. THOMAS has been named vice- president and chief administrative and executive assistant to H. W. Roden, president of American Home Products Co., Toronto, when it was announced last week. He has been vice-president of Harold H. Bowden, manager.

GROVE Labs., St. Louis, starting Sept. 17 sponsors three-weekly five-minute program on WSM, Spartanburg, S. C., Consolidated Drug Co., for Peruna and Kerolak, has re- sumed its regular half-hour: Halfway Hit Parade, after summer layoff.

SLACK Furniture Co., St. Louis, has started its 15th consecutive year of advertising on KMOX St. Louis. Schedule for the next year calls for 80 quarter-hours.

PERFECT CIRCLE Co., Toronto (spokesman), has started five broadcasts, on 10 Canadian stations, and six-weekly newscasts on CHIC, Toronto. Account was placed by McNeill, Eastman & Co., Toronto.

LYMAN AGENCIES Ltd., Toronto (spokesman), has started spot announce- ments three and five times weekly on 25 Canadian stations. Account was handled by Ronalds Adv. Agency, Toronto.

AMERICAN INSTITUTE of Food Products, New York, in behalf of the products it tests and approves for member companies, will sponsor Food & Home Forum on WOR New York. Business placed direct.

MARKING its first use of radio, Benjamin & Johns, New York, will promote Bien Jolie cosmetics on WOR New York in a weekly Sunday quarter-hour program, called Forum of Broadway, which began Sept. 10. Dorothy Killgallen, columnist, presents Broadway and Hollywood news. The series is a test, and was placed through Alfred F. Tolan Adv., Newark.

MARLON CONFECTIONS Co., New York, Sept. 11 was to enter radio with the first time in a test campaign on WHN New York using a third-sixteens five-minute musical program and Don Gilbert, recently radioed on a Tuesday-quarter-hour basis. Business placed by Accurate Adv., New York.

PERSONA BLADE Co., New York, which has been using spot radio in New York, has appointed J. D. Thar- cher & Co., New York, to handle advertising. There are no future radio plans at present.

C. D. WING, former account executive of Maxon Inc., Detroit, has been named director of advertising and sales promotion of the Nash Motors division of Nash-Kelvinator Co., with headquarters in Detroit.

SHIPSTAD & JOHNSON, Chicago, in a five-week campaign ending Sept. 20, is using a total average of 80 transcribed one-minute and station break announcements daily on 16 Southern California stations to promote Los Angeles showing of Ice Follies of 1946. Allied Adv. Agencies, Los Angeles, has the account.


PACIFIC AVIATION Co., Los Angeles (employment), in addition to three transmitted announcements per week, on Sept. 9 started sponsoring three-weekly half-hour program, in Make Believe Ballroom on KMEL Hollywood. Firm also started using six transcribed announcements weekly on KFSD, with 12 per week on KFVY. Contracts are for 13 weeks. Account is handled by Dean L. Simms Adv., Hollywood.

DESSERT Grapefruit Industry Comm., Phoenix, Ariz. (Fresh grapefruit), plans a regional campaign starting in January in With spot announce- ments, placement is through J. Walter Thompson Co., Los Angeles.

FOLLOWING acquisition of controlling stock interest in Schutter Candy Co. by Universal Match Corp., this trio representing both companies gathers for discussion of postwar expansion plans. L to R are Harry Golden, sales manager of Universal Match; S. M. Rosenberg, vice-president and director of sales for Universal Match, and its allies; Paul B. Trenn, vice-president, and sales managers of Schutter Candy. Schutter will continue operations under its own management, it was stated.

THE TT Co., Toronto (false cleaners), has renewed among spotflashes on CFRB and CHIC, Toronto. Account was place by R. C. Smith & Son, Toronto.

CONSOLIDATED BISCUIT Co., Chicago, has appointed R. B. Thomas & Sons, Chicago, to handle advertising. Radio plans are being considered.

KELLOGG Co. of Canada, London, Ont. (cereals), has started transcribed musical shows 5 times weekly on a number of Canadian stations. Account was placed by J. Walter Thompson Co., Toronto.

LONDONerry Ice Cream Mix, San Francisco, is sponsoring Los Angeles, on KGO San Francisco, Monday through Friday 6:15-6:20 p.m. (PDT). Contract, placed through Brasserich, Van Norden & Staff, San Francisco, is for 13 weeks.

CHURCHES OF CHRIST, Gladstone, Col. (religious), on Sept. 9 started a weekly quarter-hour program featuring Rev. Don Taylor on 13 ABC Pacific stations, 2:25-3:15 p.m. (PDT). Contract is for 52 weeks. Station list includes KPMC, WPAL, KWJF KPRO KPBZ KISN KVHH KWNV KRPC KNAL KXON. Placement is through V. G. Freitag Adv., Los Angeles.

WBNX broadcasts daily to Metropolitan New York's racial groups which com- prise 70% of the population. These mil- lion to millions, with millions to spend, have their own churches, newspapers and radio stations. They respond to WBNX pro- gramming and public service, the reason why many of the country's largest advertisers today are using WBNX consistently. If your products are manu- factured in Greater New York, WBNX should be on your list. Write WBNX, New York, N. Y. for availability. Or call helpline 5-0322.
For minimifidians ONLY!

A minimifidian according to Websters unabridged is "one who doubts."

This ad is directed only to those who doubt that station WIZE is Springfield, Ohio's dominant advertising medium.

As a little added proof we show one of the many letters from our files of success stories.

A letter like this speaks for itself. Just remember, to reach and sell this market you must use WIZE. No other media or outside station can do it for you.

BLUE NETWORK

WEED AND COMPANY NATIONAL REPRESENTATIVES
FACTS FOR YOUR FILE ON THE...

Los Angeles-Long Beach Market

Heart of the Southern California market, greatest west of the Mississippi, is the Los Angeles-Long Beach area. Here are concentrated hundreds of the West's leading industrial plants, employing more than a million men and women. Total population of this vast, rich area is now over three million! And Los Angeles-Long Beach has probably the greatest future of any major market in the nation!

1. PER CAPITA INCOME AMONG HIGHEST IN NATION

U.S. AVERAGE

LOS ANGELES

LONG BEACH

2. KGER ANNUAL BILLING UP MORE THAN 73% SINCE 1940

1940

1941

1942

1943

The average annual per capita income in Los Angeles is far above the national average ... in Long Beach, it's the highest in the nation! Reason is that employment and wages are at all-time highs. KGER's programs are tailor-made for this audience of working people with money to spend!

Burbach to Agency

GEORGE M. BURBACH Jr. joins the radio department of McCann-Erickson, effective Sept. 18. He has been eastern sales service supervisor of MBS for the past year and prior to that time was with NBC for eight years.

C. F. HENTHORNE, formerly with Henri, Hurst & McDonald, Chicago, has joined the Buchen Co., Chicago, as account executive.

MELVIN G. GRINSPIAN, former general manager of Goldberg Adv. Agency, has joined Kuttner & Kuttner Adv., Chicago, as radio department head.

RUTH KNIGHT BARRETT, former production manager of McCann-Erickson, Minneapolis, has joined Almon Brooks Wilder Inc., Chicago, as production manager.

LEAH BROWN, formerly advertising and promotion manager of Saks Fifth Ave., Chicago, has joined the copy staff of Weiss & Geller, Chicago.

The CBS Station for a million people in 22 counties of 3 states... the heart of the Textile South.

The CBS Station for a million people in 22 counties of 3 states... the heart of the Textile South.

WSPA 5000 Watts Day
1000 Watts Night
500 kc.
Spartanburg, S. C.
CBS
Represented by Rollingerby

Page 50 • September 18, 1944

BROADCASTING • Broadcast Advertising
Advertisers consistently renew at WFBR*

Advertisers like to keep their programs on the Baltimore station that does the job!

Real friends stick with you through the years. And when that happens in radio . . . when advertisers renew contracts year after year . . . look for two big reasons—service and listeners!

WFBR has been delivering plenty of both in Baltimore for a long, long time . . . that’s why advertisers stay with us!

**Here are the facts!**

A quick glance at the record shows that: our oldest advertiser has been on the air with us for over thirteen years . . . then, there are 2 advertisers for eleven years, 1 for ten years, 3 for nine years, 3 for eight years and 3 for six years. These are just our oldest consistent advertisers. The great majority of WFBR’s advertisers, both local and national, have enjoyed solid sales results for periods of three to six years.

The fact that so many advertisers like our station well enough to consistently renew is just part of the story that we have been telling advertisers right along . . . that in Baltimore, a market of a million, it’s just good business to put your shows on WFBR.

**RADIO CENTRE, BALTIMORE-2, MARYLAND**

**NATIONAL REPRESENTATIVE: JOHN BLAIR & CO.**

*ANOTHER GOOD REASON WHY WFBR IS YOUR BEST BALTIMORE BUY!*
THE BUSINESS OF BROADCASTING

STATION ACCOUNTS
sp—studio programs
-—news programs
—transcriptions
t—to—transcription announcements

KDKA Pittsburgh
Park & Tilton, New York (Tinton), 3 as weekly, thru Charles M. Storm Agency, N. Y.
Grove Labs, St. Louis, 3 as weekly, thru Russell M. Seeds Co., Chicago.
Little Crow Milling Co., Warsaw, Ind. (Coco Wheat), 3 as weekly, thru Rogers & Smith, Chicago.
Rumford Chemical Works, Rumford, R. I. (baking powder), 3 as weekly, thru R. B. Humphrey Co., Boston.
S. & H. Kady, New York (Fertipac), 2 as weekly, thru Erwin, Waser & Co., N. Y.
Hoboing Co., Keokuk, Ia. (Quick Elastic Starch), as weekly, thru Ralph Moore, Inc., St. Louis.
Quaker Oats Co., Chicago (Full-O-Pep feeds), 1 weekly, thru Sherman & Marquette, Chicago.
Standard Brande, New York (Blue Bonnet Margarine), 3 as weekly, thru Ted Bates Inc., N. Y.

WJZ New York
Montreal Canadian, 3 as weekly, thru Erwin, Waser & Co., N. Y.
Loden’s Inc., Reading, Pa. (cough drops), 2 weekly, thru J. M. Mathes, N. Y.
Murgan Co., Long Island City, N. Y. (Sen-Sen), 2 as weekly, thru Badger, Bowdinger & Hervey, N. Y.

CKSO Sudbury, Ont.
Tip Top Tailors, Toronto (chain stores) 3 as weekly, thru McConnell, Eastman & Co., Toronto.

WLIB Brooklyn
Penik and Ford, New York (My-T-Fine Desert), 1.5 to weekly, thru BBBDC, N. Y.
New York Telephone Co., New York (Eela), 6 weekly, thru BBBDC, N. Y.
PENIC & Ford, New York (My-T-Fine Desert), 1.5 weekly, thru BBBDC, N. Y.

KPS Pasadena, Cal.
Consolidated Products, New York, 9 as weekly, thru Bert S. Gittins Adv. Co., N. Y.
Oakite Co., New York (Oakite), 3 as weekly, thru Calkins & Holdren, N. Y.

KFI Los Angeles
Sparklelets Drinking Water Co., Los Angeles (Sparklelets), 3 sp weekly, thru B. M. Morgan Co., Hollywood.
Santa Fe Railway Co., Los Angeles (employes), 3 as weekly, thru Burrucott Co., Chicago.
Ford Co., Mansfield, N. Y. (Herb Ox), 3 sp weekly, thru M. H. Hughes, New York.
Sunway Fruit Products Co., Chicago (Freshie), 2 sp, thru Sorensen & Co., Chicago.
Cracker Jack Co., Chicago, 3 as weekly, thru Rogers & Smith, Adv., Chicago.
Wilbert’s Products Co., New York (polish), 4 sp weekly, 3 as weekly, thru Duane Co., N. Y.
General Electric Co., New York (Manda lamps), 265 sp, 22 weeks, thru BBDO, N. Y.

WLAG LaGrange, Ga.
Portman Mills, Atlanta (high-Pure flour), 25 sp, thru Eastburn & Siegel, Atlanta.
Cat’s Paw Co., Baltimore (beets & sals), 9 sp weekly, thru S. A. Levine Co., Baltimore.
Lane Drug Co., Atlantic 25 sp, thru Eastburn & Siegel, Atlantic.

KYW Philadelphia
Grove Labs, St. Louis, 3 as weekly, thru Russell M. Seeds Co., Chicago.
Hoboing Co., Kenosha, Ia. (starch), as weekly, thru Ralph Moore, Inc., St. Louis.
Dr. J. Jayne & Son, Philadelphia, 9 sp weekly, thru J. M. Korn.
Penich & Ford, New York (My-T-Fine desert), 3 as weekly, thru BBBDC, N. Y.

KPS Pasadena, Calif.
Consolidated Products, New York, 9 as weekly, thru Bert S. Gittins Adv. Co., N. Y.
Oakite Co., New York (Oakite), 3 as weekly, thru Calkins & Holdren, N. Y.

WHOP Hopkinsville, Ky.
Pepal Cola Bottling Co., Long Island City, N. Y., 14 as weekly, thru Ross & Emerson, N. Y.
Grove Labs, St. Louis (Paso ointment), 8 to weekly, thru Russell M. Seeds Co., Chicago.

Kissimmee, Fl.
Manning, Whiting & Co., Tula, (D X products), 7 sp weekly, thru R. J. Potts, Calkins & Holdren, Kansas City.

B. C. Remedy Co., Durham, N. C. (headache powder), 7 as weekly, thru Harvey Masseyangelo, Durham, N. C.
Stansback Co, Salisbury, N. C. (headache powders), 7 as weekly, thru Davis Adv. Inc., N. Y.

KQW San Francisco
Bell Brook Dairies, San Francisco (milk), 5 sp weekly, thru Botsford, Constantine & Gardner, San Francisco.
Hunt Bros. Packing Co., San Francisco (canned foods), as weekly, thru Garfield & Guild, San Francisco.
20th-Century-Fox Film Corp., San Francisco ("Wilson"), 15 as weekly, thru Pierce's Proprietaries, New York (Golden Medical Discovery), as weekly, thru Kudner Inc., N. Y.
Milen Jewelers, Oakland (jewelry), 2 as weekly, thru Kudner Inc., N. Y.

WABC New York
Galloher Chemical Co. (Skat insecticide), 3 sp weekly, thru J. Walter Thompson Adv. Co., N. Y.

KXW Philadelphia
20th Century Fox Film Corp., N. Y., 2 as weekly, thru M. R. Hackett, Inc., N. Y.

WABC New York
Tide Co., New York (Mystore), 4 as weekly, thru Erwin, Waser & Co., N. Y.
Dykeman Co., New York (Dyke Man), 4 sp weekly, thru BBDO, N. Y.

KFWY Dallas
Farm Bureau, 3 weekly, thru WGN Chicago, is in communication.

KFWY Dallas
Dairyland Co., Springfield, Ill., thru WGN Chicago, is in communication.

Atlantic Broadens Football Schedule
High School and Pro Games Are Added by Oil Company

ATLANTIC REFINING Co., Philadelphia, which last month announced plans for sponsorship of high school, college and professional games [Broadcasting, Aug. 14] has issued a schedule for each of the following games to be broadcast.

Sponsoring stations comprise the Atlantic Football Network and covers the Atlantic seaboard as far south as Miami and an area westward to Cleveland. Eight colleges and 21 professional games will be covered, including a number of games in the Midwest.

Sponsorship of the eight Navy games marks the first time that a commercial radio sponsorship of the Naval Academy's team has been authorized. Six home and two out-of-town games are scheduled.

Stations on the high school schedule are:

WRAK WARM WBAX WALL WEEU WKW.

The Atlantic Football Network for 1944 consists of:

WGN Chicago, is in communication.

The professional games will be carried over two stations: WSSW and WIBD.

Sets for Canada

RADIO SETS will be among the items to be offered to be manufactured for civilian use, with an easing of war production, it is learned at Ottawa. It is expected that the signal communication equipment in 1945 will be only at half the 1944 production for war use, according to the present war output. Plans are all ready to allow the radio industry to resume production in order to take up the slack which will come in any event in a few months' time, and which may come sooner if the European war ends suddenly. Currently some 35,000 people are employed in radio communication and instrument manufacturing.

Capt. Denslow Recovering

CAPT. WILLIAM R. DENSLOW, now on leave as farm director of WGN Chicago, is in a field hospital overseas recovering from combat exhaustion, according to word received last week. Capt. Denslow, liaison officer for a tank battalion, was captured from his post of duty after 61 days in France.

WESTERN Electric & Manufacturing Co., St. Louis, has submitted to the 50th St. Manufacturing & Repair plant at Lester and Philadelphia, have been presented fourth renewals for their Army-Navy "E" awards.

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"This is all we have left, Henry—advertising on WGN has somewhat simplified our inventory."

WGN carries more retail, local and national spot business than any other major Chicago station.

A CLEAR CHANNEL STATION

CHICAGO 11  
ILLINOIS  
50,000 WATTS  
720 KILOCYCLES  

MUTUAL BROADCASTING SYSTEM
No. 2 Candidates Show Flaws
(Continued from page 13)

words and even splits them into separate syllables: "po-lit-i-cal", "ques-tions", "per-fec-tion", "elec-tions", "pee-pul".

Some of his little mannerisms, no doubt cultivated unconsciously, are of the kind that are really down-right incorrect: "unkown-en", "stay-hility", "doe-mestic". He has a slightly British way of pronounc-ing "courage" and "American"; he has learned to say "program" instead of the natural, logical, correct English: program.

Yet though Bricker rates below his chief on the purely linguistic side of speaking, he may perhaps rank somewhat higher than Dewey in the handling of rhetorical effect — when, that is, he is really speaking. He chooses words well for effective impression, and has a genuine gift of originality in his manner of saying things, a creative ability to hit off an idea with a combination of words that makes you see the thing in a new light.

He has the knack of the alliterative phrase which works such magic in English—"running cultists", "dictatorship and despotism"—and he has also the good sense not to overwork that bit of technique. In fact, he may well offer a positive contribution to Republican campaign oratory in the way of a certain warmth of color and emotionalism which at times makes Gov. Dewey's speeches seem slightly cold by comparison. We may be pretty sure that Bricker will hold up his end.

Room for Improvement
When he reads from a manuscript, Bricker has a tendency to depart from the natural pitch and timing of living speech. He will break up sentences in queer ways, as if influenced by faulty punctuation. The visual effect of a type-written sheet makes him pronounce "a" or "the", or subordinate phrases like "with them" or "of it", the way we pronounce such words when we single them out and mention them, but not when we actually use them in a sentence. Sometimes he misreads his script and has to correct himself. In short, he has room for improvement in oral reading. He falls too easily into an intonation which simply does not bring out the natural rhythm and emphasis of idiomatic English.

We need not be surprised, however, if Gov. Bricker improves rapidly in his broadcasting habits. He showed at Chicago how he could rise to an occasion, and he can display the same ability in lesser matters. Comparison of his public speeches with his addresses made exclusively by radio proves that he knows something about adapting himself to radio audiences. No doubt it is the same quality of adaptability which has earned him an excellent reputation in press conferences and interviews.

The effect might seem ironical or even rather ridiculous, if a Vice-Presidential candidate were a better speaker than his running-mate, the nominee for the supreme office. Perhaps there have been times in the past when just such an effect would have been felt, had radio been functioning then as now to make the general public aware of it by focusing attention upon the voice alone. At all events, the present campaign involves no such situation. As a radio personality, neither candidate for the Presidency is in any danger of being out-classed by his immediate subordinate.

On the Democratic side, the top-ranking pair are far apart in their quality as speakers. In contrast to the very effective voice and "charm" of the President, Mr. Truman's efforts appear amateurish at best. The Republican team is much better matched. Dewey has his points of clear superiority over Bricker, but they are not too many or too great. The man from Ohio will not do badly on the air; his opponent from Missouri is not likely to be nearly so impressive in any way.

There's a heck of a lot more to the WIBW market than just the farmer in the field. There are tens of thousands of workers in the huge plants and giant industries which manufacture, process and distribute farm products.

Remember too, the thousands of small towns and trading centers with their grain elevators, feed businesses, hardware and farm implement stores, doctors, dentists, and lawyers. Purchasing power has risen in each of these centers with the increased agricultural wealth in WIBW's six-state area.

These non-farm people are also consistent WIBW listeners because their income hinges directly upon the success of the farmer... their best customer. Yes, remember the other side of WIBW.
TELEVISION:
The GREATEST SHOW ON EARTH

Coming! Television: the greatest show on earth! Glamorous musicals and the stage's most brilliant dramas! Boxing and ball games, races and wrestling! Parades, movie premieres and political conventions...running bumper to bumper in the most magnificent pageant ever dreamed!

There are sweet sales opportunities for your products and your services in Television's exciting peacetime parade. Today, effective commercial techniques are evolving in experimental programs conducted (for the past 18 months) by DuMont in collaboration with leading advertisers and their agencies. Sight-plus-sound selling is ready to roll! DuMont pioneering gave television its first really clear picture reception. DuMont engineering has lowered telecasting costs to the point where they make economic horse-sense. DuMont experience assures you of the maximum value, in peacetime, for every penny of your television time-buying dollar...you'll find it profitable to look into television. Get in touch with DuMont. Get in touch today.

Out of the Jungle--An Army Hookup

Eight Stations Cover New Guinea War Theatre

I ARRIVED in this forward area base the other day in the midst of one of New Guinea's drippiest, most drenching downpours—jeeped out to quarters and believe it or not—the first thing that greeted my eyes was a copy of the April 3rd issue of Broadcasting on the floor—muddy, bedraggled—but still Broadcasting! What a field day I had getting caught up on radio—1944 model!

It's a long haul from here to that cozy office I used to have at NBC in Rockefeller Plaza—but I'm still in the radio business!

For the past ten months I've been

A NATIVE thatched hut in New Guinea has replaced the Radio City office for NBC's former advertising and promotion director, Ken R. Dyke. Now a lieutenant colonel, Information and Education Officer, U.S. Army Forces in the Far East, Col. Dyke writes Broadcasting of his Pacific radio activities. A top sergeant in 1917, his career between wars has included advertising director of Colgate-Palmolive-Peet Co., NBC executive posts, and OWI Director of Bureau Campaigns. Because of defective vision, Col. Dyke was turned down repeatedly by the Army before he finally was given his overseas assignment in late September, 1943.

Under our section we operate among other activities the SWPA "Jungle Network", consisting of eight stations stretching from one end of Guinea to the other! There's a 1,000 watter, a 450, a 250 and the balance 50's.

As you know there are Armed Forces Radio Stations operating all over the world—and we're the SWPA Network. Obviously, our "Jungle Network" is a network in name only—no line hookup—but we have a master-schedule setup by us at headquarters for all stations which you might call "network time"—and periods set aside for local "station time". And no FCC to argue about it!

My radio officer is Maj. Ted Shereman, ex-NBC and CBS, and among our station managers Lt. W. W. Orr, ex-NBC Chicago; Lt. Dick Wells, ex-NBC and WHO, and father of Iowa Broadcasting System; Capt. Ham Nelson, Y & I, and a flock of enlisted men with NBC, CBS, Mutual and independent station experience, including Tom Moore, J. Walter Thompson, WOR; John Deitrick, Ohio State U. Station (WOSU); Al Cohen, WXYZ, WYR; Ham O'Hara, CBS; Rolf Bayer, freelance radio actor and announcer; Bob Darby, KYW; Karl Schmidt, WHK, WHA, WHBC, WIBA and young Scott Bowen, WIBX. There's one thing about radio men—as soon as they hear a station is about to be activated in an area they're like old fire horses—they flock in from every outpost within ear-range, ex-actors, sound effects men, commercial salesmen, program directors, writers—who are now everything from paratroopers to staff officers—and we all get together, tilt a canteen of jungle juice or state-side beer and the bull-session sounds just like Toots Shor's or Louis and Armands at noontime in the good old days.

In the Raw

This is really radio in the raw, brother! Digging in a station site on a jungle hillside—getting the engineers to smack a bull-dozer through the undergrowth to clear the studio base (and discovering Mills Brothers quartette in the process)—setting up business and a Radio City opening in a native-thatched hut, with Papuan boys as pages—Jack Benny via transcriptions at the regular time Sunday night (and all the other top CAB ratings in their regular niches!)—picking up the first flash of the
PORTRAIT OF A HOUSEWIFE ENJOYING "GLOOM DODGERS"

She has just started the children off to school and her husband off to work. Quiet steals into the home. She takes time out for relaxation from the endless tasks of housework—time out to tune to the gay humor and whistleable music of GLOOM DODGERS, New York's own daytime variety show. She enjoys the music, singers, instrumental soloists, quick-witted emcees, the brilliant array of guest artists plus the latest news every hour. Built solely to give listening pleasure—GLOOM DODGERS—offers complete escape from the constant toil of a busy home, with as many as 10% of all homes in the New York area tuned to this program.

LOTS OF FUN FROM NINE TILL ONE • MONDAYS THRU SATURDAYS
Ask a WHN representative about the new sales policy for this program.

50,000 WATTS IN THE NATION'S No. 1 MARKET!
back in Rockefeller

Then the trials and frustrations of "sweating it out" waiting for transportation—for example this week we're ready to move into two forward areas—our transmitters, generators and personnel all ready to go—but that good old New Guinea rainy season has ground all planes and naturally ammunition and rations and ordnance have to be moved first in a coastwise strip. SO-O-O we sadly wait dock and strip-side—but within the next two weeks there'll be two more AFRS stations pumping out the jungle air in a couple of spots where the Nips were pretty active a couple of months ago.

As to commercials—well, our

announcing . . .

AN INCREASE IN POWER

From 250 Watts to 1000 Watts

A CHANGE IN FREQUENCY

FROM 1230 TO 1480

WHBC

CANTON, OHIO

NOW A BASIC MUTUAL OUTLET

Covering the Electric Furnace Steel
Capital of the World . . . Canton is the 73rd Retail Market in the United States

"THERE'S GOLD IN CANTON STEEL"

adds "it can't be worse than those FCC hearings in 1941!"

Weekly Newsmap

In addition to radio, we're editing a weekly "Newsmap" covering the progress of the war on all fronts which is posted in every outpost in SWPA; an eight-page "Maptalk" with background material on the war and operations, for news discussions which are held each week; an SWPA newreel, shown twice a month in all GI movie theatres; and our educational program includes an Armed Forces Institute in which we have over 20,000 GI's enrolled in correspondence courses. How's that for a batch of GI's who fight or work all day and still have time to do a little brainwork. You'd be amazed at the interest in study and the sincerity with which these kids tackle it in their off-duty time. We visited a negro engineer outfit the other night who reorganized a "Jungle University" with an elementary school (40% of these lads are illiterate and they're learning to read and write!); a business school (stereography and typing); a technical school, (auto repair, electricity, shoe repairing, bakery, etc.) and a school of higher education!

Radio at Night

The dean is an ex-Mission County school superintendent of schools. These guys work all day on the roads of Guinea, up to their knees in mud or dust, and at night are doing this amazing, educational activity—all organized and instructed by their own men! Believe me it's thrilling and inspiring!
What’s the Rush?

It’s the telephone rush. Every night thousands of service men and women dash to the nearest telephones to talk with families and friends at home. Most of the Long Distance calls from camps and naval stations are crowded into a few short hours.

Many circuits are likely to be crowded at that time and it helps a lot when you "give 7 to 10 to the service men."

BELLS TELEPHONE SYSTEM
How Army Will Handle Armistice

(Continued from page 11)

the original transmission, every unit with a radio receiver, barring isolated cases of sets out of order, is notified.

The basic network structure is flexible and varies constantly, especially in the case of the mobile warfare being fought today. For instance, artillery units can be tuned to the same frequency as division artillery headquarters, or can operate on the battalion frequency. Or reconnaissance groups deep in enemy territory can be linked by vehicular radio direct with division headquarters.

Many of the message centers are now located in trucks and other vehicles. The networks, fundamental units with two or more stations on the same frequency, continue operation under all conditions.

Plane radios, on shortwave, can be linked with whatever group to which they are attached. All can be reached within a few minutes, no matter what the origination point of the message. Although ground forces keep contact with alternate methods other than radio—telegraph, telephone, flag signals, courier, the inevitable grapevine, and other means—planes rely almost exclusively on radio. All ships can receive a message from headquarters of command instantaneously.

The German army can be reached by our powerful shortwave radio at SHAPE and by ABSIE, the old WI station in England, already responsible for transmission of innumerable vital messages to the Germans and the European underground forces. The stations are monitored constantly by the Germans.

"Propaganda radios, shortwave interception and the PA systems, used successfully countless times at the front—notably at St. Malo—will probably be the more effective in announcing cessation of hostilities in view of the natural disposition of the Germans to give up in their present confused state," a War Dept. spokesman told Broadcasting.

Nazis Listen In

"In fact, the Nazi is more apt to hear the surrender news from our radios than from his," he said, "because the German army is on the run and their lines of communication are probably badly disorganized. But to predict his reaction is difficult. He may not trust the news heard on our airwaves."

"One fact, though, I am sure of," he continued, "Gen. Eisenhower will notify our men in the field immediately—even before the War Dept. gets word. And that is as it should be."

In World War I negotiations for the meeting of the German delegation and Allied Grand Headquarters were conducted through the Nauen and Paris wireless. On Nov. 9, the terms were presented to the Germans, then sent by courier to German government headquarters. Because of the distance involved and the destruction of the roads, combined with constant flying, the German delegation was given 72 hours in which to answer.

After 47 hours the courier reached German headquarters. At 10 a.m., Nov. 11 he returned to the meeting place of the delegates. As the Armistice was signed in Paris at 5 a.m., "it was generally assumed here," a New York Times reporter wrote from Paris, "that the German envoys within French lines had been instructed by wireless to sign the terms."

So early radio, or wireless as it was then called, played a part in that peace, too. Today, radio will doubtless be used throughout entire negotiations, and the needless, costly delay of other methods will be abolished.

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

Don't you ever cut your toe-nails, Silas?

Nope! Need 'em to defend my bank-roll!

Get out your data books and look up the economic facts about the Red River Valley. Our farmers out there are away above the average for North Dakota—away above the average even for this entire area. Why? Because Red River Valley, as stated in the Encyclopedia Britannica, is one of the richest agricultural lands in America. Do you want the details?

Miller on 40

RUSSEL MILLER MILLING
Minneapolis, will begin sponsorship of quarter-hour programs effective Oct. 1 for 26 weeks on approximately 40 stations. Agency is Cambell-Mihan, Chicago.

FIRST FROM GERMANY

Cassidy Said to Lead Way
For Radiomen

FIRST U. S. RADIO man to broad-
cast on German soil since the War
started, according to WLY Cin-
cinati, is Jim Cassidy, special events
director of WLY, now overseas
as war correspondent. Broadcasting
on NBC from the front lines of the
Third Army, Mr. Cassidy reported
American citizens as they passed
through an unnamed town en route
to Trier.

He left the United States July 29,
and two weeks later was in Nor-
mandy, bringing to Midwest listen-
ers news of soldiers from the WLY
area, Monday through Friday at
6:25 p.m. (EWT), and unsched-
uled times when there is a sudden
news development. He also does two
daily broadcasts for NBC. Mr. Cas-
sidy has also worked extensively
with BBC toward the furthering
of international broadcasting.

Maynard Back at NBC

GEORGE MAYNARD has resumed
his post as assistant production
manager at NBC after 2½ years
in the Army, Mr. Maynard,
who replaces Bruce Kamman, now
with NBC in Hollywood, has been
assigned to direct programs of se-
rious music. Mr. Maynard became
staff sergeant at Moore Field, Tex.,
where he handled Flying Blind
local program put on by the spe-
cial services division. He later
earned his commission in Military
Intelligence. Going overseas in De-
cember, 1943, he became producer
of the Armisthear heard on NBC
for the European Theater of Op-
erations.
Equipment Boom

(Continued from page 11)

all the AM sets they can produce for some time to come.

Some of the largest manufacturers of radio equipment, especially those who will carry the brunt of military requirements for the war against Japan and those who were producing FM sets before the war, plan to produce combination sets shortly after reconversion. They will rapidly shift to combination sets exclusively and will continue on this basis as long as the two systems of broadcasting operate side by side.

As for television sets, Mr. Creutz believes the volume of production following reconversion will be determined by developments in television. Manufacturers are ready to go ahead with video receivers immediately after the cutback is put into effect and expect to have sets on the market within a few months after the Nazis surrender. Some industry circles entertain the opinion that a million sets will be made in the first year after reconversion, but Mr. Creutz thinks the volume will be much less. He feels that problems attending the development of television relays will limit the market for receivers to the large cities for many months ahead.

The end of the European war will be followed by increased activity on the part of broadcasters, particularly as new FM and television stations come into operation. It is likely that the rule requiring owners of both AM and FM stations to carry at least two hours of unduplicated programs, waived because of war manpower shortages, again will be put into force. With hundreds of new FM stations broadcasting, there will be thousands of additional personnel required for programming, technical and clerical duties.

Mr. Creutz believes it will not be many years before there will be twice the number of stations in operation as at present, as the result of FM. He foresees a greater competition between stations, comparable to that which has existed among newspapers which reached a saturation point as the result of economic factors rather than technical discoveries which now provide more room in the radio spectrum.

Simon Ackerman Adds

SIMON ACKERMAN Clothes, New York, men's clothing store, has added a weekly quarter-hour musical program, The Master Voice, on WOR New York to its list of programs and stations in New York. Contract is for 62 weeks. In addition to using five one-minute transcribed spot announcements six days a week on WBYN Brooklyn firm also sponsors five-minute, quarter-hour and 25-minute news and musical programs on WMCA WOR WINS and WLIR New York. Agency is Ehrlich & Neuwirth, New York.

THE LITTLE ADVERTISER

went to market

(but he wasn't any "pig")

Last July J. W. Landenberger & Company of Chicago decided to test the voice of WENR and one of its most ardent disciples, Beulah Karney. They wanted to see if that heretofore winning combination would draw any requests for Footlets, those miniature socks that protect stockingless feet from shoes and vice versa.

Two one-minute announcements were planned but look what happened!

2200 letters were received within twenty-four hours of the first plug. The client, overwhelmed, cancelled the second one. In all, 5169 requests came pouring in.

We quote: the result was twice the total returns received from another similar test on another station—end of quote.

—AND:

Quote: we want to take this opportunity to thank you and Miss Karney for your cooperation and to assure you that we are thoroughly sold on WENR—end of quote.

Just goes to show what can happen when you don't confine your message to Chicago but tell it to no less than one-tenth of the nation—at a lower cost per 1000 families than any other Chicago station.

WENR

ONE-TENTH OF THE NATION...OVER

Chicago's Basic Blue Network Station
890 kc.—50,000 watts—clear channel

Owned and Operated by The Blue Network Company • Represented Nationally by Blue Spot Sales

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

BROADCASTING • Broadcast Advertising

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Scope of FCC Probe Widened

(Continued from page 16)

former general counsel of the Committee.

When hearings opened Tuesday morning Chief Investigator Barker took the stand to discuss what Mr. Sircas outlined as three phases of WPFL: (1) operations loss of the station; (2) removal of the antennas and (3) wartime priorities for carrying out a 10,000 w construction permit.

Mr. Barker outlined the operations losses of WPFL, how the transmitter was moved after the Navy had requested it and finally he told of priorities obtained from WPB when Chairman Fly wrote the WPB requesting such priorities after WPB had rejected the original application of WPFL. Concluding his testimony Mr. Barker said his conclusions were taken from records subpoenaed by the Committee. Mr. Fly said the Commission requested priorities for the 10,000 w equipment to "back up" the Navy. He added, after further questioning, that Commissioner Paul A. Walker voted against moving WPFL to Miami.

Bennett Testifies

Tuesday afternoon was devoted to questioning Mr. Bennett, who denied that he represented both Mr. Horton and Fort Industry without the knowledge and consent of both parties. He told of a trip to Detroit to confer with Comdr. Bennett, Mr. A. F. Walley, general manager of Fort Industry stations, and of going to Ft. Lauderdale, where he told Mr. Horton of his conversations with the Fort Industry officials. Mr. Sircas questioned the witness about his affiliation with the National Independent Broadcasters and attempted to wring from Mr. Bennett an admission that Chairman Fly virtually controlled the NIB. Mr. Bennett testified that Mr. Fly was interested in the small broadcasters and an ad hoc.

As to representing both Fort Industry and Mr. Horton, Mr. Bennett testified: "Mr. Storer told me if I was in position to represent Fort Industry, I told him I saw no reason why not, and I think he knew or what reason why he should object." He denied he accepted a fee from Mr. Fortune Industry or made any agreement until he had talked to Mr. Horton. Mr. Bennett said he didn't consider himself attorney for Fort Industry until he had talked to Mr. Horton. He added that he introduced Comdr. Storer to Mr. Horton and that "Mr. Storer did his own negotiating." Mr. Bennett said he never discussed price with Mr. Horton, nor with Comdr. Storer except in general terms.

Pressed as to his friendship with Mr. Fly, Mr. Bennett said: "I'm very fond of Mr. Fly. I admire his ability. I think he's one of the oldest men ever to sit on the Commission." He denied being an "intimate" or "social" friend of the FCC chairman.

The question of whether or not it was proper and ethical to represent both sides in a suit demanded Mr. Sircas.

"I certainly do," replied Mr. Bennett. "I represent clients before the FCC. I refused to discuss any price with Mr. Horton. I was bringing two parties together. I was representing Mr. Horton. Mr. Bennett denied charges of Mr. Sircas that he accepted a $10,000 fee from Fort Industry, $5,000 for representing the firm and the additional $5,000 for getting the station for less than $200,000. He said he spent over $100 a day. He asserted his fee was to be $200,000 and insisted he didn't know how much more he would get.

He said, with reference to the contract into which Mr. Horton entered with C.R. Hoffman and Stephen A. Winter [BROADCASTING, Sept. 11], he had advised Mr. Horton it violated Commission regulations and should have been reported, urged Mr. Horton to make a full disclosure to the Commission," he said.

"I knew of no preconceived plan with Mr. Storer and Mr. Fly, you thought it was better to take Mr. Horton's name to keep you in Atlanta, that Mr. Horton and I would go to Atlanta.

Regarding the Atlanta meeting Mr. Bennett said Mr. Fly didn't see the "physical" contract, that he did not discuss the purchase price with the FCC chairman and that he didn't think Mr. Fly was any more interested in this than any other station.

Mr. Bennett said he filed on April 10, 1940, an original letter with Rose C. Hyde, assistant general counsel of the FCC in connection with broadcasting, and setting forth Mr. Horton's contract with Messrs. Hoffman and Winter and that later he talked to Chairman Fly. He explained he had left out the first letter a reference to which Mr. Horton insisted and that Mr. Fly had insisted it be put in.

Horton Recalled

"I went back to Mr. Hyde's office and asked him what he said. He said, I re-wrote the letter and returned it to the Commission April 2. I delivered the original letter and one copy." So far the original copy has not been found.

"Judge Seward (P. W. Seward, FCC attorney) has always taken the position I never filed the original," said Mr. Bennett. "I pled that and I still consider the letter addressed to T. J. Seward, the lawyer and delivered to the assistant general counsel in the presence of the general counsel and properly entered.

During hearings in Miami, FCC minutes disclosed that reference to the Atlanta meeting was objected to by Mr. Seward. Of that, Mr. Bennett asserted: "Seward told me beforehand he was going to oppose it. He said he didn't think it had any place in the hearing.

"I certainly did try to keep it out of the record," said Mr. Seward. "I objected to it because I thought it was inadmissible in the case." He denied he was instructed by anyone at the Commission to keep it out of the record.

Wednesday morning, Mr. Sircas recalled Mr. Horton who testified that

In the old days they fired a gun from The Citadel in Halifax, Nova Scotia, to tell the time.

Today the population listens to CHNS for the time.

NOTE: They Still Fire the Gun Keeping Up the Old Traditions!

Traditions, However, Don't Get Much Business.

CHNS DOES—Try It.
Moon

RADIO RECEPTION, which has been found to vary with the phases of the moon, according to Dr. Harlan T. Stetson, director of the laboratory for cosmic terrestrial research, MIT, is best immediately before and at the time of a full moon. Mr. Stetson revealed this phenomena last week before a General Electric science forum in Schenectady.

Old Judge Active

OLD JUDGE COFFEE, St. Louis, began sponsorship of one-minute spot announcements Sept. 11, on KWK WIL AXOK, all of St. Louis, WGBF Evansville, WAOV Vincennes, for 13 weeks. Firm also renewed one-minute announcements and five-minute news shows on approximately 15 stations for 13 weeks. Agency is Ruthrauff & Ryan, Chicago.

from a transcript which he later identified as a statement given the Committee by Rear Adm. Hooper. He read the statement bit by bit and asked Mr. Fly if he agreed. To most of the assertions the chairman replied: "That's wholly false." Mr. Fly then read a purported statement by Adm. Hooper that the FCC chairman opposed legislation authorizing wire-tapping in Hawaii as "absolutely false." With reference to the 250,000 fingerprints of coding devices which evidence before the Committee shows were not delivered by the FCC to the FBI until after Pearl Harbor, Rep. Miller read: "At least two or three times Naval Intelligence came to me to try to get me to force the FCC to turn over the fingerprints to the FBI. Is that a correct recital of what transpired, Mr. Fly?"

"It is not, sir," indignantly replied the FCC chairman. As to wire-tapping Mr. Fly asserted that "either or both Naval Communications and Signal officers of the Army were tapping some time before Pearl Harbor." More Denials

Rep. Miller read excerpts to the effect that seven out of 10 directors of the ACA were "known Communists" and that "It was decided not to disqualify Communists" on the BWC committee. To that charge Mr. Fly retorted: "That's just a plain hallucination. Are you asking questions or just making the headlines?"

"You'll find out," quipped Rep. Miller. He continued to read: "Fly and Selly were like that (holding up two fingers)... We had started on the Communists. When we got that pressure, we asked where it came from and were told the White House."

"That's totally false," ejaculated Chairman Fly.

"You're thoroughly experienced in the Communist party amongst radio operators, aren't you," asked Rep. Miller. Mr. Fly said he wasn't. He pleaded as "not true" a statement that he had promoted himself as chairman of the DSB and during the ensuing statement which turned on the telegraph merger and monopolies. Mr. Fly asserted: "I have continually sought permission from Congress to have an international monopoly." He expressed the belief a monopoly was the only solution to international communications.

As to Pearl Harbor, Adm. Hooper's statement, as read by Rep. Miller, re-
Utah has one of the highest per capita ratings as a radio listening market.

National Representative
JOHN BLAIR & CO.
Mr. Hill was a witness in the hearing of the House Select Committee to investigate the FCC on Thursday, Sept. 7. He appeared in good health. He had presided as examiner in hearings on the proposed transfer. Death came as a result of a heart attack about 8 a.m. the next day.

He was admitted to the bar in 1906 after attending the U. of Mississippi. Mr. Hill served in the Mississippi Legislature and as district attorney of the First Judicial District of Mississippi. On Nov. 2, 1931, he joined the old Federal Radio Commission as associate attorney and examining attorney.

When the FCC was created in 1934 Mr. Hill was appointed examiner and senior attorney, a post he held at the time of his death. He is survived by his widow, three sons, two of whom are in the armed forces, and a daughter.

In tribute to his memory the Commission adopted the following resolution:

Whereas, the Federal Communications Commission has learned with deep regret of the death of George H. Hill; and
Whereas, Mr. Hill has served with this Commission and its predecessor, the Federal Radio Commission, since 1911, and during all of this period his service has been a loyal, conscientious public servant whose devotion to duty and unselfishness have endeared him to all with whom he was associated; now therefore be it
Resolved that the death of George H. Hill is a real loss to the Commission, and to its associates in the Law Dept.; and be it
Resolved, that this resolution be spread upon the minutes of the Commission and a copy thereof transmitted to the bereaved family.

George H. Hill

GEORGE H. HILL, 61, veteran examiner-attorney of the FCC who died suddenly at his Washington home Sept. 8, less than 24 hours after he had appeared as a witness before a Congressional committee, was buried last week in Tulip Grove Cemetery, where he was born Jan. 28, 1883.

Lt. McLainwane Assigned

Lt. ROBERT H. McILWAINE, USNR, reported Sept. 11 for duty in the Radio Section, Office of Public Relations, Navy Dept. in Washington. A former writer with J. Walter Thompson Co., L O R D & Thomas and CBS New York, Lt. McIlwaine joined the Navy in 1942 as a gunnery officer for the North African invasion, in which he participated. In May 1943 he was made a senior gunnery officer with the task forces of the Sicilian and Salerno invasions. Lt. McIlwaine has been awarded the Silver Star for "gallantry in action" during the Tunisian campaign, and a Secretary of the Navy citation for the record of his gunnery crew and his organization of rescue parties during the Salerno action.

ASCAP TO PROVIDE SIXTH LOAN DISCS

ASCAP has offered talent and facilities for a series of quarterly transcriptions to be used during the Sixth Loan Drive, it was announced last week by the ASCAP Loan Finance Division. In addition, the organization will absorb all production costs for the discs, which will be available for local sponsorship, it was stated.

The be sent to all stations, series is expected to consist of 12 separate programs which will commemorate the role of music on the American scene during ASCAP's 30 years of existence.

John G. Payne, ASCAP general manager, has assigned Robert Murray, director of public and customer relations, to work on production of the discs. In cooperation with Lt. Col. H. Kafka, War Finance coordinator of music, the David Broekman orchestra will handle the music for the programs.

Treasury last week also announced Sept. 21 as production date for the first of a special series of individuals transcribed discs which WFD hopes to offer during the Sixth Loan. Written by Lynn Murray, CBS orchestra leader, and Pvt. Millard Lampell, radio writer, quarter-hour discs will be based on the President's Liberation Day prayer. To be titled "Liberation", program features Frederic March as narrator. Music is by Lynn Murray and orchestra with Burl Ives as soloist.

Dr. Horton to CBS

DR. DONALD HORTON has joined CBS as research psychologist to direct television audience research, according to John K. Churchill, CBS director of research. A research associate at Yale, Institute of Human Relations since 1940, with a Ph.D. degree from that university, Dr. Horton has specialized in the study of family and community relations to psychological and social changes in American life. In 1943-44, he served as special consultant to the War Manpower Commission.
RADIO COVERAGE for the Pacific operations will be in the hands of these network representatives, photographed as they were leaving from National Airport in Washington. Handling news of the Pacific fleet will be (l to r) : James Fleming, CBS correspondent; Gene Rider, CBS engineer; Francis McCall, ABC correspondent; Edmund Franke, MBS, and Fred Frutchey, NBC, engineers who accompanied the party.

CALIFORNIA GOLD RUSH, 1944

The Gold Rush of '49 was only a dress rehearsal for the Rush of '44. Today the great Central Valley area and Western Nevada is experiencing an agricultural and industrial boom unparalleled in history.

Retail sales in the 41 county Beehive Area were over 2 billion dollars in the last 12 months.

WHAT IS

The Beehive

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

*See McClatchy Beehive rate listing first under California in Standard Rate and Data.

JOHN T. GRIFFIN, 61, president and principal owner, KTUL Tulsa and KOMA Oklahoma City, died last Thursday at his home in Muskogee, following an illness of several months resulting from a stroke.

An Oklahoma pioneer, Mr. Griffin was born in Houston, Miss., and journeyed to the Indian Territory in 1902, becoming a grocery salesman. He established the Griffin Grocery Co., wholesale grocers and manufacturers, which operates in Texas, Oklahoma, Arkansas, Missouri and Kansas, one of the largest wholesale grocery firms in the country. He was a director of the MKT railroad and president of the State Bank Assn.

Mr. Griffin established KTUL in 1933, having purchased a small station in Chickasha, Okla., which he removed to Tulsa. He purchased KOMA in 1930 from Hearst Radio for $315,000.

He is survived by his widow, a son, Pvt. John Griffin, now in military service in Pennsylvania, and a daughter, Marjorie Griffin Leake, of Dallas. Mr. Leake is manager of the Griffin Grocery Co. operations in Texas.

Mr. Griffin maintained his home in Muskogee and supervised operations of his many properties from there. Manager of KOMO is Kenyon Brown, while KTUL is directed by John Esau.

Petrillo to Appear At Platter Hearing

New York Meeting Deferred By NLRB to Sept. 28

AT THE REQUEST of James C. Petrillo, president of the American Federation of Musicians, the National Labor Relations Board has again postponed its hearing on the question of platter turning jurisdiction in NBC and Blue owned stations. NLRB has set Sept. 28 as the new date in order to allow Mr. Petrillo to appear.

The hearing was originally set for Aug. 28 but was postponed to Sept. 20 (Broadcasting, Aug. 21, Aug. 28) at the request of Joseph A. Fadway, AFM counsel.

The proceedings were instigated by the National Ass'n of Broadcast Engineers & Technicians to recover jurisdiction over turntables at the network-owned stations in Chicago. NABET claims that an exception it granted four years ago permitting musicians to handle platter turners at WGN & WMAQ was later withdrawn and charges the network with unfair labor practice in continuing to give AFM jurisdiction.

Affects Future Plans

The outcome of the NLRB hearing will have a direct hearing on Mr. Petrillo's plans to force the employment of musicians as record turners exclusively in stations throughout the country. His efforts to take over turntable functions at all network owned stations brought threat of a strike last May by NABET technicians at all NBC and Blue owned stations, resulting in a National War Labor Board order maintaining the status quo until the question of jurisdiction is determined.

Should the NLRB decide that jurisdiction over turntables properly resides with the technicians, Mr. Petrillo's virtual monopoly on platter turning in Chicago would be broken. A WLB regional panel recently voted against demands of the union to force employment of additional musicians by WJJD Chicago for platter turning operations (Broadcasting, Sept. 4).

Meanwhile, broadcasters awaited action by Director of Economic Stabilization Fred M. Vinson to enforce compliance by Mr. Petrillo of the WLB directive terminating the two-year strike against the Victor and Columbia recording companies. OES officials said a decision may be expected in a matter of weeks.

DuMont Expansion

SALE of 225,000 shares of Class A common stock, to help finance production of television transmitters and sets when priority restrictions are lifted, is sought by Allen B. DuMont Labs. In a registration certificate filed with Securities & Exchange Commission, Van Aistyne, Noel & Co. and Kobbe, Gearheart & Co. will handle the stock. DuMont also announced that its new live talent television studio of WABD New York begins operation Sept. 17, giving multiple-studio telecasting facilities to the DuMont station, permitting continuous live talent shows.

No. 1 Station in a No. 1 Market

KNR

PORTLAND, OREGON

CBS Affiliate

FREE & PETERS • National Representatives

BROADCASTING • Broadcast Advertising

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KVSO Shift Sought

APPLICATION was filed with the FCC last week for voluntary assignment of license to KVSO Ardmore, Okla., from The Ardmoreite Pub. Co., publisher of the Ardmoreite, to John F. Easley, editor of the paper and major interestholder in the publishing company. Transfer is for "valuable considerations" application stated. KVSO operates on 1240 kc with 250 w local sunset and 100 w night.

RCA Video Ads

"CA has launched a national campaign to promote television, listing 46 television manufacturers who will be ready to supply video sets after the war. Schedule calls for 1,000-line insertions in 20 newspapers in cities that have or are planning television stations. Ads, which will run from time to time, 1944-1945, will carry no mention of RCA. Agency is Ruthrauff & Ryan, New York.

FRED ALLEN OFF

WITH Fred Allen definitely not returning to the Tenanna Star Theatre on CBS Sunday, 8:30-9 p.m., Texas Co. is retaining James Melton and Al Goodman’s orchestra, summer replacement, and Oct. 1, adds Alex Templeton, pianist-composer, as a regular feature. Five actresses have been signed to alternate on the program by Henry Souvaine Inc., producer. Agency is Buchanan & Co., New York.

Reichold Concerts

REICHHOLD CHEMICALS Inc., Detroit, will sponsor network broadcasts of the Detroit Symphony Orchestra beginning Oct. 21 on MBS, Saturday 8:30-9 p.m., according to Grant Adv., New York, appointed last week to handle institutional advertising for the company.

WESTERN ELECTRIC Co., New York, at a meeting of the board of directors Sept. 25 declared a dividend of 50 cents per share on its common stock. Dividend is payable Sept. 29, 1944, on stock of record Sept. 22, 1944.

Fly Reveals

"Continued from page 16"

A full test of the new station should be "comparable" to that of the FM and television fields. Supporting that theory is the provision in the White-Wheeler Bill (S-814), which would limit the number of stations in any one band. In that connection Mr. Fly is reported to have suggested the provision to Sen. Wheeler (D-Mont.), chairman of the Interstate Commerce Committee and co-author of the proposed measure with Sen. White (R-Me.), acting Minority Leader.

Although CBS withdrew its application to transfer WBT to the KFAB Broadcasting Co., Lincoln, by which it would have acquired a 45% interest in the KFAB company, it was learned that the Commission informally had apprised CBS and KFAB that it would not be inclined to look with favor on the transfer. It was felt by certain Commissioners that CBS should own no more than a third interest.

While the Commission has no regulations limiting the number of stations any one corporation may own, there has been an unwritten "policy" in that connection. Andrew W. Bennett, Washington attorney who testified before the House Committee last Tuesday, said he consulted Chairman Fly as to whether the Commission would oppose a seventh station for the Fort Industry Co.

When Mr. Sirica pointed out that there was no regulation placing a limit on stations, Mr. Bennett replied: "But there was a policy." He didn't elaborate.

Acme on MBS

ACME WHITE LEAD & Color Works, Detroit, on Oct. 1 will begin a two Sunday mystery shows on Mutual. Firm has succeeded from the 3:30-4 p.m. (EWT) period to present The Shadow on 35 stations west of Chicago, and on some Mutual stations in the East that do not carry the program for Delaware, Lackawanna & Western Coal Co. In the latter areas Acme will sponsor the Return of Nick Carter, 3:30-4 p.m., with plans to sponsor this program on the full Mutual network at a later date. Both contracts are for 26 weeks. Agency is Henri, Hurst & McDonald, Chicago.

KBU to Blue

KBUW Corpus Christi, Tex., operating daytime only with 50,000 w on 1010 kc, Oct. 1 becomes affiliated with the Blue Network as a supplementary station to the Southwestern Group. Total number of Blue affiliates is now 196. Station is owned by Century Broadcasting Co.

Griesedieck Drive

GRIESISHEDIECK BREWERY, St. Louis, began a one-minute campaign on the following stations: KBM WSOY KGOC KDKO KFVE KWOW WCB B WATX WJPW WPKW KTS 5000 WATT 970 kc.

POLICY ON SPOTS CHANGED BY WLW

ACCEPTANCE of all announcements on WLW Cincinnati, as of last Friday, Sept. 15, will be judged by the WLW program department on the basis of program content as well as the product and commercial content. Robert E. Dunville, vice-president of the Crosley Corp., and general manager of WLW, announced last week.

Mr. Dunville said that certain announcements will be barred from adiacencies to regular programs "that in our sole opinion would not be in the interest of good programming." Content alone would not decide its acceptance. "Further, Mr. Dunville said, "we will not guarantee the acceptance of an announcement in a time period on a continuing basis and reserve the right at any time to consider the announcement not in the interest of good programming if the preceding or following program changes its format or general appeal.

Current advertisers whose announcements conflict with this new regulation will be offered the opportunity of (1) changing their spot announcements to periods which will be acceptable; (2) changing the announcement either from a transcribed to a live basis or to another transcription that will be satisfactory; or (3) canceling the announcements without short rate.

WE REACH NO SOULS IN BAREFOOT (Ky.)!

Or heels, either—we don't reach nuttin in Barefoot, Kentucky. But we're pretty callous about them pore people, because we've got quite a job here in the Louisville Trading Area, giving practically exclusive NBC service to nearly a million consumers in this concentrated, worth-while market. If you want "shoes for baby", you can make the where-with-all at WAVE!
Dewey and Reynolds Heard by Troops Abroad

A TRANSCRIPTED version of Quentin Reynolds' talk before the Democratic Convention will be shortwaved to American troops abroad today (Sept. 18) as the first in the series of political addresses under Army auspices. Transcription of the Philadelphia address delivered Sept. 7 by Gov. Thomas E. Dewey, Republican presidential candidate, will be broadcast Sept. 18 as the Republicans' initial campaign talk to the troops overseas.

These broadcasts will be followed by similar addresses presented by speakers for the Socialist party, prohibition party and Socialist-Labor party in accordance with Army provisions for equal opportunity for all political parties with Presidential candidates in six or more states. Each party will have five broadcasts in all, two 30-minute and three 15-minute addresses, all recorded versions of speeches broadcast to the public in the United States. [BROADCASTING, Sept. 11].

MacHarrie Back at Blue

LINDSAY MacHARRIE has been named New York production manager of the Blue Network, reporting to Adrian Samish, national production manager. Mr. MacHarrie returned to the Blue's production staff last April having left the network in Sept. 1942, to serve with the American Red Cross in London, handling programs shortwaved to this country. He became director or ARC public relations in London in March, 1943, returning to this country earlier this year.

V-Day Prayers

WASHINGTONIANS want a quiet, prayerful V-Day when Germany is defeated, according to a survey made by Kenneth Banghart, WRJ Washing- ton newscaster, in his morning news show. Mr. Banghart asked his listeners to voice their opinions, and the next day 370 letters were received, the majority desiring to observe V-Day in quiet prayer.

Y&R London Office

YOUNG & RUBICAM, New York, will open a London office Jan. 1, 1946, with George D. Bryson, contact executive of the agency, as managing director. Mr. Bryson, prior to his joining Y&R, was a member of the sales organization of Redbook Magazine. Due to leave for London in October, Mr. Bryson will be accompanied by Lorimer B. Slocum, vice-president and manager of the agency's foreign department. Mr. Slocum returned recently from England where he made preliminary arrangements for opening the new office. No announcement was made as to accounts that will be handled. Offices now include five in the U. S. and two in Canada.

Alex Campbell Named WIBC General Manager

ALEX CAMPBELL Jr., former commercial manager of WKAT Miami Beach and afterward sales executive of WBBM Chicago, has assumed the general management of WIBC Indianapolis, recently acquired by the Indianapolis News. Mr. Campbell started in radio in New York in 1931 and for last 14 years was with WKAT. He

Mr. Campbell resigned last March in anticipation of a staff purchase transaction, but this that failed to develop he joined WBBM. He was there from June 15 until last month, when he resigned to take over the management of WIBC.

Mr. Campbell announced the appointment of Joe Higgins, formerly advertising manager for Crawford MacGregor, Dayton, and more recently with Airtrep in that city, to the sales staff.

Stuhler, Morris Named

TED BATES Inc., New York, last week announced the appointment of William B. Stuhler as vice-president in charge of radio production—a new post—and Saymor E. Morris as account executive on Standard Brands Inc., New York. For the past year Mr. Morris has been assistant to Gardner Cowles Jr., president of the Iowa Broadcasting Co., Des Moines, Register Tribune and Look Magazine, working with him in Washington and Des Moines on various Cowles enterprises and operations, including recent station transactions. Mr. Stuhler, who will handle advertising on Standard Brands desserts for Ted Bates, was until recently radio assistant to the general advertising manager of General Foods Corp., New York.

Cover the Rich Lehigh Valley

RADIO REPORTS Inc., New York, has issued a complete index to the Weekly Digest of Radio Opinion, January-April, 1944.
FALL TREE-OFF of NBC Maxwell House Coffee Time occasioned this Hollywood gathering of agency clan with sponsor, when series resumed on Aug. 31. Confabbers (1 to r.) are Clarence Goodwin, president of Benton & Bowles, New York, agency servicing account; Walter Craig, agency vice-president in charge of radio who returns to his New York headquarters in late September; Betty Buckler, manager of agency's Hollywood office; Al Kaye, program producer; J. K. Evans, vice-president of General Foods Corps., Maxwell House Coffee Time sponsor.

TWO NEW STATIONS GRANTED BY FCC

PETITION for reconsideration and grant of application for a new standard station at Ann Arbor, Mich., filed by Washtenaw Broadcasting Co., was granted by the FCC last week, in accordance with procedure outlined in the Commission's Jan. 26, 1944 policy regarding the use of restricted materials for construction purposes. Granite District Radio Broadcasting Co., Salt Lake City, at the same time was granted reconsideration and grant of its application for a new standard station, also upon conditions relating to the Jan. 26 construction policy.

Facilities for Ann Arbor are 1050 kc with 250 w and daytime operation only. The Salt Lake City outlet will operate on 1400 kc with 250 w and unlimited time.

Washtenaw Broadcasting is owned by A. E. Greene (96%), president, who owns Greene Contractors & Dyers, Ann Arbor; Paul G. Greene (40%), secretary-treasurer, who is half-owner of Johnson & Greene, road contractors, and Ed. F. Baughn (20%), vice-president, an employee of KLW Windsor-Detroit.

Imperial Oil Test

IMPERIAL OIL Co., Toronto (gasoline) has started a test pattern of Esso Reporters newscasts on CKY and CKBC Winnipeg. Account was placed by MacLaren Adv. Co., Toronto.

Raytheon to Sponsor 'Meet Your Navy' Show

RAYTHEON MFG. Co., Newton, Mass., marking its first use of network radio, will promote radio tubes and equipment on the Blue Network as sponsor of Meet Your Navy beginning Oct. 14. Originating at the U. S. Naval Training Center, Great Lakes, III., and featuring music and entertainment furnished by servicemen, the series has been sponsored by Hall Bros. Inc., Kansas City for greeting cards since Aug. 21, 1942 in the Friday, 8:30-9 p.m. period. Under the new sponsorship Meet Your Navy will shift to the Saturday 7:30-8 p.m. spot, with a delayed broadcast for Mountain and Pacific Coast areas at midnight. Business was placed through Burton Brown Adv., Chicago.

Hall Bros. has taken the Sunday-3:30 p.m. spot on the Blue Network, for 82 weeks, effective Oct. 15 for a program yet to be announced. Full network is expected to be used. Agency is Foote, Cone & Belding, Chicago.

This is a... 'plus' market

Approximately one-half of Washington's Million and a Quarter population is gainfully employed. The greatest concentration of spendable income in any similar area on earth.

For complete coverage of this market you need WINX. The station that has endeared itself to the community by a constant interest in their needs and desires.

Let WINX do the PLUS job in this all-important PLUS market.

The Best Test Market at MINIMUM COST

WINX

The Washington Post Station

Washington 1, D. C.

Represented Nationally by FORJOE & COMPANY

September 18, 1944 • Page 69
FCC OKAYS SHIFT OF WJLS TO 560 KC

FCC last week announced findings of fact, conclusion and order granting application of WJLS Beckley, W. Va., for a construction permit to change frequency from 1240 kc to 560 kc, with power of 200 w day and 100 w night and unlimited hours of operation. Grant is subject to the condition that the Commission shall submit certain data on proof of performance.

Citing a significant increase in service and expressing certainty that the applicant was financially able to carry out the proposed operation, the Commission statement concluded: "In view of all the evidence it appears that the granting of the instant application would tend toward a fair, efficient and equitable distribution of radio service as contemplated in the Communications Act of 1934, as amended, and that public interest, convenience and necessity will be served by a grant of the instant application."

The new operation also would not affect interference to WFIL Philadelphia, intervening in the proceeding, the FCC statement continued.

Commissioner Jett dissented to the action while Chairman Fly and Commissioner Wakefield did not participate. Applicant proposes, when equipment becomes available, to apply for power increase to 1,000 w day and 500 w night, operating as a class III outlet.

WJLS last week had not decided any further legal remedies it will pursue. It operates on 560 kc with 1,000 w.

C. B. HELLER Overseas

C. B. Heller, former commercial manager of WIRK, Linn, Mo., is now on his way to England on an OWI assignment. He will be a newcomer in England for OWI's Overseas Branch, having previously been in the cable and wireless division of OWI's news and features bureau. In March of this year, Mr. Heller left WLOK to accept an appointment with the Overseas Branch in New York. He was a newspaperman before entering radio.

Set Mfrs. Meeting


CBS SPIKES RUMOR OF PALEY LEAVING

RUMORS that the Atlas brothers, Ralph and Leslie, Chicago radio pioneers, were trying to buy control of CBS have turned out to be somewhat erroneous. In the first place, it is not the Atlas brothers—it's the Atlas Corp., Floyd Odlum's investment trust, which has recently transferred to its own name about 35,000 shares of CBS stock acquired during the year.

In the second place, it's not control. There are currently 1,717,076 shares of CBS stock outstanding. So the Atlas Corp. owns slightly more than 2%, in contrast to the Paley holdings of approximately 325,000 shares, or slightly less than 20 per cent.

Hasn't Resigned

Another recurrent rumor—that William S. Paley has resigned as president of CBS—is scored as "absolutely untrue" by top CBS executives, who say that during his recent flying visit to New York from his wartime duties in London with the Office of War Information, Mr. Paley expressed a strong desire to return permanently to his office at CBS as soon as possible, adding the guess that this might well occur before the first of the year.

Denny Advocates Filing Of 15-25% Transfers

EDITOR, BROADCASTING: Broadcasting magazine for Sept. 11, 1944 contains the following at page 59:

"Reps. Magnuson and Miller engaged in a lengthy exchange regarding Commission regulations and Sec. 310B of the Communications Act of 1934, as amended. Mr. Den- ny declared that section should be amended to make it mandatory for licensees to file with the Commission any transfer of stock, as now at 1%. The section now has to do with control of a station."

Actually, I testified as follows (Tr. 9747):

"In my opinion Section 310 (b) should be amended so as to give the Commission control over the transfer of smaller inter- ests. I would advocate that the Commis- sion be given jurisdiction over transfer of 15 or 25 or certainly 25 percent interests. If I think a man owns a 15 or 25 or 25 percent interest in an important mechanism as a radio station, it is very desirable that he come before the Commission and let the Commission find out, who he is and approve his ownership."

The draft amendment which I submitted for the record (Tr. 9765) provides that the Commission must consent to any transfer which will result in the transferee holding an interest of 20% or more.

I feel that this typographical error is a matter of some consequence, as it would be unnecessarily bur- densome to require written consent to the sale of interest as small as 1%. Accordingly, I would appreciate your correcting this error."

W. H. LEWIS, Jr.
General Counsel, FCC

Sept. 12
Actions of the 
FEDERAL COMMUNICATIONS COMMISSION 
SEPTEMBER 9 TO SEPTEMBER 15 INCLUSIVE

Decisions ... 
SEPTEMBER 12
Washoe Broadcasting Co., Ann Ayer, Mich.—Granted petition for reconsideration and grant CP new station, 1040 kc 226 w unlimited; conditions.

Grassfield District Radio Broadcasting Co., Salt Lake City, Utah.—Granted reconsideration and grant CP new station, 1480 kc 250 w unlimited; conditions.

WERC Erie, Pa.—Granted CP change 1480 kc to 1230 kc.

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PAUL A. DEMARS 
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Phone: Metropolitan 0540

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

WILLIAM F. BARTLETT 
Consulting Electrical Engineer 
400 E. Panama Ave., El Segundo, Calif.

KARM Fresno, Cal.—Denied without prejudice petition for reinstallation of application mod. license change 1480 to 1080 kc and make changes DA.

KFKH Pasco, Wash.—Granted 90-day extension to file application for transmitter site approval.

KALE Portland, Ore.—Granted license renewal for period ending 1-11-45.

KGGW Wichita, Kans.—Granted license renewal for period ending 11-11-45.

KGB San Diego, Calif.—Same.

KGEX Springfield, Mo.—Same.

KGSF Chico, Calif.—Same.

WWBR Brooklyn—Same.

WMBL Detroit—Same.

WFDM Indianapolis—Same.

WFJF New Orleans—Same.

KFQD Anchorage, Alaska.—Granted license renewal for period ending 11-11-45.

KKTN Ketchikan, Alaska.—Granted license renewal for period ending 11-11-45.

National Broadcasting Co., Cleveland.—In pending file application new commercial television station.

Badger Broadcasting Co., Madison, Wis.—Placed in pending file application new FM station.

Chattanooga Broadcasters, Marietta, Ga.—Granted motion postpone consolidated application for Grant Sept. 15 to Nov. 17 on applications of Chattanooga Broadcasters and Marietta Broadcasters for new stations.

WOF New York.—Granted motion filed by Murray Master and Meier Master for order to take depositions. re transfer WOFL.

TENTATIVE CALENDAR 
SEPTEMBER 13

KKGO Fort Worth, Tex.—License renewal.

WBAP Fort Worth, Tex.—Same.

WFBA Dallas, Tex.—Same.

SEPTEMBER 17

KFVD Los Angeles—License renewal.

KLQF Phoenix, Ariz.—Same.

KBSO Sioux Falls, S. D.—Same.

SEPTEMBER 15

WQAM Miami, Fla.—License use auxiliary N.

WOBL Boston.—License renewal.

applications ...

SEPTEMBER 13

Fidelta Broadcasting Corp., Boston—CP new FM station, 440 kc, 3,900 sq. ml., $56,000 estimated cost.

WGJ Newport News, Va.—CP new FM station, 44,700 kc, 5,900 sq. ml., $97,000 estimated cost.

WXG West Lafayette, Ind.—Mod. CP for extension completion date from 9-3-44 to 12-31-44.

KGA Spokane, Wash.—CP change 1610 kc to 860 kc, increase 10 kw to 50 kw, installation new transmitter and make changes DA-

WINS New York.—Mod. CP as mod. authorizing increase power, install new transmitter and changes DA for new experimental completion date from 11-8-44 to 11-11-44.

Columbia Broadcasting System, Boston—CP new experimental television station, channel 460-475, 1 kw, A. E. emission.

King Tidesla Broadcasting Corp., Detroit—CP new commercial television station, channel 460-475, 1 kw, A. E. emission.


Columbia Broadcasting System, Chicago—CP new experimental television station, channel 466-476, 1 kw A. E. emission.

Columbia Broadcasting System, St. Louis—same.

WTIC Minneapolis—CP new FM station, 45,300 kc, 15,135 sq. ml., $210,000 estimated cost.

KPFK Los Angeles.—Mod. CP authorizing moving transmitter and install new transmission for extension completion date from 9-15-44 to 10-15-44.

KPFQ Wenatchee, Wash.—Extension special service authorization operate by In. direct method on 50 kw with 250 n w unlimited to 2-1-45.

Columbia Broadcasting System, Pasadena, Cal.—CP new experimental television station, channel 466-476, 1 kw unlimited.

Withers Broadcasting Co., St. Louis—CP new FM station amended to change frequency from 44,100 kc to 42,605 kc and make changes DA.

WMFC Lapeer, Mich.—Mod. License change hours, adding 9-10 a.m. daily except Sat.

EDMUND MCKENZIE, former studio engineer of CKAC Montreal and CKY Winnipeg, has joined CFPA Port Arthur, Ont., as control room operator.

JACK F. BANNON, former chief engineer of WLOK O. K., is now overseas with the OWI as engineer for ABS in France.

STANLEY A. BECK, formerly with KPTH Dubuque, la., has been named chief engineer of WIND Dayton, O.

W. L. MURTOUGH, chief engineer of WENT Glens Ferry, N. Y., on Sept. 8 married Rene Villon of Sherman Oaks, Cal.

DOUG JOHNSON has been named chief of studio maintenance for WSFA Mobile, Ala., succeeding Alvin Lanford, who has been induced into the Navy. Joe Rice, taking the place of control room staff is David Woodruff.

CHARLES HAMILTON, studio engineer of WYCT Cincinnati, is the father of a boy.

REX G. BETTIS, Jonathan L. Smith, Joseph F. Destruct and Ernest E. Sams, engineers of KFJ Los Angeles, have joined Blue Hollywood engineering staff, assigned to KECO, network's outlet in that city.

ELMA ODDESTAD, secretary to George Webb, chief engineer of KPO San Francisco, has started as apprentice engineer in the KPO control room.

LESLIE J. WOODS has been named manager of the Industrial Radio Division of Fallo Corp., with headquarters in Detroit. Martin F. Shea has been appointed assistant manager of the division.

DAVID JEFFERIES, formerly with the OWI in Alaska, has been named chief engineer at WKBK, Cumberland. New members of the transmitter staff are Ralph Wigrman and Marjorie Machere.

FRANK SCHOLES has been appointed chief engineer of CKWS Kingsville, Ont., to replace George McCurdy who has been moved to the Toronto office of Northern Broadcasting & Publishing.

MAX WEXER, chief engineer of WNEW New York, has returned to his post after several months illness.

WJAZ Johnstown, Pa.—CP new FM station, 45,100 kc, 21,792 sq. ml, $55,900 estimated cost.

WXCI Cincinnati—CP as mod. authorizing use of experimental television station for extension completion date from 4/28/44 to 10-30-44.

WAGF Dayton, Ohio.—License to change hours from D to unlimited with 14 kw.


Texas Broadcasters, Houston—CP new standard station added to 1580 kc.

CKFJ Fort Frances, Ont.—Authority to transmit programs from International Falls, Minn. to CKFJ.

"THE TONE OF TOMORROW"
THE BARON-TONE ORCHESTRAL CONVERSION UNIT 
A NEW TONE CABINET FOR THE ELECTRIC ORGAN 
THE BARON-TONE CO.
1072 South La Cienega Boulevard 
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BROADCASTING • Broadcast Advertisers
Chief executive—Engineering school graduate. Must be thoroughly experienced in all phases of construction, maintenance and operation of Radio engineering facilities and complete knowledge of television and facsimile. Must be able to replace new and under- stand FCC rules, forms, etc. This is a position with secret administrative to- ture and decent salary for right man now employed with large network. Must be a chief engineer, or in government service, manufacturing company, etc., who wishes to make a change for the better. New York City. Write in confidence. Box 686, BROADCASTING.

Situations Wanted

Program-production manager. Seven years’ experience large and small station opera- tion as musicman, announcer, director, producer, program manager. Prefer major market. Box 687, BROADCASTING.

Young man with B.A.in radio and the- atrical experience, with progressive station; announcing, writing, production, and news. California, Texas. Box 688, BROADCASTING.

Chief engineer—Thirteen years’ experience. Eight years large network, mostly supervi- sion, maintenance and installation. Two years radio engineering for United States Government. Three years radio manufac- turing. Last one-and-a-half years, chief engineer of concern designing and manu- facturing special purpose equipment for U. S. Navy. References exchanged. Salary $100 to $125 a week. Must be proficient in English. Available six weeks. Box 664, BROADCASTING.

Sales representative of small sales station with success story, wants better position. Minimum salary, $15.00. Box 667, BROADCASTING.

Announcer—4F, married, good all-round man, seeks better opportunity. Box 668, BROADCASTING.

Permanent position wanted by experienced staff announcer-sportcaster. 21/2 years metropolitan experience, and college experience as well. References and transcription im- mediate. Available. Box 670, BROADCASTING.

Experienced and highly recommended time announcer available. Five years record of success. Draft exempt. Box 671, BROADCASTING.

Help Wanted (Cont’d)

Program writer-director. Expert on news, continuity publicity, postwar programs. 10 years’ experience, Chicago, New York Office. Salary and position dependent on past work. Must have references and be available for personal interview. Chicago preferred. Mathilde Ernestine, 106 E. 61st St., Chicago, Phone 7887.

Situations Wanted

Experienced radio station representative. Station experience with station using national record, excellent background, desires to make permanent change. Prefer commer- cial or general manager position. Would consider other positions where in answer please state approximate salary, etc. Box 666, BROADCASTING.

Radio engineer desires chief engineer’s pos- ition with station located in midwest or Rocky Mountain section. Twenty years’ experience construction, maintenance and operation. Minimum $600.00 weekly. Please state first letter. Box 674, BROADCASTING.

Manager—I am single, forty-four, have spent twenty years in radio. Have come up through ranks from announcer to general manager, and have done each job thor- oughly. I am in good physical condition. With whom I’ve been associated may be used as references. My interest lie in radio at $1,000 per year or better. Would like to travel further? Box 675, BROADCASTING.

SALES MANAGER OF NORTHERN RE- SS, PLAYHOUSE, LIVING STATION, BROADCASTING. OFFERING SALES DEVELOP- OPMNET OPPORTUNITIES. WANT CONTRACTOR CHARGE OF NATIONAL OR REGIONAL AALES. Box 676, BROADCASTING.

Program director-anouncer. Eight years’ experience. Available two weeks. Box 681, BROADCASTING.

Two-years’ all-round experience in New York City and Chicago as news editor and broadcasting, some script writing, seeks position as pro- gram director or assistant to station manager. Box 682, BROADCASTING.

Producer’s assistant—21, draft exempt, wants Opportunity in station operation in agency or station. Two years’ experience in advertising and station oper- ation after agency in station. Excellent knowl- edge of all phases of radio. Now working as Highly capable detail worker, typist. Top references. Box 683, BROADCASTING.

Radio engineer, 8 years’ experience in all phases of station operation. Former college teacher, former station manager in history and government both in mid- west and west. Proficient in all phases of language, Commercial, and marine. Experienced in English and Spanish. Capable of representing a station before the public. Immediately available. Good ratings. Address 4045 Grand Avenue, Des Moines, la., Phone 7-0924.

Help Wanted

Announcer—Experienced operator, first or 2nd class phone. Ideal station S. E. Florida. State qualifications and minimum salary expected and draft classification in first letter. Box 662, BROADCASTING.

Leading midwest clear channel station has immediate opening for news radio man. Rush letter with complete background details and salary requirements. Box 689, BROADCASTING.

Commercial salesman wanted by 260 watt Blue Network affiliate, who can handle and how to sell service accounts. Salary $600. Box 670, BROADCASTING.

Wanted—Station manager to take com- plete charge of new forthcoming 250 kw station in Kalamazoo area, future com- munity. Pennsylvania State background, education, experience, etc. Application and letter will merit our complete con- fidence. Box 919, BROADCASTING.

Wanted—Announcer experienced in sports and commercial work, Funk & Wagnalls, new York, and sample letters, to station at $75.00 per week. Box 920, BROADCASTING.

Chief engineer wanted for 250 watt Mu- tual station. Funk & Wagnalls, Funk & Wagnalls, new York, and complete background. Arkansas. Box 921, BROADCASTING.

Copywriter—if you are a good radio copy- writer, particularly with retail experi- ence, and want to get into radio, write to this region in first letter, Address; FPAC, Drawer 641, Fort Arthur, Texas.

Chief engineer—married, seeks station in young defense area. Give experience, salary re- quirements first letter. KPFA, Helena, Arkansas.

Copywriter—if you're a good radio copy- writer, particularly with retail experi- ence, and want to get into radio, write to this region in first letter, Address: FPAC, Drawer 641, Fort Arthur, Texas.

Announcer-wanted. Must have first class radiotelephone license and be capable of, and experienced in com- mercials. Give experience, draft status and salary required first letter. Station KREM, Pocatello, Idaho.

"wanted"-Assistant chief engineer for live five-oo-to-date 250 kw Blue Network station. Town eighteen thousand popula- tion. Must be a quick thinker. Love Wire, write or call station WOLS, Florence, B. C.

Chief engineer, permanent position, for Se- attle, Washington, 250 watt station latest RCA equipment, Mutual Network.

Announcer-wanted—NBC 5 kw station. A well-equipped man with at least two years’ success in coast to coast connec- tions. We prefer somebody who wants to be- come firmly rooted in our particular market which we serve. C‘ll be brought in at $40.00, and give him every chance for the kind of exposure which he desires. Please state his full name, age, and likeness. Suggested rates and ideas will be entertained. Station WSDS, Seattle.

"wanted”—Assistant chief engineer for live five-oo-to-date 250 kw Blue Network station. Town eighteen thousand popula- tion. Must be quick thinker. Love Wire, write or call station WOLS, Florence, B. C.


NATIONAL DESIGN SERVICE Engineers and Designers AM & FM TELEVISION Now Designing for Post War 96 Liberty St., N.Y.C. Book 3-2297

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OCTOBER 2

Taught by members of the National Association of Broadcasters.

16 Assistant Instructors

For Sale—Two 150 watt local full-time network station, New York State. Write Box 461, BROADCASTING.


Funk & Wagnalls, Funk & Wagnalls, New York, New York, and complete background.
Seaboard Stations Aid Public As Hurricane Causes Damage

Local Stations Active in Giving Warnings and Tropical Storm

The tropical hurricane that swept the Atlantic Seaboard last Thursday was heralded by broadcast storm warnings and eyewitness descriptions broadcast on the spot and followed by bulletins aired to inform residents and rescue workers.

Most of the radio stations had to deal with two kinds of storms, a network storm, and when it came, radio handled it in the best industry tradition for public service.

New York Silence

In New York the storm silenced several transmitters for intervals varying from 15 or 20 minutes to more than one hour. Some stations were forced to cut down to one half of their normal power output.

The storm knocked out all three New York stations, WEAF, WOR, and WHN.

WEAF was silenced at 4:10 p.m., and WOR at 4:45 p.m., and WHN at 5:15 p.m.

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Livestock Raiser
Joe O'Bryan, owner of the noted O'Bryan Ranch at Hiattville, Kansas, says—"Radio was the first modern improvement for better living on the farm. It showed the farmer and the livestock man how the rest of the world lives. Through making him want for something better, other improvements followed. We actually live today by the radio. We eat breakfast at a certain time—we come back to the farmhouse at a certain time for lunch—just so we don't miss any of the valuable information that radio gives in our behalf."

VICTORY THROUGH FOOD
All indications point to the importance of food in the making of a lasting peace. KMBC, recognizing radio's responsibility to the Heart of America—the foodbasket of the nation—now operates a typical Missouri-Kansas farm in service to its rural audiences. Here Phil Evans, KMBC's nationally known farm editor, puts into practical demonstration latest farming developments, telling listeners of progress made in three remote broadcasts daily from "KMBC Service Farms." Radio is limited only by man's ability to utilize its potentialities.
WKY is heard regularly by more people than is any other Oklahoma station.

WKY's audience, morning, afternoon and night is far greater than that of any other Oklahoma City station.

WKY is the top favorite among farm listeners in Oklahoma.

The favorite station of most Oklahomans for news is WKY!

WKY is by far the most listened-to of all Oklahoma City's stations!

Some of the Things the New Oklahoma Radio Study Tells Advertisers!

Just off the press is the first statewide survey of radio listening habits and preferences ever made in Oklahoma. This fact-packed study, conducted by the author of the well known Iowa and Kansas studies, Dr. F. L. Whan of the University of Wichita, is a complete diagnosis of Oklahoma listening in cities, villages and on farms.

As for station preferences of listeners in Oklahoma one fact stands out above all others: WKY IS THE DECISELY DOMINANT STATION OF OKLAHOMA! WKY is heard regularly, morning, afternoon and night, by more Oklahomans in cities, villages and on farms than any other station. It is Oklahoma's favorite station for news and market reports. It shows, as has every survey before it, that WKY has by far the greatest audience of any Oklahoma City station. It shows that the best buy for radio advertisers in Oklahoma is WKY!