What sales results have said again and again—what audience response has told station and advertiser—Hooper says, too: KTUC IS TOPS IN TUCSON. Not just morning, not just afternoon or night but ALL THREE TIMES—morning, afternoon and night.

Note, too, that outside stations ("others") make no dent in Tucson listening. Tucson people listen to their own stations—and ALL the time, most of them listen to KTUC: 62.8% in the morning, 54.3% afternoon, 52.2% night, according to Hooper City Zone Station Listening Index for Spring, 1944. For further details, contact KTUC, the "station that is doing things" (and is listened to) in Tucson. Let your sales story reach the audience that is "Tops in Tucson."

KTUC
TUCSON, ARIZONA—CBS
1400 Kilocycles—250 Watts
LEE LITTLE, Manager
MANAGEMENT AFFILIATED WITH WLS, THE PRAIRIE FARMER STATION, CHICAGO—REPRESENTED BY JOHN BLAIR & COMPANY
WKY's "Farm Reporter" Is
MAKING NEWS
All Over Oklahoma!

Since his first program on August 9, WKY's Farm Reporter has been making news, north, south, east and west in Oklahoma. Most important, he has been making a hit with farmers.

WKY's new farm service department is quickly becoming the focal point toward which the important agricultural information of the state gravitates and toward which farm folk look daily for up-to-the-minute farm news and ideas.

The five-a-week quarter-hour broadcast at noontime is all meat; the kind of information farmers can use to farm better and live better. On Saturdays, the program originates in some outstanding farming community with prominent farmers of the district participating.

The expanding activities of the farm service department have already necessitated an addition to the staff.

WKY already has the largest farm audience of any station in Oklahoma. WKY's Farm Reporter will make them better farmers and better customers as time goes on.

Clarence Burch

STAFF ENLARGED

Clarence Burch has been named to assist Ed Lemon, WKY's Farm Reporter. Burch has been county agent of Cleveland county since 1937 and owns a 1,200-acre cattle ranch in southern Oklahoma. He is a graduate of Oklahoma A & M.

With this addition, WKY's farm service department now employs three persons full time.
Today's Moolah—
for Tomorrow's Merchandise

Never have there been such high payrolls as are in Detroit today; never so much take-home pay.

What are war workers doing with their lush dollars?

Mostly, they are buying War Bonds in such quantities that Michigan is at the head of the 48 states in payroll deductions for Bond purchases. And, they’re making double and triple monthly payments on mortgages—in many cases mortgages are being paid off in lump sums.

Recently, a Detroit News reporter surveyed the situation for story material. He discovered that “easy money” was being spent the hard way—with surprisingly little waste. He learned that debts are being paid off; that bills are met promptly; that bank savings accounts are in an upward spiral. Everywhere there is a sober realization that in the tomorrows ahead, today’s dollars will come in mighty handy.

All this adds up to tremendous postwar buying power. No matter what happens in the reconversion period, Detroit will be one of the Country’s prime markets for years to come.

Keep your eye on Detroit, and remember that WWJ is the most listened-to station in this great market.
As the outstanding advertising medium, radio itself highlights the 1944-45 NBC Parade of Stars with two half-hour evening network All-Star programs on September 19th and September 26th and five daytime half-hour programs during October 2nd - 6th. All this in addition to thousands of locally produced star programs and announcements.

A smashing campaign of NBC-bought newspaper ads in New York, Washington, Chicago, Cleveland, Denver, San Francisco and Los Angeles over a nine-week period in papers having a daily circulation of 20 million, supported, of course, by the intensive year-round campaigns of NBC affiliated stations in their own areas.

A new medium—movie trailers in nearly 1,000 theatres in 117 NBC affiliated station cities. Lowest estimates indicate over 30,000,000 people will see the four-week film campaign. A new film each week will feature top NBC stars.

A comprehensive package of individualized program promotion material for every NBC commercial program containing 65,100 recorded star spots . . . 44,785 live announcements . . . 14,815 newspaper and photo mats . . . thousands of car cards, posters, publicity releases and photos.

National
the NBC Parade of Stars

In August NBC announced the new Parade of Stars as a year-round operation ... and outlined some of the preliminary details.

Now, with the opening of the fall season, NBC and its 143 stations have begun a four-pronged program promotion drive using:

On-the-air programs, both network and local—
A hard-hitting newspaper advertising campaign in all NBC-owned station cities and production points supported by newspaper ads of NBC affiliates—
Specially-built movie trailers in 117 NBC station cities from coast to coast.
All-inclusive program promotion material (the Parade of Stars Bandbox) sent stations in mid-August.

As a result, NBC advertisers will have even greater audiences for their programs which have habitually dominated the attention of the listening public.

Tested in 1942 and 1943, the new NBC Parade of Stars represents the ideas and promotion devices that have consistently proved successful in building listeners to radio programs.

The 1944-45 NBC Parade of Stars is no "shot-in-the-arm" seasonal promotion but a year-round program promotion designed to induce listeners to keep their dials tuned to the 143 stations of "The Network Most People Listen To Most."
When You Think of NEW ORLEANS...

You Think of 549,281 RATION BOOKS No. 4

The Greatest Selling Power in the South's Greatest City

50,000 WATTS CLEAR CHANNEL WWL

SECOND CHANNEL

WWL Land

WWL Dominates the NEW Deep South—Headed for PERMANENT Prosperity

COS AFFILIATE—REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.
WSIX with its 5,000 watts on 980 kc covers a population of 610,984 in its 0.5 mv contour, and a total of 1,264,494 within its 0.1 mv contour.

Well selected Blue and Mutual network programs, with numerous topnotch local broadcasts, furnish strong listener appeal. Here's a powerful sales force ready to serve you. Selling costs per dollar in Nashville are lower when you use WSIX.

For availabilities, write or wire this station or

THE KATZ AGENCY, INC.,

National Representatives
DEAS to make a network
... here are four notes on a good one

Practice whistling these notes: B, E, F#, B. If you can do it like The Whistler, maybe millions will listen to you, too. When the Pacific Coast hears those four somber and meanful tones, it steels itself against terrifying suspense.

The mystery of The Whistler has held rapt public attention for two solid years. Today, it ranks fifth among 40 radio shows produced expressly for Coast Networks. Columbia Pictures has made one successful movie out of it, now has another in production.

Its sponsor on Columbia Pacific whistles, too—but happily—as 1800 independent Signal Oil dealers applaud the way those four notes keep their grease-racks and wash-stalls filled. Their business flourishes despite rationing.

With mystery shows crowding the air and bodies lying stacked in studios, we look on The Whistler's successful record as exceptional. Ideas, of course, are responsible ... better ideas for plots, better ideas for characterizations, for creating atmosphere, for sound effects. In short—more thought applied to attaining a superior radio production.

The success of The Whistler is another example of what Columbia Pacific thinking accomplishes. We have many other shows (including four of the 10 most popular Western programs)—and some of them may be just what you need. If not, the idea network can invariably custom-make one to your requirements. Our ideas are yours for the asking—from us or the nearest office of Radio Sales.
"Dash it, Thistlewaite—I said to round up some spots—not some tots!"

- We don't know much about tots—but our F&P Colonels really are pretty good at rounding up spots! We're in constant contact with all the stations we represent, by both telephone and tele-type—either know or can quickly find out exactly what's available. And believe us!—our telephone bill attests the fact that we save hundreds of dollars each month for agencies and advertisers all over the Nation!

What spots can we round up for you—now?

FREE & PETERS, INC.
Pioneer Radio Station Representatives
Since May, 1932
FCC to Hear Claims for Spectrum Space

Extensive Study to Get Under Way Sept. 28

WITH MORE than 75 organizations, corporations and individuals listed for appearances, the FCC hearings in the allocation of frequencies of the radio service from 10 kc to 30,000,000 kc will get underway Thursday (Sept. 28) at 10:30 a.m., under the guidance of Charles R. E., Jr., F Adair's counsel, and George P. Adair, chief engineer, before the Commission in private.

Hearings will be held daily except Sundays and Mondays at the interdepartmental Auditorium, Constitution Ave., between 12th and 14th Sts., Washington. During the sessions the Commission will hold regular weekly meetings on Mondays instead of Tuesdays to avoid a break in the allocations hearings.

Propagation Data

The first three days (Thursday, Friday and Saturday this week) will be devoted to preliminary discussions by Commission officials and those of the Radio Technical Planning Board. Under the tentative schedule announced last week, propagation data assembled by the FCC Engineering Dept. will be presented when the hearings are called to order.

Although Commission officials at last week had not announced who would make the presentation, it appeared likely that Dr. Lynde P. Wheeler, chief of the Technical Information Division, Engineering Dept., would be the logical speaker since his division has been working for months assembling the necessary data. Dr. F Adair and Adair are expected to conduct the questioning and cross-examination.

Following the propagation data, Dr. W. R. G. Baker, chairman of the RTPB, will present his board’s findings. These RTPB panel chairmen will offer their respective preliminary discussions: Howard S. Frazier, Panel 4, Standard Broadcasting; C. M. Jansky Jr., Panel 5, Very-High Frequency (FM) Broadcasting; David B. Smith, Panel 6, Television; John V. L. Hogan, Panel 7, Facsimile Broadcasting; Harrison Pratt, Panel 8, Radio Communications; E. W. Enstrom, Panel 9, Relay Systems.

D. W. Rentzel, Panel 11, Aeronautical Radio; A. Senauke, Panel 12, Industrial, Scientific & Medical Equipment; D. E. Noble, Panel 13, Portable Radio; and C. F. Lillie, chairman of Panel 2 on Frequency Allocations, will summarize. Panel 9 on High-Frequency Generation, of which R. M. Wise is chairman, and Panel 10 on Radio Range, Direction and Recognition, headed by E. M. Dolan, have not been assigned places on the schedule last week.

Four Major Groups

Under the Commission's tentative schedule the various services will be broken into four major groups as follows:

Group I—Fixed public service (other than Alaska); Coastal, Marine relay, ship, mobile press and fixed public service in Alaska; Aviation; Amateur; International Broadcasting.

Group II—Standard Broadcasting; High-Frequency (FM) Broadcasting; Non-commercial Educational; Television; Facsimile Broadcast; Other Broadcast Services.

Group III—Smoke, Fire & Forestry Services; Special Emergency, Provisional & Motion Picture Services, Special Services (geophysical, relay press).

Group IV—Industrial, Scientific & Medical Services; Relay Systems (Program and Public & Private Communications); New Radio Services (Railroads, Buses, Taxi-cabs).

Chairmen of the various RTPB panels will lead the discussions of each topic. They, in turn, will be followed by witnesses from other organizations, corporations and individuals. (Any individual named as an RTPB chairman will also represent private industry. In such cases they are expected to combine their testimony, except where their private interests go beyond those to be covered by the RTPB.)

After all the testimony is completed, the Commission will receive recommendations from the chairmen of Panels 1 and 2 based on testimony. That phase is expected to begin about Nov. 1. Evidence from any other person or group having recommendations also will be heard.

Although the Commission originally set a Sept. 20 deadline for exhibits, several of the RTPB panels and individual corporations asked for more time in view of the short time between notice of the hearings and Sept. 20. Consequently the FCC announced it would accept exhibits filed after Sept. 20, although interested parties were urged to get them in as early as possible.

Because of the large number of appearances and desire of the Commission to conclude its hearings and present recommendations to the State Dept. by Dec. 1, certain restrictions have been adopted with reference to cross-examination. For example, only one attorney may question the hearing auditorium for any participants who wish to cross-examine any of the witnesses. The forms request permission, give space for the subject concerning cross-examination, length of such cross-examination and name of person who desires to conduct it, together with his organization.

Fly Urges Video in High Frequencies

Says Improvement Must Be Made Before Its Return

TELEVISION should be moved into higher frequencies of over 500 mc to provide for maximum results and gain technological development, FCC Chairman James Lawrence Fly declared at a luncheon meeting of the Radio Industries Committee of the Kisch Foundation in New York last Thursday.

Video Important

Speaking on postwar trends in television, the FCC Chairman said that “Television is a new era. It must seek and must develop improvements. For optimum results it would seem better to push television up into the broader band width of 500,000 kc or higher. There we can experiment and fill plenty of room in the broadened band width for bigger and finer pictures. Also in that setting, color television may be developed and operated successfully and add to the attractiveness of television and hence to its success.”

Mr. Fly stressed the importance of color and “chain television,” he said, “must be developed. We must have radio highways on which to convey television and FM from point to point, establishing an effective chain system of television and FM broadcasting. These are examples of major steps that must and will be taken in due course. In each of them there are important and technical difficulties that require the benefit of research carried on by competent technicians that will work in such laboratories as the Kisch Foundation plans to establish. What is needed is more research today and more tomorrow and tomorrow.

“‘In the meantime’, Mr. Fly continued, ‘television is going to move into the higher frequencies. Let’s co-operate and develop a demand for radio equipment as this country has never seen before. The better the system, the greater the success of television for everyone engaged in the venture.’

Alluding to FM, Mr. Fly said at the outset that FM is ready to go and has been ready to go for quite some time. “The industry has brought the radio a quality which has not to this date been equaled in the field of AM,” he stated.

Lauds Foundation

The group that Mr. Fly addressed was the broadcast division of the Kisch Foundation, organized to erect electrical and industrial engineering laboratories in the memory of the late Brigadier General Stuart Kisch, engineer of Field Marshal Sir Bernard L. Montgomery’s Eighth Army. Gen. Kisch was killed in action in Tunisia last year. The laboratories are to be erected at the Hebrew Institute of Technology in Halifax, Palestine, with funds of $600,000 raised by the American Society for the Advancement of the Institute in this country. The radio industries division quota is $50,000. William Fondiller, assistant vice-president of Bell Telephone Labs., an organizer and founder of the Society, addressed the meeting briefly explaining the aims and objectives of the Kisch Foundation and the work of the Institute in expanding its studies into the fields of electronic broadcasting, electrical engineering. Mr. Fly, in his opening remarks, lauded the project as well as the Institute, which is known as the MIT of the Near East.

Speaks at Cornell

In an address delivered at Cornell U., as the Bernays lecturer last Wednesday, Mr. Fly characterized radio as the only practical mechanism of free speech. Speaking on “some observations of freedom of speech and press”, he stated that “monopolistic controls in the fields of newsgathering and news distribution and in the field of communication must be watched most carefully. Various devices utilized to suppress and control the gathering and distribution of news throughout the world must be considered. Blas’ “That’s all a great variety of sources.” Mr. Fly’s appearance at Cornell was one of a series of lectures on freedom of speech established last year by Edward L. Bernays, New York publisher.

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ANA-AAAA
Informally Accepted at Joint Meeting Held Friday
UNANIMOUS APPROVAL of the NAB standards coverage measurement plan was informally given last Friday by the radio committee of the Assn. of National Advertisers following a presentation of the plan by Hugh Feltis, FKAB Lincoln, provost of the National Radio Research Committee, at a meeting called by the ANA at the Hotel Biltmore, New York.

Vote, given by show of hands following intensive questioning of Mr. Feltis on details of the plan, was participated in by representatives of the radio, timebuying and research committees of the American Assn. of Advertising Agencies and by a number of advertising executives of national advertiser members of which joined the ANA radio committee in expressing their informal approval of the uniform system of measuring station coverage.

Formal Approval Expected
Official endorsement of the NAB plan of the ANA and the AAAA is expected within the next month, following its presentation to the respective boards of directors. At those meetings it is also anticipated that each group will appoint a committee to work with a similar NAB committee in drafting articles of incorporation and by-laws governing operations of a bureau to supervise the creation and carrying out of the plan. All three organizations—ANA, ANA, and AAAA—will be represented on the board.

ALLOCATION PLAN STUDIED BY PANEL
FINAL meeting of the Allocations Panel (No. 2), Radio Technical Planning Board before the start of the FCC hearings on allocations for all radio bands. In Washington, Sept. 28, wound up with a number of overlapping requests from various industry groups. Another meeting will be called in Washington following the initial stage of the hearings to make further efforts to eliminate these conflicts before the time arrives for the detailed presentation of frequencies needed.

All-day meeting of Panel 2 in New York completed the task of charting the requests of the various service panels of the RTBP during the morning session and in the afternoon attacked the task of reviewing the frequency allocations. Despite the overlapping requests, chiefly involving conflicts between telephone and television programs and land mobile services, many of the latter currently devoted to Government use or deemed immovable in the recent proposals of the Interdepartment Radio Advisory Committee, enough progress was made to justify the calling of another meeting. Dr. C. B. Joliffe, RCA, chairman of Panel 2, presided.

Vote NAB Survey Plan
After the committees have been appointed and articles of incorporation and by-laws have been drafted, the NAB research committee will request the NAB board for an appropriation to cover the initial expense of setting up the bureau.

Paul West, ANA president, presided at the meeting, introducing J. Harold Ryan, NAB president. D. B. Stetler, advertising director of Standard Brands and chairman of the ANA radio committee, conducted the discussion, during which Frederic Gamble, AAAA president, voiced interest in a uniform plan and measurement program.

NAB delegation at the meeting,

KSF on NBC Basic
KSF D, 1,000 w station, San Diego, Cal., operating on 600 kc, and since Aug. 19, 1943, a supplementary NBC net, Oct. 1 becomes a basic network station.

Congress Adopts Worldwide “Free News” Pact Resolution
CONGRESS went on record unanimously last week in favor of an international pact protecting the “right of interchange of news” on a world-wide basis “without discrimination as to sources, distribution, rate or charges.” After adopting the resolution, a compromise of resolutions introduced by Sens. Taft (R-O.) and Connally (D-Tex.) and Rep. Fulbright (D-Ark.), both Houses adjourned last Thursday until Nov. 14.

Aside from the reconversion bill and hearings by the House Select Committee to investigate the FCC, Congress conducted little other major business in its eight weeks following the major political conventions. President Roosevelt failed to send to the Senate a nomination to the FCC post vacated last July by Lt. Comdr. T. A. M. Craven, now vice-president of the Iowa Broadcasting Co.

Hyde Is Mentioned
Whether the White House plans to make a recess appointment could not be learned. While one is possible, on Capitol Hill it was speculated that the President probably would withhold the FCC appointment until after election. Among those favorably mentioned for the post is Rosel H. Hyde, assistant general counsel in charge of broadcasting and a Republican.

Sen. Curtis K. Wheeler (D-Mont.), chairman of the Senate Interstate Commerce Committee, planned to leave the capital soon for adjournment. He scotched any likelihood that radio legislation would be revived this session.

“During radio finally decides what it wants in the way of legislation, maybe we can get together,” he commented last week.

On the House side Chairman Clarence F. Lea (D-Cal.) of the Interstate and Foreign Commerce Committee, which has jurisdiction over legislation one of his first orders of business in the new session, he indicated. Although Rep. Lea is expected to be replaced as chairman of the Committee should the Republicans win a majority in the House, nevertheless he declared that as chairman’s choice for one of the Congressmen, “he is convinced of the need for new legislation.”

During the recess his Select Committee staff plans to deliver further into station sales and transfers in an effort to determine whether or not the Commission has shown favoritism in granting certain transfers. Chairman Lea also indicated his Committee is studying FCC rules and regulations to determine whether the Commission has gone beyond the intent of Congress.

The Connally “free news” resolution introduced by him was drawn up by a subcommittee of the Senate Foreign Relations Committee, headed by Sen. Albert W. Barkley (D-Ky.), Majority Leader, and including Sen. Wal- lace H. White Jr. (R-Mo.), acting Minority Leader. Text follows:

“Resolved that the Congress of the United States expresses its belief in the worldwide right of interchange of news by news-gathering and distributing agencies, whether individual or associate, by any means, including wire service, radio, or other facilities, as to sources, distribution, rates or charges; and that this right should be protected by international compact.”

Blue Asks Special V-E Sponsor Copy
Heavy News Schedule Likely
CONSTRUCTIVE SHOWS Urged
THE Blue Network’s proposed policies for V-E Day broadcast, were set forth in a letter sent Friday by Blue’s advertising manager, Dr. H. E. LaRochef, chairman of the board, asking that they inform the Blue of plans for handling programs and commercial announcement matters on that day.

Letter indicated strong emphasis on the responsibility of both broadcaster and advertiser to counteract a possible over-exuberance and let down in effort following Germany’s defeat, and to channel the anticipated wave of elation into “constructive effort which will shorten the war with Japan.” V-E Day, the letter pointed, posed to both a net work and client a real opportunity; to drive home to the listening public certain important points vital; affecting the morale and effective needs of the home and on the fighting fronts.

Prominent Speakers
“The Blue Network,” the letter announces, “is planning not only to provide its audience with all the news available on V-E Day but if our sustaining periods we intend to bring to our microphones the most distinguished and informed speakers and the most outstanding feat turns, which will help to illuminate the above point of view. It is our desire to work with advertising agencies so that their shows in keeping with the Blue Network’s plans for the day Germany surrenders.”

The letter concludes, “Naturally in rebuilding of your show it becomes apparent that you would want to substitute a different type of commercial than the straight selling copy you now employ for purposes of broadcasting. We hope that for both the rebuilding of your show and its commercial, this letter can serve as a preliminary guide. May we know your plans as soon as possible?”

The Mutual Network has already announced plans for special feature programs [BROADCASTING, Aug. 21]. Miller McCloyntock, president, said: “If we can keep commercial obligations without harming our news service to the public, we will do so, but our first consideration will be to see how we get through.”

NBC and CBS have not announced definite plans but have, in effect, indicated that treatments of commercials also would depend on circumstances attending the new nature of the news and its release.

Covel to Associated
BRETT COVEL, formerly promotion manager of the Wilder stations, previously manager of WSAI Cincinnati, has been named program and promotion manager of Associated Records and Program Service, a part of Associated Music Publishers, the parent company of Music Corp.
Pick out the work boat

It's easy to by-pass the glamour cruise ship in that picture above. You can spot in a flash the hard-working, power-slugging work boat.

And down here in Baltimore radio it's just about as easy to spot the hard-working, sales-producing independent station that does the man-sized sales job in this, the 6th largest market.


Just a hard-working, sales-slugging station that produces greatest sales results for each dollar spent.

We have the facts to prove that W-I-T-H is the big buy in Baltimore. A lot of smart advertisers have studied those facts. They must have... few radio stations have come so far, so fast.

W I T H

Baltimore, Md.

Tom Tinsley, President  *  Represented Nationally by Headley-Reed

Broadcasting  *  Broadcast Advertising

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Cowles Group Asks Change In FCC Chain Contract Rule

Petition Claims Six-Months Clause Restricts, Rather Than Stimulates Competition

CONTENDING that Sec. 3.103 of the FCC Network Regulations restricts rather than stimulates competition, the Iowa Broadcasting Co., through a patent, filed a petition May 10, 1943, Supreme Court decision.

Amendment sought would make it lawful for a station to enter into an original network affiliation contract more than six months prior to the effective date of such contract. Under Sec. 3.103 network affiliation contracts must be entered into "within six months prior to the commencement" of contract.

Rule Works Hardships.

"Sec. 3.103, and particularly the proscription clause of this section, was designed to prevent the perpetuation of existing network relationships through multiple short-term covenants between a particular network and a particular station," the Iowa Broadcasting Co. pointed out. "No change is requested with respect to renewal or extension agreements."

As the rule now stands, hardships are worked not only on stations desiring to change networks but on new stations, the petition recites. Petitioner set forth this hypothetical case: Licensee A has an affiliation contract with Network X, expiring June 30, 1946. It desires to be affiliated with Network Y on July 1, 1945. Licensee B in the same city has a contract with Network Y, but licensees B's contract expires Dec. 31, 1944.

"Under Sec. 3.103, it would appear to be unlawful for licensee A to make a contract with the Y network prior to Jan. 1, 1945," the petitioner explained. "The Y network must therefore either renew its contract with licensee B on or before Dec. 1, 1944, or be prepared to forego an outlet in that city for seven months. As a consequence Y network will invariably renew its contract with licensee B, which in turn forces licensee A to renew its contract with the X network."

With reference to an applicant for a construction permit and license for a new station, Iowa Broadcasting declared that under Sec. 3.103 it would be unlawful for the new applicant to enter into a network affiliation agreement more than six months in advance of the date on which he receives a license. "Because this date is determined by circumstances beyond his control, such contract plat, wisely nor enter proper responses on the Commission's application form," the petition contended.

Field Assumes Possession of WSAI Station Will Share WLW's Facilities

POSESSION of WSAI Cincinnati was taken over last Tuesday from Crosley Corp. by Marshall Field, Chicago capitalist, publisher and station owner, with the execution of final contracts. Station was purchased by Mr. Field for $500,000, the sale resulting from the FCC's "dupopoly" regulations by virtue of Crosley Corp.'s ownership of WLW, as well as WSAI.

Mr. Field, Clem Randau, business manager of the Chicago Sun; James D. Shouse, Crosley vice-president, and attorneys representing both sides worked out the terms under which WSAI will continue to share facilities with WLW at Crosley Square, Cincinnati, until wartime restrictions are lifted. Charles Sawyer, Cincinnati attorney and owner of WING Dayton, and WIZE Springfield, represented Crosley. Lewis Stix Weiss, of New York, appeared as counsel for Mr. Field.

Mr. Field announced that no staff changes are contemplated, with Walter Callahan continuing a WSAI general manager. Mr. Randau said applications had been filed for an FM station in Cincinnati whenever materials are available.

Mr. Field declared he had purchased the station purely for investment purposes. Asked whether he planned to purchase the Cincinnati Enquirer, he said he did not know if it was for sale and that he had "hands full running the Sun in Chicago." He pointed out the WJJD Chicago, which he had recently purchased, has no operatic connection with the newspaper. Mr. Field also owns FM in New York.

Mr. Shouse stated following the formalization of the transfer that while WSAI and WLW will remain jointly as occupants of Crosley Square, the stations will share only in a joint use of physical facilities and that all management of policy and administration of WSAI pass into the hands of the new owner.

Bu-Tay Campaign

Bu-TAY PRODUCTS Ltd., Los Angeles (Rain Dropa, detergent), in an 11-week $20,000 slogan contest campaign, on Sept. 13 started using from three to six transcribed one minute announcements on 16 stations nationality. List includes KYA KFYD KPDS KGKO KABC KOL KTRB KVOA KVOD KSTP WLDS WOW KHOW KFAB KUTA. In addition daily participation is being sponsored in Home-maker's Club on KHJ Hollywood and Hospitality House on KWKJ Portland. Firm is also promoting contest on its weekly five minute program The World Tomorrow on 15 Blue Pacific stations, Wed. 1:45-1:50 p.m. (PWT). Agency is Glaser-Galhei, Co., Los Angeles.

Brach Candy Spots

E. J. BRACH & Sons, Chicago (Brach candy), began sponsorship Sept. 18, of six minute transcribed announcements on the following stations: WDAF KCNO WOIL WHO KSNT KSTP WGGY WFBM WISH KDKW KWK WSAI WKRC WCKJ WWJ WHJ WHW WMAQ WIX. Thirteen-week contracts were placed by Hill Blackett & Co., Chicago.

BROADCASTING • Broadcast Advertising

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"THE greater the importance of safeguarding the community... the more imperative is the need to preserve inviolate the constitutional rights of free speech, free press and free assembly."

CHARLES EVANS HUGHES
CONGRESS AIRING URGED BY COFFEE

BROADCAST of Congressional proceedings and the "complete and continuous" recording of sessions of the Senate and House would be authorized under a joint resolution (HRRes-311) introduced last Tuesday by Rep. John M. Coffee (D-Wash.). The resolution was referred to the Rules Committee.

Rep. Coffee said his resolution was prompted "by a wave of requests from labor unions throughout the country urging the broadcast of Congressional proceedings, similar to those of the New Zealand National Legislature. The campaign, believed started by the International Building Service Employees Union (AFU), Seattle, Wash., spread to both AFL and CIO organizations on the West Coast and then moved East.

Congressman Coffee pointed out that newspapers and radio newscasters cannot cover all phases of Congressional proceedings. He admitted, however, that "a lot of stuff is not of public interest" but asserted that "only through radio" can the personalities of Senators and Representatives be imparted in the minds of the people. "Let the people know how we vote on important bills and how we stand," he added.

Although petitions from 25 or more labor unions suggested that Congress could buy or lease necessary time on the networks and powerful independent stations, the Coffee resolution made no mention of commercial aspects, other than to authorize the Capitol architect to sell transcriptions to stations and networks "at cost".

The resolution authorizes stations and networks to "broadcast any proceedings on the floor of the Senate or the House" provided "no station or network shall be required to broadcast any proceeding or shall pay any price or license fee to have the House be broadcast when such House otherwise orders". The architect would be authorized to arrange for broadcasting by stations and networks as well as install recording equipment.

Electro-Voice Produces New Model Microphone

ELECTRO-VOICE MFG. Co., South Bend, Ind., which has just become Electro-Voice Corp., according to Albert Kahn, president, has completed a new model, 600-D Communications Microphone. It is designed for portable public address installations and other mobile communications such as police, airport and utility sets.

The 600-D features a "press to talk" switch which opens the microphone and closes the relay simultaneously. A 9-ounce, high impact molded phenolic case has been built for rough military use. Able to withstand temperature changes from —40 to 186 degrees F., the new microphone has a frequency response ranging from 50 to 8,000 cycles.

SHEPARD TO SEEK VIDEO STATIONS

THOUGH he expressed the opinion that it will be one to five years after the war before television comes into its own as a household feature, John Shepard 3d, chairman of the board of the Yankee Network last week disclosed plans to apply for television licenses for the Yankee station in Providence (WJAC), and Hartford (WNBC, for which the Yankee Network has been negotiating with the Bullock's). The Yankee Network had previously applied for a commercial video license for Boston to be operated in conjunction with its key AM station there, WNAC. Channel 2, 60-66 me is sought.

Mr. Shepard explained that the high cost of television programs would invariably slow up progress and further stated that costs would force individual stations into networks in order to stay in the black. Initial production costs, he predicted, would probably consist mostly of films, some live shows, with three or four persons, and an occasional parade, fire, or sports pickup.

WDRC Branch Studio

WDRC Hartford, has announced opening of a branch office in New Haven, where special educational and cultural programs for Connecticut listeners will originate. First program to originate from the new studios was College News, heard Sept. 17, with Professor Samuel F. Jaffe, Facsimile professor of diplomatic history at Yale, interviewed by Harvey Olson on the coming vice.
Most Powerful Shortwave Transmitters, Built by WLW, Are Formally Opened

WITH ELABORATE ceremonies planned for the event, including a half-hour dramatic broadcast over NBC, the Bethany transmitters, built by the Crosley Corp. for the OWI and the Office of Coordinator of Inter-American Affairs, were to be dedicated last Saturday as the most powerful shortwave link in the "Voice of America".

Scheduled to participate in the broadcast were Elmer Davis, OWI Director; Nelson Rockefeller, Coordinator of Inter-American Affairs; and Robert Sherwood, Director of OWI Overseas Operations, recently returned from abroad; and Clifford J. Durr, a civilian. The officials were to speak from the Willard Hotel in Washington where a reception and buffet dinner was to be held for the occasion.

Powerful Group
In his address prepared for the program, Mr. Durr referred to the Bethany plant as "the most powerful group of shortwave broadcasting stations in the world", comprising three transmitters of 200 kw power. "A quadrillion times the power it takes to light a radio of an underground leader somewhere in occupied Europe."

He called the project "a proud achievement, to be a story in the history of the 'Voice of America'," a story which is "a tribute to men who have worked without credit and praise to make the Voice of America great—the Americans, the exiles, the men of our Government, to technicians and our fellow members of the broadcasting industry, who have taken part in this work."

Mr. Rockefeller recalled the dark days of 1941 before American shortwave facilities were coordinated for the use of the Govern-

KXOK's Sixth
KXOK St. Louis on Sept. 19 celebrated its sixth anniversary on the air with the completion of 1,912 consecutive days of public service since the station first started operation Sept. 19, 1938. Highlights of the station's history include its affiliation with the Blue Network Jan. 1, 1938, for distinguished service by the Commanding General of the Sixth Service Command. The group meritorious service award by the Ninth Naval District, recognition of the station's activities by the U. S. Treas-

CBS Sends Resignation To Television Association
TOTAL variance in the points of view of CBS and other members of the Television Broadcasters Assn. on ma, or problems of indus-

Radio Helped Take Nazis—Sherwood
OWI Official Sees Tripartite Control of Enemy Stations
THE EFFECT of Allied radio propaganda directed to the German armies in France following the invasion varied with different troops but in some cases large numbers of Nazi soldiers "surrendered to the loud speaker," Robert E. Sherwood, Director of OWI Overseas Operations, told a news conference last week upon his return from Europe.

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Tripartite Control Seen
 Asked what will be done with radio stations in Germany when the European war is over, Mr. Sherwood said: "The answer has not yet been determined but he thought that German radio would probably be put under tripartite control with Russia, Britain and the U.S. par-

cipating. If the stations are found intact, OWI's initial operations will likely be straight news broadcasts to the German people, he said.

"Out of 'The Power of Germany,' he declared, "will be to convince the people they have lost the war." Mr. Davis, who also participated in the conference, added: "and that they would lose the next one."

Mr. Sherwood said that it is generally accepted by military authorities that psychological warfare played a part in the success of the invasion.

He said that most of the stations captured in France had been destroyed by the Germans.

Mr. Sherwood estimated that OWI could wind up its overseas operations within six months after the surrender of Japan. In the meantime, he said, propaganda activities in the Pacific will be stepped up in other stations.

Mr. Sherwood planned to participate in the dedication ceremonies Saturday in Washington of the Bethany Transmitters near Cincin-

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 nuclei and, in addition to transmitter building and antenna switch gear, contains living quarters for engineers.

BROADCASTING • Broadcast Advertising

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Tintex on 124

PARK AVE. AND E. 112 ST., NEW YORK, for all-fabric Tintex, with budget dyes 72% above last year's and the larg-

LATEST WORD in radio engineering is the new shortwave plant for WLWS WLWR and WLW near Cincinnati, carrying The Voice of America around the world. Op-

First broadcast from Bethany was made July 1. A month later one of the transmitters was broadcasting with 100 kw power and last week was stepped up to 200 kw. The other five are expected to be in operation on available power by the end of the year. Bethany is already beaming factual news and top American shows to several European and African countries and will soon operate to reach other continents. Upper photo shows three units in the transmitter building, three others being similarly placed on the opposite side of the concourse. Lower view shows part of the forest of 20-foot poles on which are mounted 216 switches which can be manually operated from the ground to connect any of the six trans-

For the record, one day after the broadcast schedule—from Sept. 4 for 13 weeks—calls for live and recorded newscasts and commentaries and "Breaches at varying frequencies and loc-

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nucli and, in addition to transmitter building and antenna switch gear, contains living quarters for engineers.
The Right Combination.....

WOV has the combination that opens the door to two great New York markets and gives this important station a constant, around-the-clock selling power... night and day. In the daytime, WOV overwhelmingly dominates metropolitan New York's Italian-speaking audience of 520,000 radio homes. And in the evening, between the Hooper hours of 8:00 and 10:00 p.m., WOV is listened to in more metropolitan homes than any other New York independent station... at less than half the cost of the next ranking station. Two great markets listen to WOV... a great combination for sales success.

RALPH N. WEIL, General Manager
JOSEPH HERSHEY, McGillvra, Nat'l Rep.
LaRoche from becoming active for some months, however, but on his return to New York last June he resigned his former post of chairman of the War Advertising Council to devote his full time to the Blue.

Last week, upon assuming his new duties, Mr. La Roche said: "Radio, through the efforts of advertisers and the networks, has had its biggest development and maturity in the entertainment field. Major growth and recognition as a respected and mature information force lies ahead. These opportunities will be immeasurably increased with television.

Informative Shows

"Radio can help millions of people see clearly how national and world events affect their lives. This will be done on the Blue Network by devoting important evening hours to featured service and informational shows and by putting behind these shows the experienced production that has gone into the entertainment field.

"Along with the press, radio is and should be a potent informational force for preparing this country to recognize its obligation to world peace and economic leadership.

"The Blue will venture boldly in this field. Its policy is summed up in the words 'in the service of the people.'"

Rumors of the Blue's reorganization were rife during the recent NAB Executives' War Conference in Chicago, when it was reported that an executive shake-up was impending that would include the departure of Mr. Kobak from the network in the development of which he has played a major part since its separation from NBC more than two years ago. At that time Mr. Noble, Mr. Woods and Mr. LaRoche declared that such rumors were without foundation.

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KEY FIGURES IN BLUE EXECUTIVE REALIGNMENT

Mr. Noble
Chairman

Mr. La Roche
Vice-Chairman

Mr. Woods
President

Mr. Kobak
Executive Vice-President

Merle Jones to Manage WOL; Quarton to Retain WMT Post

Transfer of Stations Is Approved by the FCC; Craven Named to Head All Cowles Stations

COINCIDENT with the approval last week by the FCC of the exchange of WMT Cedar Rapids, Iowa, for WOL Washington, Gardner Cowles Jr., president of Iowa Broadcasting Co., as the new owner of WOL, announced appointment of Merle S. Jones, general manager of KMOX St. Louis, as the new general manager of WOL, William E. Quarton would continue as general manager and that no changes in the WMT staff are contemplated.

The FCC last Tuesday approved the transaction whereby the license of WOL, Mutual outlet on 1260 kc with 1,000 w power was exchanged for that of WMT, CBS and part-time MBS outlet on 600 kc with 5,000 w fulltime, with a differential on value of physical equipment. The total consideration specified for WOL was $35,081.55 and that for WMT $63,081.55, with the $28,000 differential paid to the American Broadcasting Co.

Mr. Cowles simultaneously announced that T. A. M. Craven, who became vice-president of IBC last July after seven years on the FCC, will be the executive head and technical advisor of all four of the IBC stations (WOL, WHOM New York, KRNT Des Moines, and WNAX Yankton). Comdr. Craven will headquarter in Washington. Craig Lawrence, IBC vice-president, has established headquarters in New York and is in charge of WHOM with studios in New York and Jersey City. He also will become vice-president of WCOP Boston, which has been purchased from Bulova radio interests for $225,000. This transaction awaits approval of the FCC.

It is understood that the name of Iowa Broadcasting Co. will be changed to Cowles Broadcasting Co. in the near future.

Phil Hoffman has been elected vice-president with headquarters in Des Moines, supervising the operations of KRNT and WNAX. Don Inman is manager of the Yankton-Sioux City station.

Mr. Dolph has established new headquarters for American Broadcasting Co. in the Barr Bldg., Washington. He plans to divide his time between Cedar Rapids and Washington, as well as to look out for other American Broadcasting Co. and personal radio interests. President and principal stockholder of American, as the operator of WMT, is Mrs. Helen Mark.

Appointment of Mr. Jones' successor at KMOX has not been announced, and no date for his leaving CBS has been set. The selection will be made shortly by H. Leslie Atlas, CBS vice-president in charge of central division operations, who said it was likely someone from within the organization would be named.

GILLETTE WIDENS SERIES COVERAGE!

To FACILITATE shortwave or the World Series to servicie overseas the Gillette Safety Razor Corp., Boston, sponsor of the even on Mutual, has agreed to confin all commercial copy to periods a peak of the game. System allows the Armed Forces Radio Service to make clean-cut deletions for overseas consumption. Details were worked over by representatives of AFBS, Gillette, Mutual and Maxox Inc., New York, Gillette agency.

According to J. P. Spang Jr., Gillette, president, the series will reach the most extensive audience ever claimed by any athletic contest. The games will be shortwaved via WCBN New York, WLWL-1 New York and WLWL-2 Cincinnati. On the West Coast, three San Francisco transmitters will be used: KROJ KXGW KXW. A. "recombination" summary of from 38-40 minutes in length by Joe Hase and Mel Allen, will be beamed to Iceland and Greenland, and another 45-minute summary by the same team to the Southwest Pacific. The BBC will serve primarily as a "technical distribution line. Troops in Ind will hear a daily quarter-hour resumption of the series beginning Oct. 5.

Quaker Spots

QUAKER OATS Co., Chicago, begins sponsorship of one-minute transcribed announcements, placed by Rothsrauff & Ryan, on the following stations:

KOMA KOYK WKY KON KLY KGW
KALB KKKX KMCB KCMO WULB\KDKL
WFLA WBBP KFJS WBB KFDA WUCF
WEE WAGE WAFW WNEW WMAK
WON WGPL WJHD WIND WMAQ
KFXF WDCX WEA KGBX KGBW
KLAX KARK KBG KWTB KTGK KBGK
KPO KGE KJGS KGW KXK AMTR
KPI KPAL WFXW WFXW KMA
KBO KXK KJG KOL WCKY WCBW
WGB WPA WDS WLD WILK KIOW
WAG WHE KJEM WJY WCAU WFLP
WIP WFBN KDKA WJAR WCGS WTD
WNAX WMT KRNT KFJ WXYZ
"WXE WWJ WWLW"
Realigned Blue Slated to Be ABC Network

LaRoche Directing Head; Woods, Kobak Duties Changed in Reorganization

HANG IN name of the Blue network to American Broadcasting Co. (ABC Network), is expected before the end of the year a sequel to the executive reorganization last week which placed J. LaRoche, chairman of the executive committee of the Blue in the position of operating head as vice-chairman of the board. Arrangements already have been completed whereby American Broadcasting System Inc., holding company of Edward J. Noble, Blue chairman, acquires the names American Network Inc. and American Broadcasting Co.

While official confirmation was withheld, Blue officials did not say the move toward the name change, which is expected to be announced through a large-scale campaign to promote the new identity nationally. The name "American Network Inc." therefore has been held by the FM project looking toward establishment of a postwar FM network. With dissolution of that project in the last few weeks (Broadcasting, Sept. 11), it was reported all rights to the name were disposed of to Mr. Noble's company for $10,000.

Relinquished by WOL

The name "American Broadcasting Co." held by Mrs. Helen Mark LaRoche as licensee of WOL Washington is being transferred to the Blue organization without financial consideration by voluntary action of Mrs. Mark and William B. Dolph, executive vice-president.

The other only licensed company in radio having an "American" name identity is the American Broadcasting Corp., a holding company, which is licensee of WLAP Lexington and KBIR Knoxville. Conversations have been held with J. Lindsay Nunn, executive head in the absence of his son, Maj. Gilmore N. Nunn in overseas army service, regarding a waiver. Mr. Nunn told Broadcasting last Friday the transfer would be made.

American Broadcasting Co., by virtue of an action of the FCC last week, becomes the licensee of WMJ Cedar Rapids, Iowa, under a transaction whereby the Iowa station was exchanged for WOL Washington with the Iowa Broadcasting Co., owned by the Cowles group. Presumably, Mrs. Mark and Mr. Dolph will relinquish the American Broadcasting Co. name and establish another corporate designation to operate WMT.

Mr. LaRoche, former chairman of Young & Rubicam and of the O\W\I executive committee, joined the Blue last June as chairman of its executive committee, following purchase of 12 1/2% of the stock of the holding company, American Broadcasting System Inc. Under the reorganization announced last Monday by Mr. Noble, Mr. LaRoche was elected vice-chairman of the network's board and, as such, became chief executive officer of the network.

Move is part of a general reorganization of executive responsibilities of the network's officials, the announcement stated. Mr. LaRoche, whose former position of chairman of the executive committee has been abolished, will supervise the programming and publicity activities of the Blue.

Work Realigned

Mark Woods, Blue president, will work directly with Mr. LaRoche in executive responsibility for the network's operation and will as- sign to his staff, carried out by Edgar Kobak, executive vice-president of the network. Under

OWI Spot Plan in Third Year, 132 Sponsors Air 250 Programs

Prospects for delivering approximately 30,000,000 listener impressions per week for war information campaigns through the National Spot and Regional Allocation Plan were seen last week by the OWI Domestic Radio Bureau as the plan went into its third year of operation with 132 participating sponsors broadcasting 250 programs. The Bureau estimated value of time and talent contributed for the messages at $63,000 per week.

Developed in 1942

The Bureau recalled that when the plan first began operations in September 1942 it brought in only 2,000,000 listener impressions. The tremendous increase since that time, it was explained, is due to the growth of the number of sponsors which have joined the Plan and to relaxation of restrictions which originally limited participation to programs broadcast in five or more cities.

Operating much like the Network Allocation Plan, the National Spot and Regional Plan was developed in 1942 by the Bureau and the Radio Committee of the War Advertising Council in order to reach the important audiences of increasingly popular regional network shows and spot programs, both live and transcribed. Each of the 250 programs participating carry at least one assigned war message a month and most of them carry more.

The Plan requires that weekly programs carry one war message every four weeks and programs broadcast more than once a week carry two war themes in four weeks. Programs of five minutes or more which are sponsored on two or more stations are eligible for participation.

The Bureau finds that the quality of the messages contributed by the sponsors is high. The appeals are well written and often the entire program is devoted to the war theme. Very few "hitchhike" or "throw away" messages are used by the advertisers, it was stated.

Advertisers sponsoring regional programs eligible for participation who wish to join the Plan are urged to communicate with the OWI Domestic Radio Bureau, Washington 25, D.C.

\n
The new line-up, the sales, traffic, stations, engineering, operations and general service departments will come under Mr. Woods.

Mr. Kobak has been placed in charge of the Blue's plans for television, FM, facsimile and international broadcasting. Blue has applications on file with the FCC for FM stations in New York, Chicago and Los Angeles and has announced its intention of filing for a San Francisco FM station as well. Mr. Kobak will also supervise studio construction for the network, which plans construction of new facilities in the network key cities as soon as material and labor are available.

Business Gains

Mr. Kobak will outline plans for the network's program of expansion both physically and into new fields of radio service at a press conference September 25.

In announcing these changes, Mr. Noble said: "A reorganization and expansion of the executive division of the Blue Network Co. has been necessitated by a 60% increase in business in the last year and by a determination to intensify our efforts in the fields of television, network and facsimile. As soon as the war is successfully completed, these developments will require the building of the most modern studios in New York, Chicago, San Francisco and Holly wood."

LaRoche Role Foreseen

Expectations that Mr. LaRoche would assume an active role in the management of the Blue have been general in industry circles since his purchase of an eighth of the company's interest in the network the end of last year for a reported $500,000. At the same time a similar block of stock was acquired by Time Inc. for a like sum, and smaller holdings were acquired by Mr. Woods and Mr. Kobak. The amount of stock purchased by the latter two executives was undisclosed, but their combined stock was believed to be in the neighborhood of 5%. Mr. Noble purchased the network from RCA for $8,000,000 in cash in October 1943, at that time announcing his intention of inviting management and possibly other interests to participate in its ownership.

A lengthy illness prevented Mr.
Why AMPEREX

WATER AND AIR COOLED TRANSMITTING AND RECTIFYING TUBES

Largest producer of electronic induction heating equipment, the INDUCTION HEATING CORPORATION utilizes AMPEREX tubes for the "heart" of its products. "Thermonic" set-ups, designed and developed by this company, are giving efficient round-the-clock service in such applications as brazing, annealing, hardening, melting and forging.

Used ever since the first "Thermonic" unit was marketed. AMPEREX tubes have provided consistently satisfactory service in all assignments. This, then, is another high endorsement for the performance of AMPEREX tubes. Consult an AMPEREX engineer for the solution to your present or peacetime problem.

AMPEREX ELECTRONIC CORPORATION
79 WASHINGTON STREET • • • • • BROOKLYN 1, N.Y.
EXPORT DIVISION: 13 EAST 40th STREET, NEW YORK 16, N.Y., CABLES: "ARLAB"
Your servant's buttons are popping again to make room for 4 new awards. First, local newspaper radio editors voted KPO in Billboard's Annual Publicity Survey. Then came from the same publication. Next, "For maintenance of a superior standard of protection"... followed by Bells of Freedom award for. Indicating that "official" as well as public attention is keeping tuned to KPO's the only 50,000 wattter west of Salt Lake, north of Los Angeles, south of Seattle and east of Moscow.

Pulp Radio Drive Declared Success
Spots Renewed for 13 Weeks
In Six Southern States

SPOT CAMPAIGN on 24 Southern stations in six states, urging farmers to help build up paper supplies by cutting and hauling pulpwood and sawlogs, [Broadcasting, July 17], has scored definite results, and has been renewed for another 13 weeks, following the conclusion of the first cycle Aug. 31, through Albert Sidney Noble, New York. Drive started July 3 with Periodical Publishers National Committee, Washington, buying six spot announcements weekly, and receiving additional support on the radio programs sponsored by Progressive Farmer, Birmingham, Ala.

According to a tabulation of results obtained from county agents of the U. S. Department of Agriculture and state extension service units through bi-weekly surveys conducted by the agency and the committee, there was a substantial increase in yield of pulpwood and sawlogs during the first six weeks of radio promotion. Farmers in 200 sample counties in the radio campaign area harvested 420,387 cords of pulpwood and 297,156,920 feet of sawlogs, as against 142,633 cords and 62,986,200 feet of sawlogs for the first month of operations, it is reported.

Responding to radio suggestions that they contact agents and foresters for advice on the best methods for cutting and disposing of the wood, 11,702 farmers had requested such information, from 237 representatives by the end of six weeks of radio announcements, according to the survey.

Following a month of broadcasting and supported by direct mail, the PPNC drive received additional support when the Farm Press Forest Products Committee, representing farm publication, delegated representatives to present advertisers with the committee's story. All prospective cooperating advertisers are receiving an advertising guide booklet "This Battle Must Be Won in Farm Woodlands" accompanied by spot announcement scripts.

Light & Power Shift
160 ELECTRIC LIGHT & POWER Companies, New York (institutional), on Sept. 20 started Electric Hour on 133 CBS stations, Wednesday, 10:30-11 p.m. (EWT). With guest policy, and starring Nelson Eddy, baritone, series replaces Report to a Nation. Robert Armbruster has been assigned musical director with Rupert Pray as writer. Charles Herbert has been shifted from New York to Hollywood to handle production for N. W. Ayer & Son, agency servicing accounts. E. R. Burnin and James Hanna, agency New York vice-president and radio department executive respectively, are on the West Coast for start of the show.
$1000.00 in War Bonds for a program title!

FIRST PRIZE $500—TWENTY $25 BONDS

You know the success of "The Texas Rangers" transcribed library, now contracted for by nearly 100 radio stations. You know the success of many other KMBC radio acts and personalities promoted by Arthur B. Church productions, a division of KMBC of Kansas City. The title of "The Texas Rangers" was well established nationally when the library was offered to advertisers and radio stations.

Now a new transcribed library is ready for advertisers and stations—quite different in type from KMBC's famous western and hillbilly acts—a library of sparkling instrumental and vocal novelties by the Midland Minstrels and Bonnie King. You will agree we think that the title of the Midland Minstrels, successful as they have been on KMBC, is local or regional in character, and that they deserve a much better name for their national exploitation.

You've heard Bonnie King on the Columbia Broadcasting System and Decca records with Bob Crosby's orchestra. This KMBC singing discovery, accompanied by modern organ stylist Gene Moore, contributes to this transcribed library voice sex appeal.

Someone at KMBC suggested the title, "The Novelteers, with Bonnie King." It sounded good, but we found it already in use. Certainly an even better title for the new library can be originated.

The rules of this title naming contest are simple. If you are in any way connected with advertising or with radio or with musical entertainment, you are eligible to enter. Send as many titles as you wish. All prize winning titles become the property of Arthur B. Church productions, but none of such prize winning titles need necessarily be used by us. Be sure your entry is postmarked before midnight, October 31, 1944. Announcement of the prize winners will be made in November.

The prizes again—$500 War Bond for the best suggestion, and twenty $25 War Bonds for runner-ups.

SAMPLE RECORDING sent to those interested on request. Price information on the library of 300 selections is yours for the asking.

AN ARTHUR B. CHURCH PRODUCTION

WRITE GEORGE E. HALLEY, PICKWICK HOTEL, KANSAS CITY 6, MISSOURI
Music that goes everywhere comes to Chicago's millions...

via WMAQ

Music, the finest obtainable—broadcast from coast-to-coast and around the world by short wave over the National Broadcasting Company network—comes to Chicago's millions via WMAQ.

Music of every variety... classical, semi-classical, light music and dance music... it's all heard over WMAQ. Every American is a lover of some form of music. It's an important ingredient for a happy, well-balanced life. That's why WMAQ devotes over 34% of its broadcast hours to this entertaining, pleasing type of radio show.

To music belongs much of the credit for making WMAQ the CHICAGO STATION MOST PEOPLE LISTEN TO MOST.

This fact is yet another reason why WMAQ is the logical choice for local and spot campaigns. Astute advertisers know that their campaigns on this station do reach and influence Chicago's millions and that increased sales and profits are the result.

In Chicago it's WMAQ.

ALP Buys Time
To Support FDR
Dramatic Shows and Spots
On 20 N. Y. Stations

THE AMERICAN LABOR Party, a New York state organization, in a pre-election radio campaign, is concentrating on the use of dramatic shows and transcribed announcements featuring such talent as night-club, theatrical and radio artists, rather than the traditional straight political speaker. With a radio time budget of about $15,000, the ALP is utilizing available time by making full use of radio showmanship, according to Larry Menkin, free-lance writer-director, who is directing radio and rallies for the organization.

The ALP drive is divided into two phases—"registration," running Oct. 6-14 in New York (Oct. 1-21 in upstate New York) and which will be primarily "non-partisan," and "voting," running from Nov. 1-6, in behalf of the Roosevelt-Truman ticket, with radio material containing open-ends to allow for promotion of local candidates throughout the state. The ALP describes itself as "labor's non-partisan political party for the election of candidates of any party" on their merits. Campaign themes are "Victory and Jobs for All," "Vote for a Better Tomorrow," and "Vote Row C."

Schedule for the drive in New York City calls for a total of 39 quarter-hour live and transcribed programs, one-half hour live show and a total of 250 30-60 second transcribed spots on WMCA WBYN WOY WBNX WABC WJZ WEAF. In upstate New York, the ALP will use a total of 28 quarter-hour programs and 250 spots on WOKO WJTN WSAV WNY WWNY WWEBR WKBW WBEN WHEC WAGE WFB WGY WIBX.

The ALP campaign is being handled by Warren Agency, New York, and Russell & Roberts, New York. Discs are cut by WOR Recording Division.

Canada Listening Report
Reflects Summer Change

A CANADIAN program, Soldier's Wives, with a rating of 13.3 led the Elliott-Haynes daytime national program rating report for August, it was reported last week. Big Sister was in second place with a 12.4 rating, followed by Road of Life, 11.5, Ma Perkins, 11.4, Vie & Sade fifth, with 9.6 and Pepper Young's Family, Lucy Lipton (Canadian origination) placed seventh, with Roy of Happiness, and Woman of America. Largest number of sets in use was for Big Sister, with a report of 17.4, a slight drop from July.

Among French programs on the August daytime national rating, Jeunesse Dorée was first with 22.5 and sets in use 22.1, an increase over July. Vie de Famille was second with 19.5, followed by Quelque Nouvelles, Pierre Guerin and La Rue Principale. Nine other French daytime programs were listed.
THE ONLY SINGLE MEDIUM
Completely
COVERING THE INLAND EMPIRE

KHQ

5000 Watts—590 Kilocycles
Owned and Operated by
LOUIS WASMER, INC.
National Representatives: Edward Petry & Co., Inc.

"Sentinels of an Empire." Three of Spokane's Flour Mills line up—explaining why Spokane leads the Northwest as a grain inspection center—21,079 carloads of wheat, or an increase of 22% over the previous year. KHQ, too, is a "sentinel of an Empire"—completely covering this rich area at the cost of just one Medium. It's an investment in Coverage, Popularity and Consumer Confidence.
Announcing...

AN INCREASE IN POWER from 250 Watts to 1000 Watts
A CHANGE IN FREQUENCY from 1230... to 1480

WHCE

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"

BROADCASTING • Broadcast Advertising
Responsibility!

Why did we pick this illustration?

Well sir, we'll tell you! Number One, we had a hunch it might stop you quicker than an orthodox antennae job; and Number Two, we couldn't help but sense the tremendous responsibility placed upon a shoulder strap!

Just sort of reminded us of our own responsibility which has sprung from an extreme confidence in our judgment and ability to produce among advertisers and their agencies.

For example, may we quote from a recent letter received from an agency with whom we have had a happy association over the years:

"You are the only station to whom I am sending this proposition at this time. Frankly, we will just about stand or fall on the decision you make as to the radio possibilities of this firm, so I know we can count upon you for an unbiased reaction."

BLUE NETWORK AND FIFTY THOUSAND WATTS! YOU CAN BANK ON US!

123 Primary Area Counties in the Steel and Coal Belt of the Nation.

WWVA WHEELING, W.VA.

One of America's most highly personalized broadcasting operations.
**SETTING NEW RECORDS**

The oil industry is on the move in KFWK-land. Busy are the roughneck, driller, pumper, and gauger in meeting the demand for increased oil production in this tri-state area which comes one-fifth of the nation's supply of oil. Resulting from this accelerated activity is a high effective buying income per worker. To influence the buying habits of the thousands engaged in this industry, advertisers are using powerful, 50,000-watt KFWK more than ever before.

**Minwax Adds**

MINWAX Co., New York, has added WOR New York to its list of stations promoting Freon Floor Wax, sponsoring a thrice-weekly quarter-hour program, effective Sept. 11 for 52 weeks. Participation programs are used thrice and twice weekly on WZQ WQXR New York; WHIT Hartford, Conn.; KYW Philadelphia. Agency is R. T. O’Connell Co., New York.

**RELAY SYSTEMS**

Program and Public Service—Chairman, Mr. R. E. Engstrom, Panel 9. Presentations: AT&T, Ralph Brown, Raytheon Mfg. Co., Des Moines, Iowa; Ford, P. I. Ferguson, Spencer, Stumpf; Southern Commercial Teleps, Wabash, Tri-County Union, Texas Teleps, Co., Mr. Lang; Adm. Hooper, Col. Blair, Western Union Teleps, Co. F. B. Bramhall, W. B. Sullivan, Mr. J. L. Golen.

**NEW RADIO SERVICES**

Railroad, bureau, taxicab—Chairman, Mr. A. A. Ross. Presentations: AT&T, Mr. Ryan; Amer. Trucking Assn., Nat. Assn. of Taxicab Owners, Counsel, Robert B. Biddle, Daniel Shefrin, Lawrence W. Johnson, Oliver W. Moore, RPTP Panel 18 Committee, W. M. Eall, R. C. Hoffman, A. N. Brion, NY Land.

**Hooper Service Expansion Includes Data for Non-Subscriber Programs**

C. E. HOOPER Inc., New York, beginning with the Sept. 15 evening report on Network Hooper Ratings, expands its service on four counts, including the release of data on "sponsor identification" and "program audience composition," for non-subscriber as well as subscriber programs. Reports will also list the agency placing each commercial network, and will give the rating for the previous year, in addition to that for current.

**Television Broadcasters Make Conference Plans**

PLANS for the first annual conference of the Television Broadcasters Assn., scheduled for Dec. 11-12 at the Hotel Commodore, New York, were outlined by O. B. Hanson, NBC general chairman of the conference committee, and J. R. Popele, vice-president of NBC, chairman and coordinator, at a committee meeting in New York Sept. 15. Following committees were established and their chairmen appointed:


- WESTINGHOUSE Electric & Mfg. Co. has selected the plant at Sunbury, PA., for the manufacture of home receive- ers after the war, Walter C. Evans, vice-president, has announced.
"Hoosier Hop" is a typical Indiana contribution to radio, as typically Hoosier as James Whitcomb Riley himself. A wholesome, tuneful, fun-packed variety-hour that carries the spirit of real American home-life. Mountain and western music, old ballads, comedy-acts, novelty-numbers, and rural rhythms by thirty of the Midwest's most popular entertainers.

"Hoosier Hop" originates at WOWO in Fort Wayne, and brings the atmosphere of the Midwest to a nation-wide audience over the Blue Network. Presented now (Saturdays, 10 to 10:55 P.M., C.W.T.) as a sustainer, it is ripe for sponsorship. Unbeatable plus-value: One August, 1944, personal appearance drew an audience of 8,000 in a town of 33,000 population! WOWO or the Blue Sales Department has all the details.

WESTINGHOUSE RADIO STATIONS Inc

KDKA • WBZ • WBZA • KYW • WOWO • WGL

REPRESENTED NATIONALLY BY NBC SPOT SALES

September 23, 1944 • Page 29
CITY-COUNTY NOW 398,701, SAYS CENSUS

Based on Ration Book No. 4:
And, There's Surplus
Of Women

A new census estimate of the civilian population of Memphis and Shelby County, based on data from registration for war ration books, shows there are almost three million men and women in the city. The Census Bureau's report gives an estimated civilian population of 309,701 in the county, with 247,350 in Memphis for a total of 557,051.

Latest ration book figures show that 309,701 No. 4 books have been issued in the city (not including those in institutions since they did not register for ration books as such). This compares with 247,350 in the county during the war at the height of the war, 1941.

The Census Bureau has reported that the population of Memphis and Shelby County, which was 309,701 in 1940, is now 557,051.

Population ratio shows that the city has a larger population than either New York or Los Angeles.

Order of Allocations Hearings

FULL TEXT of FCC Public Notice No. 77920, outlining the schedule of hearings on allocation of frequencies to various classes of non-governmental services in the radio spectrum from 10-30,000,000 kc under Docket 6651, follows:

The Order hereby gives the Commission's approval of the requested allocations for various services in the radio spectrum from 10-30,000,000 kc under Docket 6651, following:

The hearing will open on Sept. 28 at 10:30 a.m. at the Interdepartmental Auditorium (Constitution Ave. between 12th & 14th Sts.). For the first three days of the hearing, Sept. 29 and 30, and general information and data will be presented.

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CANTOR BACK

BRISTOL-MYERS Co., New York, on Sept. 7, resumes Eddie Cantor in Time to Smile on NBC Wednesday to 9-10 p.m. after a summer respite, with new regular talent including Leonard Sues as trumpet player and orchestra leader and Emily Rip, comedienne. Nora Martin, singer, Harry von Zell, and Bert Gordon continue. Program replaces Alan Young Show, summer replacement which makes Oct. 2 to Tuesday, 8:30-9 p.m. on the Blue. The show is written by Cantor and Will Glickman, agency is Young & Rubicam, New York.

Signed for Shorts

MORRIS GREEN, stage producer, has signed to make a series of television shorts for Teleglass Corporation of Motion Pictures Co., New York, it was announced last week by Jack Goldbeck, president of the company. Subjects for the shorts are to be selected from among Mr. Green's list of Broadway attractions.

Botany Dealer Discs

BOTANY WORSTED Mills, Passaic, N. J., is distributing to local dealers transcribed spot announcements promoting "Botany 800 Suits - Tailored by Darro.

Some 200 include Frederick Hart & Co. of Philadelphia, and The Hub, Chicago, have indicated their interest in placing the discs on local stations, according to Alfred L. Silverstein-Bert Goldsmith Inc., New York, agency in charge. Discs were cut by World Broadcasting System. Series comprises 25-30 second and 10 one-minute discs. The company itself, which has had the spot radio for several years, continues advertising on WQXR, New York.

Amertype-Hart Merger

AMERICAN TYPEGRAPH CORP., New York, a subsidiary of Amertype Corp., has merged with Frederick Hart & Co., Poughkeepsie, also a subsidiary of ATP. The new company is known as Frederick Hart & Co., Recordograph Division, headquartered at 330 W. 52d St., New York, 19, N.Y.
WHY PORTLAND, OREGON PEOPLE PREFER KGW

"For you a rose in Portland grows"... Each June Portland pays homage to its famous flower with the nationally known Rose Festival, a celebration precious to the heart of every Oregonian. KGW is very proud of its part through the years in this beloved Portland tradition. In the coronation ceremony KGW proves its skill again in making fine entertainment out of public service.

READE M. IRELAND...PRESIDENT OF THE 1944 PORTLAND ROSE FESTIVAL

SAYS..."KGW is a real part of the Rose Festival tradition—which is itself now an inseparable part of Portland. From the selection of the candidates for Queen at the city high schools, through the coronation ceremony itself—KGW cooperates all the way. This year, for instance, the coronation was staged through the cooperation of the whole KGW staff—script writers, announcers, orchestra. KGW always knows the entertainment value of public service—plus...
RADIO CAN SELL RADIO
By ARDEN X. PANGBORN
Managing Director, KGW-KEX Portland, Ore.

Mr. Pangborn

One of the most repeated queries has stemmed from the admittedly unusual approach to the station advertising problem: "Is it a serious campaign, or is it really just a stunt?"

Faith in Radio

Our answer at KGW has been that we have sold for other sponsors millions of dollars worth of soap, cigarettes, breakfast food and countless other products. These sponsors buy radio for only one reason. Radio produces results. We believe radio will produce results for radio just as it will produce results for other types of sponsors.

As a matter of fact we believe in advertising. Our campaign was designed to supplement, but in no way to replace, our current campaign in Advertising and other trade publications. We feel trade paper advertising is an essential foundation for any well-rounded station advertising program. And we feel that radio also can be used effectively in any well-rounded station advertising program.

A good deal of thought and planning went into preparation of the New York campaign, which consists of a series of nightly minute announcements over the Times station, WQXR, and its FM affiliate, WQXQ. It was decided that each announcement should present in capsule form one outstanding or unusual fact regarding the Pacific Northwest area served by KGW, so the copy would be of some interest to the general listener, as well as to the specific audience it sought. If this test series proves as successful as anticipated, we plan expansion to other stations and other markets.

So strongly do we feel on this subject of radio advertising that we are using radio in our own community in a way we believe to be somewhat different from the normal station approach. Faced with sold-out schedules and with the usual requests from accounts for program promotion, we have purchased time on two independent Portland stations, KXL and KWWJ, to promote KGW programs. Currently we use three announcements daily on one of these stations and four announcements daily on the other, both on 20-week contracts.

We found the management of these stations when approached with the idea, not only willing to sell us time to promote our programs but most helpful in assisting us to select good spots. They agree that radio can sell radio, and that while, at first glance, KGW program copy might seem to be competitive to themselves, anything that increases audience will in the long run be good for all stations.

So, if we must finally get to the point of this "guestitorial!", it is simply to put forth the idea that perhaps radio can better serve radio than it has in the past. It is to urge a general re-examination of our own medium toward the end that it may be used more effectively in its own behalf.

CINEMA TELEVISION DESIRES FACILITIES

TELEVISION COMMITTEE of the Society of Motion Picture Engineers last Monday adopted a resolution recommending the immediate postwar assignment of 1500 mc to national theatre television service, comprising 30 contiguous channels, each 20 mc wide, or a band of 600 mc in the radio spectrum between 1,000 and 3,000 mc, and 30 more contiguous 20-mc bands, or a 600-bc band between 3,000 and 6,000 mc.

SMPE resolution also asks that another frequency band of 10,000 mc to 20,000 mc, in groups of 20 mc channels, be allocated in the radio spectrum above 6,000 mc for future expanded and improved theatre television. Resolution was presented to the television panel (No. 6) of the Radio Technical Planning Board last Tuesday in New York by P. J. Larsen, SMPE representative on the panel.

The initial requirements, the resolution says, are based on providing for 15 agencies in an area. Comparison with 35-mm film presentations will demand higher definition pictures, on the order of 1200 lines monochrome, requiring channels 40 mc wide, or color pictures with 750-line definition, requiring 60-mc channels, the resolution states. An area such as New York City should also provide for should allow each agency two channels for remote pick-ups and two channels for inter-city relays, according to SMPE.

WJJD Chicago has added the United Press wire. Station now has facilities of both UP and AP.
KSD is the NBC basic station for St. Louis. It is more than 225 miles to the nearest other NBC basic outlet.

KSD is the only station in St. Louis with complete Associated Press news service—the AP news wires plus the PA radio wire.

KSD is a distinguished broadcasting station, recognized throughout its listening area for its high standard of programming and advertising acceptance.

KSD
550 ON THE DIAL
SAINT LOUIS

Owned and Operated by the
ST. LOUIS POST-DISPATCH
Nationally Represented by
FREE & PETERS
BEGINNING Oct. 12, NBC University of the Air will present a 36-week "radio course" Music in American Cities as the third in a series broadcast on Music of the New World, Thursday 11:30-12 midnight. Subject will be approached from three angles—chief historical musical contributions of cities in the Western Hemisphere; compositions about cities; and music written by composers identified with certain cities. Two programs on music of Canadian cities will be prepared and broadcast from Canada by the Canadian Broadcasting Corp. The "University" will publish a handbook containing an explanatory chapter on each program, together with a bibliography and record list, for the use of teachers, students and others following the program. Cost for the volume will be 25 cents.

**Blanket BUFFALO with WEBR**

and you cover the Western New York Market

AT LOWEST COST!

HERE ARE THE FACTS: 65% of the population and 70% of the total retail sales of the eight-county area in Western New York are CONCENTRATED in METROPOLITAN BUFFALO --- well within WEBR's primary service area.

Nationally Represented by WEED & COMPANY

**WEBR**

**MUTUAL NETWORK**

**BROADCASTING • Broadcast Advertising**

**WJW Air Paper**

COMPLETE news presentation is the goal of WJW Cleveland in inaugurating the WJW Newspaper of the Air, daily hour program featuring "everything but the funny-papers". First ten minutes consists of national and international news, the next five minutes verbal stories of news personalities, a quarter-hour of news analysis and background, a quarter-hour of local and state news, and the final quarter-hour consisting of the latest news in the sports world.

**Video Cooking**

SERIES FEATURING electric cooking lessons, titled Cooking by the Dial, is now presented by television station WBKB Chicago in cooperation with Commonwealth Edison Co., Chicago. Participants are Commonwealth Edison's advertising and home economics staff. Company furnishes the necessary cooking equipment. Show is heard weekly on alternate Wednesdays and Thursdays.

**Science Program**

WITI Philadelphia, in cooperation with the Franklin Institute, has arranged a Science Is Fun series for the 1944-1945 school term. To be heard weekly, program will be scheduled in the mornings so it can be heard in classrooms throughout the Philadelphia school district. The program will be designed to teach fundamental scientific principles.

**Regional Service**

PROBLEMS of the Maritime provinces of Canada on the Atlantic seaboard will be discussed in a weekly network program series of the Canadian Broadcasting Corp. The series Maritime Future will include talks on the problems of the region's farmers and fishermen, industrial development, health improvement, and federal government assistance.

**Service Interviews**

INTERVIEWS with wounded servicemen, recorded at the Mitchell Field Convalescent Hospital, after their arrival via Air Transport Command, is an added weekly feature of WOR Newser, heard on WOR New York. Series presents recordings of war stories made by BBC, the Army, Marines and the Mutual overseas staff.

**WHN Service**

IN COOPERATION with the New York City Center, WHN New York is broadcasting a series of programs devoted to building New York as a cultural center. Broadcast Thursday 8:30 p.m., series presents previews of City Center attractions, selections from musicals, interviews with noted artists, etc.

**Recruitment**

TO RECRUIT 17-year-old boys for the Air Corp, Enlisted Reserve, WNEW New York has started a weekly, quarter-hour program Young Men With Wings, dramatizing true stories about members of the Army Air Forces with a cast including soldiers who were professional entertainers in civilian life.
PRIZE PACKAGE of the waterfowl family, the Duck is EXCLUSIVE because of its great food-and-feather value... and because of its adaptability. Flat-billed and happy in lake or puddle, best-known are Mallard and Canvas Back. Latter called “king of waterfowl” because of fine flavor due to feeding on wild celery or eel-grass. Most domesticated ducks are derived from Mallard species.

PRIZE BUY of FM Coverage, K-O-Z-Y is EXCLUSIVE because of its proven value as First FM Voice in the Kansas City Market Area... because its active acceptance today and throughout the duration already fulfills its Promise of Tomorrow. Step Ahead of the Postwar Swing to FM... Capture this KOZY COVERAGE now! Rate Card 3 Tells All!

EVERETT L. DILLARD
General Manager

ELIZABETH WHITEHEAD
Station Director

FM Radio Station KOZY
PORTER BUILDING • KANSAS CITY, MISSOURI

FM Pioneer in the Kansas City Area

September 25, 1944 • Page 35
CBS Claims IRAC Proposals On Video Sustain Net Stand

VINDICATION of the CBS position supporting high-definition, color television as a postwar service, rather than an immediate start of visual radio under prewar standards, is claimed by the network in a brochure hailing the allocation recommendations of the Independent Radio Advisory Committee [Broadcasting, Aug. 14, 21].

Releasing its second "progress report" since issuance of its provocative proposal five months ago for "new and higher postwar television standards", CBS cited the IRAC report as "a 10-league stride ... toward better postwar television". The report was considered at the State Dept. treaty preparatory sessions in Washington Aug. 11-12.

Manufacturers Opposed

The IRAC allocation recommendations hewed closely to those espoused by CBS in precipitating the television controversy last April. Paul W. Kesten, CBS executive vice-president and its directing head in the absence of President William S. Paley on war duty with the OWI in the European theatre, has spearheaded the CBS effort. Manufacturing companies and others who have engaged actively in television experimentation have opposed the CBS position.

"We urged last April that amazing wartime progress in the field of electronics be applied to postwar television, that prewar standards be revised as soon as the release of wartime secrets made this possible, that television manufacturers concentrate on the goal as soon as men and materials were available" said CBS.

Alluding to the IRAC television proposals as published in the Aug. 14 Broadcasting, CBS said they bear the "enormous weight of informed and official authority" and open the door wide for the "brilliant 'high-definition' television pictures which CBS has urged". It cited four points:

1. CBS proposed 10 to 16 mc instead of 6 mc channels to permit pictures with twice as much detail, in black-and-white and in full color. IRAC, it pointed out, "proposes channels 16 mc wide or perhaps as wide as 20 mc."

2. CBS proposed that television move "upstairs" in the spectrum above 200 mc as against below 100 mc now. IRAC, it declared, proposes that these new video channels be assigned between 450 and 1000 mc.

3. CBS proposed 30 or more such channels to encourage freer competition and national service. "IRAC proposes 31 such channels", said CBS.

4. CBS proposed that present television service be retained on the lower, narrow channels until service is established on the wider, higher channels. The IRAC proposal, said CBS, "permits precisely this flexible and logical procedure".

CFPA Takes Air

CFPA, Port Arthur, Ont., 250 w station, went on the air early in September and was welcomed to the CBC Dominion network with a special program.

LET'S LOOK AT

THE RECORD:

It was Lewis who helped ease the sugar situation 2 years ago.

It was Lewis who investigated the synthetic rubber problems. 12 pages of the Congressional Record were devoted to his discoveries.

It was Lewis who got the farmers gasoline, tires and essential equipment in furtherance of war production.

It was ... and is ... Lewis who speaks for the people ... works for the people ... champions the people.

Listen to Mutual's famous News Reporter, now heard on over 210 Mutual stations, sponsored by over 130 different sponsors. A few cities still available ... call, wire or write WM. B. DOLPH, WOL, WASHINGTON, D. C.
BOTH HALVES NEED TELLING
for Pacific Coast Selling!

Two halves make up the Pacific Coast...and only Don Lee gives complete radio coverage of both halves.

Surprising as it seems, half the retail sales on the Pacific Coast are made outside the counties in which Los Angeles, San Francisco, Oakland, Portland and Seattle are located. Not so surprising is the fact that Don Lee is the only network completely covering this outside half. Most markets in the "outside half" are surrounded by mountains, and long-range broadcasting won't work. Don Lee, with 38 local stations, broadcasts from within these mountain-blockaded markets. The largest coincidental survey ever made on the Pacific Coast (C. E. Hooper, 276,019 calls) gives Don Lee 60 to 100% of the listeners in many of these "outside" markets.

Hooper reports of the "inside half" are loaded with Don Lee success stories. When Lowell Thomas recently changed from Network A to Don Lee, in 3 weeks he got twice the Hooper he had obtained in 13 weeks on Network A. Don Lee's Jack Benny "repeat" release got a higher Hooper than Network B's original broadcast. And Don Lee commentator Gabriel Heatter tops all competing network commentators on his six times weekly broadcasts, according to the August 15 Hooper Report.

For radio results, you can't ignore half the Pacific Coast. Buy Don Lee and be sure of both halves!

The Nation's Greatest Regional Network

Mutual
DON LEE

THOMAS B. LEE, President
LEWIS ALLEN WEISS, Vice-Prez. & Gen. Mgr.
5515 MELROSE AVE., HOLLYWOOD 38, CAL.
Represented Nationally by John Blair & Co.
Lit eh BILLIONS of containers and closures are turned out in Baltimore every year—for, located in Baltimore are the leaders of the industry: Crown Cork and Seal Co., Continental Can, Tin Decorating Co., Owens-Illinois, Swindell Brothers, Maryland Glass Corp., Carr-Lowrey, Buck Glass Co., Standard Cap and Molding—and others.

These products of metal, glass and plastic carry American-made goods to markets all over the world.
This great and growing industry could well support an entire community. But, in Baltimore, it is only one of more than 100 different industrial classifications. And it is this amazing diversification that keeps industrial Baltimore on an even keel and insures a sound and healthy expansion. Baltimore is the fastest growing big city in the East. For more than 25 years its rate of growth has outstripped all other Atlantic Seaboard industrial centers.

To influence this great and growing market, turn to Baltimore's Number One advertising medium—WBAL!

BASIC NBC NETWORK

WBAL means business in Baltimore

NATIONALLY REPRESENTED BY EDWARD PETRY & CO., Inc.
The State Dept. has set a Dec. 1 deadline on preparation of proposals for the next International Telecommunications Conference (date to be set after V-D Day). The direct testimony before the FCC will run about a month, it is estimated. Then there will be cross-examination. That may run the hearings into mid-November.

There will be stiff competition for the most desirable portions of the new high-frequency bands. We trust there will be no bickering or quibbling and that the engineers and operating executives will rely upon technical facts in seeking equitable allocations. But there should be no yielding to services or groups whose requirements can be met by wire lines because, next to safety of life factors, broadcast or mass communications constitute the broadest and most effective use of radio.

James C. Petrillo is slated to appear before an NLRB panel in New York Thursday on the platter-turner grab. Jimmy once told a Senate Committee he wasn’t really serious in asking that platter-turners belong to his AFM, but that Chicago stations surprised him and accepted his original request several years ago. Jimmy’s new story, explaining his deal with IBEW to minimize all record-turners, should prove interesting.

On News Judgment

WITH a German armistice expected momentarily, broadcasters must use extreme care in reporting the so-called unconfirmed reports. In these days what few neutral countries remain are hotbeds of rumor. Not infrequently the so-called unconfirmed reports are planted by the enemy for a definite purpose. And not a few of them are published.

An experienced American newsman seldom jumps the gun on flimsy reports of doubtful origin. The announcer—good as he is at the microphone, but with no news experience—might take such reports as legitimate. In fact, some good programs have been interrupted by stations whose announcers felt they had something hot. Frequent interruptions of regular programs does not show that broadcast unconfirmed reports is not good news judgment. Neither is it good radio.

When the armistice comes we'll get it through our own reliable channels—the major networks, news wire services and independent correspondents. Let's not dignify those unconfirmed reports originating in one neutral country and published in other by interrupting programs with them.

Byron Price, Director of Censorship, Elmer Davis, Director, Office of War Information, the Army and Navy in the last few weeks have cautioned broadcasters and publishers alike to be wary of “false rumors of German surrender or of negotiations looking toward surrender”. A Joint statement by the OWI, War Dept. and Navy Dept. cautious: “If there should be a general surrender, headquarters of the Allied Expeditionary Forces will be the first to know it. Accordingly no rumors of surrender should be accepted unless confirmed by Gen. Eisenhower who has done too good a job in war reporting to acquire derelicts now by broadcasting unconfirmed reports. Let’s keep radio’s record clean.

Our Respect to—

CAPT. FRANZ OTTO WILLENBUCHER

K

EPPING abreast of radio law as an avocation while a Naval communications officer has been the priceless preparation for Capt. Franz Willenbacher's present assignment as Special Assistant to the Director of Naval Communications. The scope of that office cannot be told until the war's end, but it is now described as one of the largest single communications organizations in the world today. Denoting the significance of his work was his promotion last week to captain. Handling the legal aspects of that organization, under Capt. Willenbacher, is a staff of top-flight experts in the field of radio law. Among them are: Lt. Ed. Cooper, former general counsel of the Federal Radio Commission, and a partner in the office of Hogan & Hartson; Lt. Comdr. Paul M. Segal, of Segal, Smith & Hennessy, and former assistant general counsel of the FRC, who was executive officer for Capt. Willenbacher before his assignment in the Pacific Theatre; Lt. Joseph F. Zias, on leave from the law firm of Loucks & Scharf, Lt. Ed. Cooper, former expert of the Senate Interstate Commerce Committee, now on inactive duty to assist the Senate with the postwar merger of international communications.

Together with the staff, the newly-promoted Capt. Willenbacher advises the Director on policy determination of Naval communications, legal aspects of the service, and legislative matters of interest to the Navy from a communications standpoint. He forms a liaison with other Government departments in the same field, and advises on treaties and on the administration of the tremendous organization. Capt. Willenbacher's past experience peculiarly fits him for the assignment. After graduation from the Naval Academy in 1918, he served overseas in World War I on the transport USS Mongolia and on mine sweepers as communications officer until the Armistice.

After the Armistice he went to Vienna with Prof. Archibald Cary Coody, appointed by Wilson to head the Austrian Field Party of the American Commission to negotiate peace. Capt. Willenbacher handled the communications aspects of the reports of this committee, concerned with the Central European Powers, excluding Germany.

At the American consulate in Vienna, he operated a small radio receiving station which provided communications for the peace agency. Messages were received here from Paris headquarters and many European political messages were intercepted that were of great

(Continued on page 42)
CONSIDER THE EAR
...and WMFM

Radio appeals to the ear. The station that most appeals to the ear will appeal to most of the listeners. That is simple logic. Ear appeal is why WMFM sets the pace in Wisconsin. Ear appeal is the reason for WMFM's intense listener loyalty.

WMFM is Wisconsin's FM station. Crystal-clear and static-free, it offers the listener a quality of reception that is new, superior, exciting.

Add to these technical advantages the other qualities possessed by WMFM. WMFM backs up FM with a schedule that combines better programs with outstanding personalities. WMFM delivers distinctive, quality programs, keyed to the wants and needs of the community.

So it is little wonder that Wisconsin has found a favorite in WMFM.

And it is little wonder that national and local advertisers have found WMFM is Wisconsin's prestige building, sales promoting station.

Get the full story. Find the many advantages in including WMFM in your fall schedule.

WMFM
THE MILWAUKEE JOURNAL FM STATION
Our Respects to (Continued from page 40) help to the American commission.
That mission completed, the young officer accompanied Admiral Knapp's flagship on a diplomatic tour of the European waters, from Constantinople to the Baltic.
From 1919 to 1924, he served as communications officer aboard the Chattanooga and the Arkansas, being assigned in June of 1924 to the Third Naval District in New York City as assistant to the legal officer and in the War Planning Office.
Having been interested in law from his youth, Capt. Willenbucher had been studying the law in any spare time he could manage from his naval duties. When he could, he attended night school, and in 1930 he received his LLB from New York Law School. In 1937 when he was graduated from Georgetown U. Law School in Washington as Juris Doctor, he was given the Faculty Award for his thesis in the field of price regulation.
By 1941 he had completed all seminars leading to an SJD Degree from Georgetown U. Law School.

Sea Duty
Meanwhile, he had had several turns of sea duty, was officer in charge of the Navy Motion Picture Exchange, selecting movies for the Navy's use as a morale service and was, for a year, engineer officer of the U. S. Naval Station, Guantanamo Bay, Cuba.
In 1935 he was called to the office of Adm. Hooper, then Director of Naval Communications, "I know you are wondering why I chose you," the admiral told him, "I want you to know that your advice and your legal services have been of enormous value to this Office." He was then assigned as Commercial Traffic Superintendent, and his job was a real challenge for him, as was the duty of a legal officer in the Naval Communications Office, as was the duty of a legal officer in the Naval Communications Office.
He was then assigned as Commercial Traffic Superintendent, and his job was a real challenge for him, as was the duty of a legal officer in the Naval Communications Office.

During the next two years in that position he was first called on to deal with war needs, and then to deal with the growth of the Armed Forces of the United States.

Under the recent reorganization, Capt. Willenbucher has been promoted to special assistant to the Director of Communication, and now serves as a member of the "all-time" radio law firm, all working now on an international scale.

Iowa Broadcasting Co.
Names Hoffman, Inman
Philip R. Hoffman, manager of KNRT and Des Moines, has been elected vice-president of Iowa Broadcasting Co., and Don E. Inman was named vice-president and treasurer of WNAX in Yankton, S. D., according to an announcement of the IBC board of directors last week. Mr. Inman was formerly with WMT Waterloo, Ia., and succeeded Mr. Hoffman as WNAX manager when Mr. Hoffman joined KNRT.

In his new post Mr. Hoffman succeeds Craig Lawrence, now general manager of WHOM New York. Mr. Lawrence remains a vice-president and director of Iowa Broadcasting Co., and the South Dakota Broadcasting Co., and a vice-president of WNAX.

KRLD Plans Opening
Of Fort Worth Studios
OPENING of Fort Worth studios for KRLD Dallas-Fort Worth CBS outlet, about Oct. 1, was announced last week by J. W. Runyon, president of KRLD Corp., and vice-president of the Dallas Times-Herald.
Hal Noble, former City Councilman of Dallas and a former office of the Texas Co., has been named manager of Fort Worth studios at 801 Fifth St. Clyde Rembert, KRLD general manager, will also supervise Fort Worth operations.

CHRISTOPHER CROSS, assistant manager of Mutuel, has been appointed public relations manager of the BBC effective Oct. 1, succeeding Stanley Stevens, who resigned to set up his own office.

HEWY H. LONG, manager of WJFL New Haven, is resigning from that post effective Nov. 15. Mr. Long is also manager of WAPL of Milwaukee and Southeastern representative of CBS Radio Sales. He went to WEIL last year from KYW, where he was sales manager of the WLJ Chicago sales office.

FRANK M. FOLSOM, vice-president of WJFL New Haven, is resigning from that post effective Nov. 15. Mr. Long is also manager of WAPL of Milwaukee and Southeastern representative of CBS Radio Sales. He went to WEIL last year from KYW, where he was sales manager of the WLJ Chicago sales office.

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Under the recent reorganization, Capt. Willenbucher has been promoted to special assistant to the Director of Communication, and now serves as a member of the "all-time" radio law firm, all working now on an international scale.

"WFDF Flint says post-war planning is OK now."
YOU CAN SEE THE SUN RISE IN THE PACIFIC
AND SET IN THE ATLANTIC*—

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

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

Here are the Wednesday evening figures, 7 to 10 p.m.:

<table>
<thead>
<tr>
<th>Station</th>
<th>Audience Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>WKZO</td>
<td>51.9%</td>
</tr>
<tr>
<td>STATION B</td>
<td>29.9%</td>
</tr>
<tr>
<td>SIX OTHERS</td>
<td>18.1%</td>
</tr>
<tr>
<td>MISC.</td>
<td>0.1%</td>
</tr>
</tbody>
</table>

In some localities radio “fading” is a natural phenomenon as predictable as the sun-rise. Western Michigan is one of those areas. Most people who live here just don’t even try to listen regularly to “outside” stations. They listen to WKZO.

If you’ve been sold on the idea that you get Western Michigan as a “bonus” from Chicago or Detroit, we ask that you take the following anti-balona steps: (1) Analyze this area’s present or potential value to you; (2) check your local wholesaler or distributor as to the truth of the statements above; (3) let us (or Free & Peters) show you recent Hooper Surveys as to which stations are most popular in Western Michigan. . . . You’ll soon be inquiring about availabilities on WKZO.

*This feat is actually possible in the Republic of Panama. Get out your map and check it!

WKZO
5000 Watts
590 KC
CBS

Strongest selling force in Western Michigan
Owned and Operated by Fetzer Broadcasting Company
KALAMAZOO and GRAND RAPIDS

FREE & PETERS, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

BROADCASTING • Broadcast Advertising
BEHIND THE MIKE

LARRY MEIER, Mutual correspondent who was taken ill while en route by plane to the West Coast, will not proceed to the South Pacific area as originally planned because of his condition. Illness was brought on by injuries received at Dieppe, while covering the European theatre for Mutual.

DOROTHY DRISCOLL, effective Sept. 15, became manager of station traffic of Mutual. She has been assistant to the former manager, Paula Nichols, resigned.

TOM SLATER, director of special features and sports for Mutual, has received an award of merit from the armed service forces for his services in conducting This Is Fort Dix. MBS servicemen's program originating from Fort Dix, N. J., now off the air.

AL RUIFEL, continuity chief of WSPD Toledo, is the father of a girl.

WAYNE C. BYERS, formerly with WTMAM Cleveland, has been named program director of WCAR Pontiac, Mich. Other new members of WCAR are William J. Loftack, chief announcer, and Glyn Ellis, announcer.

ROBERT ST. JOHN, NBC commentator heard on World News Roundup, is leaving for England. He will continue to be heard in this Monday through Friday 10:15 a.m. spot for Miles Labs, and will also broadcast on the London pickup of News of the World. He may also broadcast from Paris and plans to return to the United States in time for the publication Nov. 3 of his forthcoming book It's Always Tomorrow, by Doubleday Doran Co., New York.

PAUL MANNING, recently returned from Europe where he has been broadcasting for WOR New York, accredited to Mutual, left last week on a lecture tour. His Sunday broadcasts on WOR, sponsored by Sperry Corp., New York, will be picked up through special lines while he is en route.

TED LAWRENCE, former WINS New York announcer, has joined WBYN Brooklyn.

EDWARD SCHOEN, member of the WGN Chicago publicity department, is1 serving as assistant at the Swedish Covenant Hospital.

HENRY SCHACHT, former editor of KPO San Francisco, is the father of a girl.

JACK RANG, former night announcer's clerk of NBC Chicago, has joined WOAI San Antonio.

DAVE LICHTER, former traffic clerk of NBC Chicago, has joined the announcing staff of WTAM Cleveland.

Hazel Kerms, former traffic manager of KFEL Denver succeeding Guy Alexander.

Betty Blackburn Vogt, continuity director of KOIL Omaha, has accepted an overseas assignment with the Red Cross as staff assistant.

Hazel Kerns of the promotion department of WCGY Cincinnati, has announced her engagement to Paul Morey, assistant director of television for CBS.

Perry E. Hilley, former manager of KNYN Juneau, is a new addition to the program department at KFAR Fairbanks, Alaska.

Ed King has returned to KSAL Salina, Kan., after announcing with several other stations in the interim.

Pfc. James Knox, USMC, former producer of the Gypsy Sausage program, is now producer for the Marines in the making show from Parris Island, part of the Service Time series on CBS. He temporarily returned to his former job of producing Spotlight Band when it originated from Parris Island last Thursday.

Leslie Ecklund, with honorable discharge from the Navy, has joined the CBS Pacific Network's硫ectomation staff to handle exploitation.

SHADOWED PORTION of the map to which Edward Wood Jr., MBS general sales manager is pointing, is the area covered by the Mutual stations that will carry The Shadow for Delaware, Lackawanna & Western Coal Co. Seated is Henry Gage, D & W sales agent, while account executive Robert Hunter of Ruthrauff & Ryan, sponsor's agency, is in the center.

JOHN C. DUVALL, world traveler and lecturer on current international topics, has joined WSBF Syracuse as news analyst.

IDA COLLINS has been named traffic manager of KFEL Denver succeeding Guy Alexander.

George Snell, former producer manager of KDFL Salt Lake City, has been appointed program director of KIDO Boise, Ids.

The Voice of Baltimore

* America's 6th City in Population
* Maryland's Oldest Broadcast Station
* Columbia Basic Outlet Since 1927
* 5,000 Watts 600 KC, Day and Night

PAUL H. RAYMER CO.
National Sales Representatives
NEW YORK  CHICAGO  SAN FRANCISCO  LOS ANGELES

Esquire presents

"The Boys from Boise"

Television's first full-length Musical Comedy written and produced especially for television

September 28th at 8 P.M.
Station WABD Channel 4
New York

Paul M. Meehan, President
H. H. Schacht, General Manager
E. B. White, Circulation Manager

5000 Watts - Day and Night

The Blue Horizon in Northeastern Ohio, for Advertisers

viewision

BROADCASTING • Broadcast Advertising

Represented Nationally by Headley-Reed Co.
Timing, coordination, follow-through.
all these are exemplified in the tennis stroke. All these are the
result of habit, of doing the same thing time and again.

Another result of habit is the vast number of listeners
which WTIC commands in the Southern New England
market. During more than 19 years, the people of this
area have come to depend upon WTIC for their radio
entertainment. They know what they want... and
WTIC sees that they get it.
This long established habit is of great importance to
national advertisers for it means the existence of a
waiting and attentive audience for your sales message.

Acquaint these people with the merits of your product...
convince them of its value... and they will buy it.
And buy it they can, for the 3,500,000 residents of
WTIC’s primary area possess a spendable income
more than 60% in excess of the national average.

Get into the habit of getting results in Southern New
England. Put WTIC's 50,000 WATTS to work for
your product.

IN SOUTHERN NEW ENGLAND
PEOPLE ARE IN THE Habit OF LISTENING TO WTIC
IT TAKES a
C-46
to Hop the
HIMALAYAN
HUMP

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

KOA is the famous
NBC Station in Denver
and the only station
here with:
Power (50,000 watts)
Top NBC Programs
Coverage (7 states)
Listener Loyalty
(69%)*
Dealer Preference
(68.8%)**

*NBC Talk of 412 Cities
**Ross Federal Survey

VINC WILLIAMS, formerly with
WINY Buffalo and KEKID Twin Falls
Ida, has joined the announcing staff of
WQY Seattle.

MARJORIE TOMA, script writer
at KDKA Pittsburgh, has been named to
the United World Fund for the organi-
zation's annual Fall campaign.

BOB BENCE, San Francisco, is
the weekly Quiz of Two Cities on
Don Leo Paulus stations, has joined the net-
work's Hollywood staff as announcer.

ROD O'CONNOR, announcer of
Don Leo Broadcasting System, Hollywood,
is the father of a boy. Mrs. O'Connor
was formerly manager of KSL Salt Lake
City.

PAUL PHILLIPS, announcer of
WCAU Philadelphia, has been pro-
ounced to production manager. He suc-
cedes Joe Gottlieb, who left to take a
similar post at WMCA New York.

HIL RAMBO, news editor of
KYW Philadelphia, has been named presi-
dent of the 1919 Club, company-emp-
loyee organization of KYW and West-
haven Radio Stations Inc. succeed-
ing EJ Skitch, formerly of the pro-
duction department and new with the
Blue network in Chicago.

PAUL RICHARDS, newspaper adver-
tising salesman, has joined the sales
staff of WHAT Philadelphia.

ROB CORNWELL, former chief an-
nouncer at KFER Denver, and Ned
Svera, formerly of WIND Gary, Ind.
are new to the announcing staff of
KDYL Salt Lake City. Tommy Gran-
low, formerly of KSL, has transferred
to KDYL as publicity and promotion
director.

JOHN SLAGLE, special events man
at WXYZ Detroit, has been promoted
to chief announcer, succeeding Jack
McCarthy, now in the Marines.

OTTO KRENK is a new announcer
at WCAF Pittsburgh.

Frank Davis Missing
Sgt. FRANK DAVIS, formerly of the
accounting department of West-
haven Radio Stations Inc. Phil-
adelphia, is reported missing on
an air mission in the Italian war
theatre. He had been radio man and
gunner in the Army Air Corps with
two years of service and had taken
part in at least 29 air missions.

RALPH A ROSE, of the Philadelphia
AP bureau, has joined WCAU Phil-
adelphia as assistant to Bud Reinhard,
time editor.

ELEANOR ULMER, sales promotion
manager of KYW Philadelphia, has
resigned to join Time magazine in New
York.

ALAN R. HAHN, former announcer
of WNYW New York and news pho-
tagrapher of CBS, has joined the pro-
duction staff of KYW Philadelphia.

ALUN B. WILLIAMS, former night
program manager of WMCN New
York, has been added to the announc-
ing staff of KYW Philadelphia.

MRS. O'CONNOR has taken
a new job at WJZ Baltimore.

JOE GRADY, former announcer of
WIP Philadelphia, has joined WPTZ.

JOHN CUMMINGS, formerly
of Philadelphia, has joined the sales
department of WFIL Philadelphia.

MARY JEAN SWART, former pub-
licity of the Philadelphia Travelers
Air Society, has joined the program
department of WFIL Philadelphia.

JOE YOUNG, announcer at WOWO-
Wayne, Ind., suffered a brok-
en ankle last week.

FRANK COMDR. RICHARD A. VELZ,
former production manager of WRNE
Richmond, reported last week for tem-
porary duty in the Radio Section, Pub-
lic Relations Office, Navy Dept.

JACK MCMORRACK, announcer at
WNYX Buffalo, has been pro-
duced-to-program manager
replacing Bill Terly, resigned.

DR. SIEGEL, formerly of
the NBC Television Work-
shop, now on assignment to
WIP Philadelphia.

HILL ALSPAUGH, formerly of
WALL Wilmington, now an-
nouncing at WPTF Raleigh, N.C.

JERRY MURRAY, formerly on the
sales promotion staff of the Blue Net-
work, has joined Yorgas & Robins
New York, as assistant to Lester Gott-
low, manager of radio publicity. Miss
Murray will handle promotion and co-
ordination of network programs. Prior
to joining the Blue, she was associated
with WOR New York and Printers
Ink.

TOM REDDY, free-lance announcer
and m. c., who has been handling
Fitch Bandwagon on NBC, has joined
the announcing staff of the Blue
Network.

ED WHITNEY, who has been in
broadcasting for the past 15 years,
has resigned as producer of the Blue
Network, to retire. He has been han-
ing the Town Meeting of the Au-
thor programs.

MARTIN MAYER has resigned
from NBC where he directed Arthur
Hartsey Construction to become an editor for
the American Education Press, Col-
umbia. He will continue as play-by-
play announcer for the Greater Boston
United War Fund campaign which
opens Oct. 31.

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of Philadelphia, has joined the sales
department of WFIL Philadelphia.
West of Chattanooga, the Tennessee River winds its way between Lookout and Elder Mountains, its course carving out one of the most interesting phenomena of nature. For as the river winds and turns, the land within the turn forms a perfect moccasin from toe to heel.

This moccasin-shaped land is at the present time being considered as a site for Moccasin Bend Park, providing an additional landmark to the many which now make scenic Chattanooga one of the truly beautiful spots in all America.

In addition to its many dazzlingly beautiful natural splendors, Chattanooga is also located in the heart of the TVA power empire, an industrial center of present and growing significance.

**The Chattanooga Market From A Time Buyer’s View-Point**

<table>
<thead>
<tr>
<th>Station</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>WDOD</td>
<td>76.9%</td>
</tr>
<tr>
<td>STATION B</td>
<td>18.3%</td>
</tr>
<tr>
<td>STATION C</td>
<td>4.8%</td>
</tr>
</tbody>
</table>

A survey made by a disinterested company in Chattanooga reveals that of all national business placed in Chattanooga, 76.9% went to WDOD, Station B received 18.3%, and Station C received 4.8%. Among time buyers, men whose business it is to know the best buy for their money, WDOD is the overwhelming choice.

**WDOD**

FOR CHATTANOOGA

5,000 WATTS DAY AND NIGHT

WHERE NATURE AND INDUSTRY JOIN HANDS

CBS

National Representatives
PAUL H. RAYMER CO.
TIME OUT for refreshments, was taken by this sponsor-agency-network-talent quintet before huddling on future program plans for NBC Rudy Vallee Show. Procter & Gamble Co. (Drene), sponsors half-hour variety program which started on Sept. 5. Hungry but happy are (l to r): Mann Haliner, producer for H. W. Kastor & Sons Adv., agency service account; Sidney N. Strotz, NBC western division vice-president; Rudy Vallee, program star; William Ramsey, radio director of Procter & Gamble Co., and Murray Boen, agency's Hollywood representative.

Franco Promoted
CARLOS A. FRANCO, manager of station relations of the radio department of Young & Rubicam, New York, for eight years, has been named associate director of radio.

L. Raymond Nelson

D. H. STEELE, recently returned from Spain where he had been on assignment for the State Dept., has joined Charles Daniel Frey Adv., Chicago, as copy writer.

GENE DUCKWALL and Roy Swanfeld of Foote, Cone & Belding Hollywood radio department, have been transferred to the San Francisco office.

ROBERT R. MCKEE has rejoined the Philadelphia office of Doremus & Co.

LAWRENCE J. EVERLING Adv., Philadelphia, has been elected to membership in the American Association of Advertising Agencies.

BYRON KEATING Co., Cincinnati, advertising agency, has been opened by Byron Kentig, formerly with Lord & Thomas, and author of Industrial Advertising. Agency will specialize in industrial accounts and will also handle newspaper and radio advertising for three regional food manufacturers.

JOHN A. E. McCRAV, for 11 years with H. W. Ayer & Son, Philadelphia, has joined Lewis & Gilman, Philadelphia advertising agency, in an executive capacity.

LENNEN & MITCHELL will reestablish Hollywood radio production offices with Travis Wells in charge as manager.
That harassed expression on the face of the agency time-buyer is becoming a mark of chronic suffering. All good network time is sold. Every day brings another urgent demand from a client. And the time-buyer can foresee that when peak-time products return, the pressure will be enormous.

There is, of course, no way to pour a gallon of advertising into a quart of ears. The time-buyer must lapse at moments into a beaten daze during which he dreams of a new network—the Barbed Wire Network. When he awakens, he really did get into the big time and compete against major network programs in the metropolitan area. He first asked: "What have we got out here that others haven't got?"

Movie stars, of course. He made his diced editor with so many reservations that put together "Hollywood Theater," investing in stars like Herbert Marshall, Beniamino Gigli, Walter Pidgeon, Anna Held, Joan Bennett, Marsha Hunt, and others. The resultant half-hour dramatic show is now sponsored on the Rubber Network, at times chosen for a minimum of competition and a maximum of available audience, on such stations as WEAF, WMAG, WHO, WOW, KOA, KSL, KIRO, KOP, KFI, and others. The show runs from 11 to 13 points.

Transcribing a program has not only lost most of the stigma formerly attached to wax, but has demonstrated many advantages. Some of our topnotch radio producers now insist on receiving for discovery the possibilities of transcriptions through the vast overseas network. This pretends a surge toward this method in postwar.

Chief advantage is that movie stars can make records just as they make movies—with as many retakes as are necessary to make the performance top-notch. What's more, they can release and discontinue their contracts. This saves time, and money is involved. And studios don't have to hold up movie production while a star goes on the air.

If a star makes a fluff, just lift the needle and cut it over again. After the program is cut, it's still possible to make changes before it goes on the air, since transcription engineers are so expert they can dub in a laugh or dub out a word, without detection.

EDITH TO SUIT

Lieut. Col. Tom Lewis of the Armed Forces Radio Section, which handles more than a hundred transcribed shows a week, waxes the half-hour show "Command Performance," by transcribing three-quarters of an hour of star entertainment and then dubbing out fifteen minutes of it, using the best of the material like a movie cutter editing a film.

Editing is one advantage; timeliness is another. By planning ahead you can release your program when the star's latest film is being shown at the box office. Chick has a 30-minute ball drama starring Joe DiMaggio ready to broadcast at the opening of the baseball season—"as it began in each locality.

Unfortunately, stars have been lacking in the transcribed programs generally being offered. These have relied chiefly on getting local sales results, and have not been able to offer a sponsor a prestige show that can compete with the big-time evening entertainment programs.

When MacGregor proved it could be done, a new and more inviting horizon opened. Now there are several shows being waxed with box-office names featured.

A prestige show requires box-office names. These are not readily available in transcription centers other than Hollywood. You have the major elements for constructing a program for the Rubber Network:

1. Editing—the method of production, similar to movie making, permits mistakes to be corrected. The sponsor can hear his findings at the editing table, and avoid mistakes easily.

2. Timeliness—a Christmas show can be transcribed in July, if that's when your chosen talent is handy.

3. Stars—use of box-office names can take transcribed show into the big time.

Some of the arguments for the transcription show in relation to the infinitely variable needs of sponsors are well worth considering. Not all products have national distribution, yet the advertiser can't afford to buy a network that takes him where his product is not on the air.

On the basis of distribution alone, therefore, the transcription salemen have long had a good argument.

LOCAL OPENINGS

After selecting the market areas, the radio time-buyer knows he must still have the best stations if he wants a rating. Here is a break for the radio department; there always seem to be local openings even on network periods. At least here you have a hope of finding, during the week, a favorable availability.

Favorite time in Chick's estimation is the 9:30-10:00 P.M. spot, and if it's Sunday night, so much the better.

Here's his West Coast line-up as shown in the Pacific Network Hearings for March, 1944:

**SKIPPY HOLLWOOD THEATER**
- broadcast in Los Angeles over KFI Sunday 9:30-10 P.M.; in San Francisco on Friday 9:30-10 P.M. over KPO; in Portland Tuesday 9:30-10 P.M. over KGW; and in Seattle the same day at 7:30-8 P.M. over KIRO.
CHICAGO MOTOR CLUB, Chicago, will sponsor 10 outstanding college football games for the third consecutive season, starting Sept. 29, with the Chicago Bears' game against the Green Bay Packers. Radio stations in the Chicago area will handle the advertising. Radio will probably be used.

REFRIGERATION Corp. of America, New York, has appointed Peak Adv. Agency, New York, to handle its advertising. Radio will be used. Ap- pointments also include John For- sythe stores, men's specialty shops in New York, a subsidiary of Arnold Constable & Co. Radio will also be used for the latter account.

CALIFORNIA Wine Co., Los Altos, Cal., (California wines), on Sept. 15 started quarter-hour news program, titled The California Report, featuring Carl Michael Fielding, commentator, thrice weekly on W2R San Francisco. The 32-week contract was placed with Irving Myer- son Adv., Chicago.

ROSEFIELD PACKING CO., Oak- land, Cal., to promote Skippy peanut butter, has signed a 52-week con- tract, effective Oct. 2, for a total of six participatory weekly in Sunrise Sales and Housewife's League, combination programs fea- turing Helen Drako, on WJZ New York. Agency is Garfield & Guild, San Francisco.

BARNSTEAD Still & Sterilizer Co., Boston, has appointed Copland Corp., Adv., Boston, as agency effective Oct. 1.


JULIAN DEGREE, former assistant to the president of Aixton-Fisher To- bacco Co., now dissolved, has joined General Foods Corp., New York, as assistant sales promotion and advertising manager in the marketing de- partment of Birds-Eye-Saider Inc.

HART SCHAFFNER & MARX, Chicago, will begin sponsorship of a quarter-hour sports period Football Preview, co-incidental with the Chicago Bears football schedule, Saturday on WIND Chi- cago. Contract for length of football season, was placed through BBDO, Chicago.

SPARKLETT'S Drinking Water Corp., Los Angeles (bottled water), on Sept. 30 began weekly quarter-hour Women's Breakfast Club Forum every other Saturday on KMTR Hollywood. Con- tract is for 52 weeks. Firm recently started three-weekly participation in Art Baker's Notebook on KFI Los Angeles, in addition to its schedule on Southern California stations. Agency is Raymond H. Morgan Co., Holly- wood.

RAYMOND LABS Inc, St. Paul, Minn. (Bayve Shampoo), in a 13-week contract in Minnesota, started Sept. 5, is sponsoring twice-weekly participation in Art Maker's Notebook on KFI and Women's Editor on KJFB, with thrice-weekly schedule in WOC's Magazine of the Air. KBO. Firm on Sept. 26 starts participation four times per week in Ruth Weusthull's program on KECA. Agen- cy is Milton Weinberg Adv. Co., Los Angeles.

SQUIRT Co., Beverly Hills, Cal. (car- bonated grapefruit juice drink), in a fall campaign starting immediately, and with local bottle tie-up, will util- ize a series of transmitted announce- ments on stations nationally. Place- ment is through Davis & Beaven Adv., Los Angeles.

B. F. DEWEES Inc, Philadelphia, is sponsoring quarter-hour news commentaries of Jesse Howard Monday through Fri- day on WCAU Philadelphia. News- paper advertising and direct mailing pieces are being used to promote the store's first radio program. Contract for 26 weeks placed through LeBrun & Blumen, Philadelphia.

LEVER BROS, Toronto (Risso), started Amas 'n Andy Sept. 2 on CKOY Toronto and CQO Montréal. Account was placed by Ruthrauff & Ryan, Toronto.

SALVATION ARMY of Canada, Toronto (financial drive), has started spot announcements on 32 Canadian stations. Account was placed by A. McKim Ltd., Toronto.

WILCO Corp., Los Angeles (Bill Clearer, Stop Spot), in a concentrated four-week campaign started in early September is utilizing half-hour spot announcements on major market station in California, Washington and Oregon. Agency is Elwood J. Robin- son Adv., Los Angeles.

PHILADELPHIA Gas Works Co., Phila- delphia, has appointed the James G. Lamb Co., Philadelphia, to handle its advertising.

CURTIS PUBLISHING Co., Phila- delphia, has appointed the James G. Lamb Co., Philadelphia, to handle advertising of Country Gentlemen, effective immediately.

CHICAGO, Ill. - Radio stations are gearing up for the fall season with a host of new programs and campaigns.

SQUIDCO, Inc., a division of SQUIRT, will be heard on WGN Chicago during the fall. The company will be promoting its new line of grapefruit juice drinks.

CHICAGO, Ill. - Radio advertisers are gearing up for the fall season with a host of new programs and campaigns.

Wichita KFH

The B-20

Boomtown's

MR. BIG!

Another FIRST for Booming Wichita...one of the greatest industrial achievements in American history—the production of the biggest bomber in the world, in the air six months ahead of schedule.

WICHITA is also first in the U.S. in wage earner employment gains... first in the great Southwest in solid sales gains. Kansas, Wichita's Industrial and Financial Progress are second to none, and with its new products and markets, it is already planning for practical peacetime ex- pansion as America's permanent Aviation Center.

Wichita is Helped by

The Facts of any Edw. Perley Office

For permanent

sales increases

ask on that Selling

Station in Kansas' Richest

Market

CBS 5000 Watts Day & Nite

ASK ANY PERY OFFICE

BROADCASTING • Broadcast Advertising

Page 50 • September 25, 1944
"One audition of your library sells a client for us!" says WAYNE SANDERS
Program Director KTUC, Tucson, Arizona

Here's more proof that the ASSOCIATED LIBRARY gives you more, gets you more.
(Even though it costs no more!)

Wayne Sanders of KTUC writes: "Working with ASSOCIATED gives me the feeling that I am producing live-talent shows of a calibre to match anything we receive on the network. The Associated tunes never seem to grow old... which is a tribute to your many colorful arrangements and commercial-minded policy of producing music that is really styled for radio.

"We have found that one audition of your library sells a client for us. We have sixteen of your own programs sponsored, plus a number of others we've developed using Associated transcriptions.

"I've been in radio since 1932—have had ample opportunity to compare library services—and can say without reservation, on all counts: Associated is the finest on the market."

Take a tip from the experience of progressive, successful KTUC. Whether you're a "small-watter" or a "big-watter," ASSOCIATED'S big time radio material can help you sell... can help your clients sell!

Why not get the facts now?

Associated Program Service
25 West 45th Street, New York 19, N.Y.

MOST Hours of the Best RADIO Music... Represented by Loren Watson of SPOT SALES, Inc.
THE BUSINESS OF BROADCASTING

STATION ACCOUNTS
sp—studio programs
no—news programs
1—transcriptions
2—portable transcriptions
3—transcription announcements

KMOX St. Louis
The Hubinger Co., Keokuk, la. (Elastic starch), 30 weekly, thru Ralph Moore Inc., St. Louis.  
Porter Bakres, Chicago, 7 weekly, thru Sherman & Marquette, Chicago.  
Grove Labs, St. Louis, 6 weekly, thru Russell M. Seeds Co., Chicago.  
Park & Tifft Co., New York (Tintex), 3 sp weekly, thru Charles M. Storm Co., N. Y.  
Omar Mills, Omaha, 3 t weekly, thru MacFarland, Averay & Co., Chicago.  
Flex-O-Glass, Chicago, 3 sp weekly, thru Freska, Fellers & Frease, Chicago.  
United Wall Paper Factories, Chicago, as weekly, thru MacFarland, Averay & Co., Chicago.  

WHOP Hopkinsville, Ky.
Nahl Corp., Columbus, Ga. (Royal Crown), 7a weekly, 62 weeks, direct.  
Terry Haute Boxing Co., Terry Haute, Ind., 1 weekly, 12 weeks, thru Pollyea Adv., Terry Haute.  
American Cyanamid Corp., New York, 6 weekly, thru Donahue & Co., N. Y.  
Miles Labs., Elkhart, Ind. (Nervine), 5 t weekly, thru Raymon Adv., N. Y.  
DelXeb: Am. Assn., DelXeb, Ill. (hybrid corn), 8 sp weekly, 13 weeks, thru Western Adv., Chicago.  
Swift & Co., Chicago (shortening), 6 weekly.  
Willard Tablet Co., Chicago, 5 sp weekly, 13 weeks, First United Advertisers, Chicago.  

KPO San Francisco
United Wallpaper Co., Chicago (Trims), 5 sp weekly, 62 weeks, thru MacFarland, Averay & Co., Chicago.  

WOR New York
Sodus Creamery Corp., N. Y. (Creamed Cottage Cheese), 5 sp weekly, thru Charles W. Hoyt Co., N. Y.  
Hawaiian Pineapple Co., San Francisco, 6 weekly, 52 weeks, thru N. W. Ayer & Son, N. Y.  
Maga & Co., N. Y. (seasoning), 5 sp weekly, 52 weeks, thru Needham & Grobmann, N. Y.  
Can Mfgs. Institute, N. Y., 5 sp weekly, 52 weeks, thru Benton & Bowles, N. Y.  
Florida Citrus Exchange, Tampa, Fla. (oranges and grapefruit), 5 sp weekly, 26 weeks, thru W. W. Garrison & Co., Chicago.  
Dugan Bros. of N. J. (whole wheat products), 5 sp weekly, 52 weeks, thru Chas. D. Fleischer & Co., New York.  
The Wander Co., Chicago (Ovaltine), weekly, t five, thru Hill Backett & Co., Chicago.  

KYW Philadelphia
O'Gara Corp., Chicago (Brown wax), 5 sp weekly, thru American Moore & Wallace, Chicago.  
Park & Gamble, Cincinnati (Drake), 5 sp weekly, thru H. W. Kastor, Chicago.  
Universal Wallpaper Factories, Chicago (Trims Ready-Pasted Wallpaper), 3 sp weekly, 52 weeks, thru MacFarland, Averay & Co., Chicago.  

WBBM Chicago
Beaumont Co., St. Louis (Four-way cold tablets), 6 sp weekly, 52 weeks, thru Donahue & Co Adv., N. Y.  
Borden-Wallund Co., N. Y. (condensed milk), 3 sp weekly, 62 weeks, thru Young & Mackiscan, N. Y.  
Eagle Soap Table Co., Chicago, 2 sp weekly, thru H. W. Kastor & Sons, Chicago.  

KECA Los Angeles
Carter Products, N. Y. (Arrid), 2 sp weekly, 62 weeks, thru Small & Seiffer, N. Y.  
Kaye Co., Battle Creek, 4 sp weekly, 13 weeks, thru Kenyon & Eckhardt, N. Y.  

WHO Des Moines
American Beauty Macaroni, Kansas City, 10 sp weekly, thru J. E. Bullock, Co., Kansas City.  
Kaiser Co., Portland, Ore. (labor recruiting), 14 sp weekly, thru.  
American Dairy Assn., Chicago, 4 weekly, thru Chicago Dairy Products Assn., Chicago.  
Plough Inc., Memphis (St. Joseph, Penetrate, Moxacene), 6 sp weekly, thru Lake-Spiro-Blumarine, Memphis.  
Procter & Gamble Co., Cincinnati (Teal), 4 sp weekly, 26 weeks, thru Bow Co., N. Y.  
Procter & Gamble Co., Cincinnati (Dusk), 2 sp weekly, thru Compton Adv. Co., N. Y.  
Park & Tifft Co., New York (Tintex), 5 sp weekly, thru Charles M. Storm Co., N. Y.  

WDGY Minneapolis
Little Crow Milling Co., Wase, ind. (Coco Wheels), 12 sp weekly, thru Rogers & Smith Agency, Chicago.  
Minnesota Dairy Assn., Minneapolis (Borden), 4 t weekly, 13 weeks, thru Freska, Fellers & Frease, Chicago.  
Flex-O-Glass Mfg. Co., Chicago (War products), 6 sp weekly, 26 weeks, thru Freska, Fellers & Frease, Chicago.  
Foley & Co., Chicago (cough syrup), 5 sp weekly, thru Laesun & Salmo, Chicago.  

WIN New York
Wilhert Produce Co., New York (Boo & Polack), 5 sp weekly, thru Diane Jones Co., N. Y.  
American Jewish Broadcasting Co., New York (Mastron, other Jewish products), 5 sp weekly, thru A. R. Landau Inc., N. Y.  
Sunray Vitamin Co., Chicago (vitamin), 6 sp weekly, thru Borenson & Co., Chicago.  
J. Ford & Co., New York (Old Gold), 6 sp weekly, thru J. Walter Thompson Co., N. Y.  

KHI Hollywood
Yami Yogurt Co., Los Angeles (dairy products), 3 sp weekly, 52 weeks, thru Erwin Wasey & Co., Los Angeles.  

KPAS Pasadena
Consolidated Royal Chemical Corp., Chi- cago, 3 sp weekly, thru Lampre Milling Co., N. Y.  

WIFI Acquires Building Now Housing Its Studios
WFIL Blue Network station in Philadelphia, purchased on Sept. 1, 1944, the 18-story Widener Building in the center of the city. The building was sold previously to the Widners in 1926 to Joseph C. Widener, Jr., at $8,500,000. Sometime in early 1945, the Widners will move into the entire 12th floor of the building. The building was sold previously to the Widners in 1926 by Joseph C. Widener, Jr., at $8,500,000. The building was subsequently sold in 1938 to Cap- lan, who purchased the property back to the Title Holding Corp., a holding company organized by the Widners. The building was originally built in 1913. Occupying a lot 160 x 199 feet, it is assessed at $4,929,100. The purchase price was $3,000,000, a 10% discount from the assessment. However, no price was disclosed.  

American Gas Project
AMERICAN GAS ASSN., through its executive board, has approved an expenditure of $1,400,000 a year for three years in research, advertising and general promotion, the fund to be raised among 50 member gas utility companies. Over-all purpose of the drive will be to "get ready for post-war sal- ing of gas utilities," according to a spokesman for the association, who said that radio would doubtless be aired over the media used by the group of utility members, organized as Regional Adv. Inc., sponsored by Mystery Chef on about 15 NBC-Red stations some five years ago. McCann-Erickson, New York, handles the association's account.
An Open Letter

TO EVERY TIMEBUYER, AGENCY EXECUTIVE AND ADVERTISER
FROM CUBA'S NETWORK RHC CADENA AZUL

Here are the Facts about Radio and the Cuban Market

CUBA today is a major market with a population of 5,000,000 persons. Cuba is prosperous. National income is higher than ever before. And the time to cultivate the Cuban market is RIGHT NOW.

If you have or are planning distribution in Cuba, you should investigate RHC Cadena Azul for advertising your product. RHC is affiliated with the Columbia Broadcasting System, and brings to the people of Cuba the same high quality of network programming and operation that CBS does to the people of the U. S.

RHC maintains a large staff of major radio performers — well known Cuban actors and actresses, vocalists, musicians, writers, directors. This array of outstanding talent produce the finest programs in Latin American, and brings to the Cuban listeners their favorite performers in live talent programs.

The result is that RHC DOMINATES THE CUBAN MARKET. A recent impartial survey made by a group of nationally known advertisers showed that:

1. RHC during the 12-hour period of 12:30 a.m. to 12:30 p.m. has twice as many listeners as its nearest competitor.

2. Some highly rated programs RHC have as much as nine times the audience of the nearest competitor.

3. The Havana outlet of RHC is the station people listen to most in Havana.

Many advertisers, as a matter of fact, are using RHC as a test before expanding into Latin America generally. We have a few selective programs available for sponsorship — programs that are great favorites with the Cuban listener.

For complete information, write, wire or call Humberto D. Gonzalez
220 West 42nd Street, New York 18, N. Y. Wisconsin 7-1166
Don’t let your reputation for promptness lie around on the shipping room floor. When a customer marks his order “rush”—call for Air Express pick-up and get it on its way as early in the day as possible! That’s the secret of fastest delivery by Air Express—a service that moves cargo on swift Airlines schedules around the clock, for war and reconversion jobs.

Specify Air Express
A Money-Saving, High-Speed Tool for Every Business

With additional planes and space available for all types of traffic, 3-mile-a-minute Air Express directly serves hundreds of U.S. cities and scores of foreign countries. And shippers worldwide are now saving an average of more than 10% on Air Express charges—as a result of increased efficiency developed to meet wartime demands.

Write today for “North, East, South, West”—an informative booklet that will stimulate the thinking of every executive. Dept. PR-10, Railway Express Agency, 230 Park Avenue, New York 17, N. Y., or ask for it at any local office.

NBC Athletic Assn., headed by Euston C. Woolsey, assistant to NBC’s vice-president in charge of stations, held its annual outing Sept. 21 at the Crescent Club, Huntington, N. Y.

New School for Social Research, New York, as part of its “Dramatic Workshop” sessions for the 1944-45 season, offers courses in radio writing, and acting, broadcasting and television production, utilizing facilities of WABD New York, the Domest station, and New York AM stations for practical experience.

Association of the Junior League of America, New York, has prepared a transcribed series of 20-quarter-hour dramatic adaptations of children’s books which will be made available about Oct. 15 to 155 schools in the United States and Canada, libraries, schools, radio stations, parent teacher groups, and other organizations.

Officers of the 1944 WJR Detroit Bowling League have been elected as follows: Eric Howlett, chief producer and dramatic director, president; Franklin (Bud) Mitchell, director of operations, vice-president; William Roebert, assistant treasurer, secretary; Charles Parks, announcer, secretary. Captains will be: Lou Cervenak, musician; Marc Williams, writer-producer of Happy Rank: Norman White and Dave Olson, producers.

KDRA-FM Pittsburgh has inaugurated “live” shows every Monday 7:30-8 p.m. featuring Anserin Bodomey and the KDRA staff orchestra and Florence Berg as lyric soprano. WEUR Buffalo recorded interviews at a large five week broadcast the transcription as part of two successive newscasts the same day.

WEVD New York this week starts the 13th cycle of the WEVD University of the Air. Scheduled on a weekly basis in evening hours are: New York University Forum, Authors’ Radio Table and Beyond Victory, latter transcription series produced by World Wide Broadcasting Foundation. Other programs include Freedom Forum and Postwar America. Station also continues War and Postwar Problems and mouthy forums.

Lincoln, Loveton Join Lennen & Mitchell Radio

Joseph Linn, radio time-buyer of Donnahn & Coo, New York, for the past year, around Oct. 2 becomes business manager of the radio department of Lennen & Mitchell Inc., New York. Creation of the new post follows by a few weeks the announcement that the agency was slated for expanded radio activities, with acquisition of Old Gold account, entailing two network programs and some spot radio. [Broadcasting, Sept. 15.]

Before joining D & C Mr. Lincoln was in charge of the timebuying department of Erwin, Wasey & Co., New York. Richard Nichols continues at D & C as radio director. To direct American Jergens Co. Mr. Nichols, Mr. V., has added John W. Loveton, to be assisted by Vee. Harder, who also does commercials on Jergens’ Walter Winchell show on the Blue. Mr. Loveton has been with Geyer, Cornell & Newell, New York, since Jan. 1944 as co-director of radio.

Symptoms of “Movie Premiers,” under the influence of which people may do that which they are unaccustomed, were apparent on the occasion of the first Pittsburgh showing of “Wilson” as Arthur Simon (rear right), general manager of WPEN, urges Dr. Leon Levy (front right) of WCAU into “saying a word to the radio audience” over a WPEN mike. Dr. Levy’s brother, Israel (rear left), studies technique of Don Frank, WPEN announcer, as he describes movie premiere proceedings.

CBS “School of the Air” Enters 15th Year Oct. 9

Starting its 15th season Oct. 9, the CBS “School of the Air” will be heard Monday through Friday, 9:15-9:45 a.m. Monday and Friday broadcasts of the series of 145 programs will be devoted to science and current events respectively, Monday’s series directed by Dr. John E. Osborn, and on Friday, by Dr. John E. Osborn, and on Friday, by Dr. William A. Johnson. The Wednesday and Thursday sessions will be on geography and literature, under the direction of Richard Sanville, and Roy Chapman Andrews, explorer, as narrator on the geography broadcast.

Six programs will be written, directed and produced in Canada, the remainder originating in New York. CBS states the program is taken by 177,000 U. S. and Canadian schools. It is also carried to Latin America and overseas. Lyman Bryan, CBS director of education, maintains overall supervision, with Leon Levine broadcasting director.

Croxton Succeeds Hough

Appointment of Harry W. Croxton of Monticello, Ark., as assistant superintendent of the Senate Radio Gallery, succeeding Bobby Hough who entered the Navy, was announced last week by D. Harold McGrath, superintendent. A graduate of the U. of Richmond (Va.), Mr. Croxton attended U. of Arkansas law School for a year. He has enrolled in the George Washington University law school to continue his studies while working in broadcasting.

Union Pacific to MBS

Union Pacific Co., Kansas City, shifts Your America to 115 Mutual stations Sunday 4:45 p.m. (EWT) on Oct. 15. Mr. M. J. Jackett, director of series, now on NBC Saturday 5-5:30 p.m., is especially suited to Sunday afternoon entertainment and that thousands of Union Pacific employees have been known to listen to the Saturday show. NBC could not offer a suitable spot. Agency is Caples Co., Chicago.
MILITARY COMMUNICATIONS BY TELEPHONE

During the Spanish-American War the telephone as a means of electronic voice communication met with favor and played a vital part in military action for the first time. Replacing men and horses, a telephone message could cross and recross enemy territory by wire without delay and cost of life.

Today, telephones in the office and home life of the average American have been an instrumental force in our higher standard of living.

Universal, manufacturing microphones and other voice communication components for the allied forces, will again after Victory is ours, stock dealers' shelves with the Universal components you have been waiting for. Until then – Buy War Bonds.

Model T-45, illustrated at left, is the new Lip Microphone being manufactured by Universal for the U.S. Army Signal Corps. Shortly, these microphones will be available to priority users through local Radio Jobbers.

UNIVERSAL MICROPHONE COMPANY
INGLEWOOD, CALIFORNIA

FOREIGN DIVISION: 301 CLAY STREET, SAN FRANCISCO 11, CALIFORNIA -- CANADIAN DIVISION: 560 KING STREET WEST, TORONTO 1, ONTARIO, CANADA
RTPB for Canada Planned at Ottawa
Inaugural Meeting Attended By 14 Organizations

A CANADIAN RTPB is being planned, similar to that in operation in the United States, it has been announced. Inaugural meeting for the establishment of the Board was held at Ottawa Sept. 11, with representatives of 14 organizations and the Canadian armed forces attending. Meeting was called as a result of representations made by R. M. Brophy, president of the Radio Manufacturers Association of Canada, and was convened by Walter A. Rush, controller of radio, Department of Transport.

Organizations present signed their agreement that there was a need for such a planning board, which would formulate plans for the technical future of the radio industry and services, including frequency allocations and systems standardizations in accordance with public interest and the technical facts. The Board would also advise the Government, industry and the public of its recommendations.

Like U. S. RTPB
Walter Rush, after calling the meeting together, explained that the Department of Transport would not participate directly in the activities of the Board, but will render assistance wherever it can and will give careful consideration to the Board’s recommendations and data. He then turned the meeting over to R. M. Brophy, who was appointed chairman, and explained the purposes of the setting up of such a board to the association representatives. No officers were elected and no chairman of panels were appointed. A second meeting is to be held about mid-October when the Board will be formally established, officers elected and panels formed, along lines similar to the American RTPB. Canadian applications of the RTPB findings will be discussed at these panel meetings.

Those attending were: W. A. Rush and G. C. W. Browne, radio branch, Department of Transport; Dr. A. Frigon, general manager, and Donald Manson, assistant general manager of the Canadian Broadcasting Corp.; Glen Bannerman, Toronto, president of the CAB; Dr. F. S. Howes, McGill U., Montreal, and Ernie Swan, chief engineer of CKBE Toronto, representatives of the Canadian section of the Institute of Radio Engineers; Alec Reid, Montreal, Canadian representative of the American Radio Relay League; R. M. Brophy, Canadian Marconi Co., and CCF Montreal, president of the RMA, along with RMA representatives R. A. Hackbusch, Stromberg-Carlson of Canada, Toronto, Alan Oxley, RCA Victor of Canada, Montreal, and W. W. Richardson, RMA secretary; J. W. Bell, National Research Council of Canada, Ottawa; Capt. S. A. Worth, Royal Canadian Navy; Col. W. Laurie, Canadian Army; Group Captain C. J. Campbell, Royal Canadian Air Force; and representatives of the Engineering Institute of Canada, Canadian Electrical Association, Canadian Standards Association, Air Industries and Transport Association of Canada, Canadian Electrical Manufacturers Association, Telephone Association of Canada, Railway Association of Canada, and Canadian Medical Association. Invited but not attending were representatives of the Canadian section of the American Institute of Electrical Engineers and the Society of Automotive Engineers.

GM Opens Oct. 22
GENERAL MOTORS Corp., New York, on Oct. 22 enters the winter season broadcasts of the NBC Symphony Orchestra on NBC Sunday 5-6 p.m., with a “Beethoven Festival” extending over a period of nine weeks, under the direction of Arturo Toscanini. Mr. Toscanini will alternate at varying intervals as conductor of subsequent broadcasts with Eugene Ormandy, of the Philadelphia Orchestra, and Malcolm Sargent, London Philharmonic. Agency is Campbell-Ewald Co., Detroit.

SOLID SATISFACTION is expressed by smiles of this agency-sponsored gathering following initial broadcast of CBS This Is My Best on Sept. 5. Cresta Blanca Wine Co. sponsors half-hour dramatic series. Post-broadcast discussers (1 to r) are standing: W. B. Geisanger, BBDO vice-president in charge of Los Angeles office; Sander Heyman, wine firm advertising and sales promotion director; Dave Titus, agency producer; Arthur Pryor, agency vice-president in charge of radio; seated: Homer Fickett, and Wayne Tiss, agency executive producer and associate director of radio, respectively; and Sherman Gregory, radio director of Schenley.

COAST NEWS STAFF EXPANDED BY NBC
TO MEET stepped up tempo of the Pacific war, the NBC San Francisco news staff has been virtually doubled and is on a 24-hour basis, monitoring United Nations and Tokyo broadcasts, recording all shortwave programs. The additional equipment has been set up. A teletype news service will feed the network as well as local newspapers and press services. Staff of news editors and recording engineers will reportedly be doubled. Elmer Peterson, NBC foreign correspondent, has been transferred to San Francisco, and is to be paired off with Larry Smith, network’s Hollywood news expert.

Plan was set up by John Elwood, KPO general manager, and George Plaherty, chief engineer. Owen (Pat) McCall, NBC manager of operations in news and special events, currently is in Honolulu.

LAFAYETTE RADIO Corp., Chicago and Atlanta, producer of radio and electronics equipment, has changed its name to the Concord Radio Corp. The only change is in the name, it was announced; the personnel remains the same.
Federal Tubes...

come CLOSER to the

PERFECT VACUUM

Always in the forefront of tube research and development, Federal makes another advance and now has added exhaust units of entirely new and original design to its production equipment.

This latest Federal achievement produces a tube that is substantially closer to the perfect vacuum—a tube with greater efficiency and longer life.

Arranged in banks of eight and operated with identical control equipment, these units exhaust uniformly every size of Federal tube—assuring a consistent and high standard of quality.

For any communication and industrial power tube need, turn to Federal now—test its reputation that "Federal always has made better tubes."

Here is one of the double-aisle exhaust banks where 16 high powered tubes can be exhausted at one time, each with individual control.

Federal Telephone and Radio Corporation

Newark 1, N. J.

September 25, 1944 • Page 57
U. S. Weather Bureau Praises Radio For Service During Coast Hurricane

REPORTS on radio's public service during the recent hurricane continued to pour in as BROADCASTING went to press last week. A statement praising radio and the press for keeping the public informed of the hurricane’s approach was issued by the New York office of the U. S. Weather Bureau through Walter J. Noxon, regional director, and Dr. Benjamin Parry, chief meteorologist.

When the storm struck Atlantic City, Doug Arthur, program director of WIBG Philadelphia, went directly to the Steel Pier there and aired descriptions of the catastrophe direct from the scene. Graphic reports of the disaster were gathered by Mr. Arthur from the damaged boardwalk and from the flooded streets of the city. Bill Marland, Philadelphia Daily News reporter, described the destruction as seen in daylight.

In New Jersey, Eugene Vreeland, a Towaco farmer, bought spot announcements on WFAT Paterson to save loss of 13,000 bushels of peaches, blown to the ground by the storm. Beginning at 7:55 a.m. and continuing throughout the day, WFAT carried five announcements offering a bushel of peaches for a dollar to those who would come out to the orchard and pick them off the ground. Farmer Vreeland unloaded 10,000 bushels in response to the announcements.

In Hartford, WTIC canceled its regular 5:15 p.m. show to give an outline of precautions the public should take before and during the height of the storm.

Governor Makes Appeal
WBZ Boston supplied full storm coverage until 11-12 p.m. when power lines supplying the WBZ transmitter at Hull, Mass. failed, but WBZA Springfield remained on the air until 2 a.m. with hourly bulletins on the storm.

Personal appeals were made by Governor Saltonstall of Massachusetts and Mayor Tobin of Boston who broadcast warnings over WNAC Boston appealing to residents to keep off the streets. The Yankee Network News Service in Boston remained on the air until 5 a.m., Sept. 15, breaking in on all programs with storm warnings, late flashes and emergency bulletins. Robert J. Myers, editor-in-chief of the Yankee News Service, attributed the negligible loss of life to radio warnings from WNAC and the Yankee Network. The entire Yankee staff was on hand to receive the thousands of phone calls and requests for urgent announcements, such as cancellation of legion meetings, theatre performances, changes in railroad schedules, and cancellations of night shifts in war plants.

Don Goodland, who covered Long Island for WEAF New York, was offered the only vacant bed in Riverhead, L. I.—in a jail cell. He refused this hospitality. At NBC New York headquarters, Don Par- do, announcer, used equipment set up on the 67th floor of the RCA Bldg. to transmit the description of the storm at its climax over New York.

Broadcasts From Pier
WPFG Atlantic City went off the air at 5:27 due to power failure, but three minutes later Chief Engineer Blair K. Thron and technician Bud Brandow had emergency equipment working. Broadcasts over the WPFG Network were given directly from the famous Steel Pier by Edgar A. Sweet, WPFG program director, with Ray Starr, announcer, giving first-hand reports of scenes along the boardwalk. Announcers Bill Reynolds and Earl Martin stood by the telephones, operated under emergency conditions, to receive information from newspapers, City Hall, U. S. Coast Guard, and hospitals.

In Worcester, Mass., the entire WTAG staff was mobilized to keep the station on the air until 5 a.m. with weather reports and special bulletins.

WHYN Holyoke, Mass. remained on the air until 2 a.m., two hours past signoff time. Special broadcasts were aimed at various swing shifts which would have to travel from a distance to reach war plants. Superintendents called to ask for bulletins requesting shifts not to report. Announcements were also aired by WHYN in behalf of the USO, Salvation Army and other agencies maintaining shelters for stranded personnel. WHYN lost the roof from a workshop shed in the rear of the main building, as well as some shrubbery which was uprooted by the wind.

WNBH New Bedford and WCOW West Yarmouth were in the hurricane's path and lost their 385-ft. radiator antenna, according to Hugh R. Norman, manager of both stations. The WNBH tower twisted off at 10:50 the night of the storm, but emergency equipment was put into operation immediately.

Towers for WPRO
WPRO Providence lost both its 400 ft. towers as a result of the hurricane, according to WPB, which immediately granted authorization for purchase of new ones. Loss of the two towers marked the second time within the past few years that such a calamity has hit WPRO. Station received permission from the FCC to operate a special antenna attached to the 50-ft. stump of one of the damaged towers, using the reduced power of 5 kw day and 1 kw night, for a period of 30 days. Normally station operates 5 kw unlimited.

IF YOU SELL
OIL
(OR BEER OR BRUSHES)

Ask Your Distributor About KDAL, Duluth

Duluth is among the first 100 cities in America. The nine-county KDAL primary area (the largest primary area of any of the stations at the Head-of-the-Lakes) contains 376,723 people who spend nearly $130,000,000 annually. You figure out how much gasoline and grease that means!

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

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

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

Page 58 • September 25, 1944

If you buy or plan advertising for Iowa, you need
THE 1943
IOWA RADIO AUDIENCE SURVEY

gives you detailed analysis of "listening areas" of every Iowa station, programs that appeal to urban, village, farm families and listening habits, illustrated with pictures for quick and easy reading. You can get a copy free by writing:

CENTRAL BROADCASTING CO., 912 Walnut St., Des Moines, Iowa
"COME OVER TO OUR PATIO, SEÑOR!"

Of course you'll find Tamales and Tortillas in Mexico! Also the gayest of fiestas and lovely senoritas.

You will also find that Mexico is one of the world’s most versatile nations... amazingly cosmopolitan... definitely progressive!

Do you know that the National University of Mexico was founded in 1553, almost a century before John Harvard was born... that Mexico’s minerals present an international passport to importance... that Mexico’s industries number over 12,000 establishments, 500 electric plants, 30,000 cotton looms, 4,000 miles of railroad!

Come over to our Patio, Senor. Here’s a friendly invitation from a friendly neighbor to permit us to show you how our two networks of 80 stations can prove that there’s more than Tamales and Tortillas in Mexico... there’s business and plenty of it. Write for details!
FCC to Hear
(Continued from page 18)

section may permit the organization's representative to conduct the cross-examination.

What promises to become a lengthy discussion topic is that pertaining to noncommercial educational stations, which will be led by Dr. John W. Studebaker, U. S. Commissioner of Education. More educational organizations have filed for appearances on this topic than have filed for any one other topic.

In addition to discussing radio's overall part in education, the educators plan to seek additional space in the very-high frequency spectrum for FM stations and networks. Testimony will be presented to prove that educational work, both in schools and homes, cannot expand without additional frequencies for noncommercial educational stations.

Another topic which promises to elicit much interest is that of relay systems. Raytheon Manufacturing Co., which will be represented by Joseph Pierson, formerly of Press Wireless; James B. Ferguson, Percy L. Spencer and John C. Trump, will discuss a public transcontinental and intercontinental service based on micro-wave for air safety plane location, television program relay, broadcast program relay, facsimile and photo relay and local broadcasting, telephones, printer and high-speed telegraph.

These services would include, according to the Raytheon filing, "point-to-point and, in the case of facsimile, local broadcast within the immediate orbit of powered or booster relay stations for popular or subscriber reception". Western Union filed to discuss a proposed high-frequency relay system. Representing WU will be F. B. Brangham, transmission research engineer; W. B. Sullinger, assistant, and J. B. Coleman, chief engineer.

In preparation for the FCC hearings, Committee 2 (technical) of the State Dept. Committee on the World Telecommunications Conference, met last Wednesday and Thursday in Washington to discuss the overall spectrum. A rough draft of findings and recommendations was submitted to the more than 50 members by Dr. J. H. Dellinger, chairman, who is also chief of the Radio Section, Bureau of Standards.

Craven a Witness
"We expect that the work of the RTPB and the results of the hearings of the FCC to be of distinct and great value to the State Department", Dr. Dellinger asserted as he opened the meeting in the New House Office building the Wednesday afternoon session.

One of the most active witnesses at the FCC hearings will be Lt. Comdr. T. A. M. Craven, who retired from the FCC last July 1 to become vice-president of the Iowa Broadcasting Co. in charge of technical developments. Comdr. Craven, recognized as one of the outstanding engineers in the country, will discuss FM and television.

George Henry Payne, another former Commissioner, will appear for Finch Telecommunications on facsimile. Rear Adm. Stanford C. Hooper, USN (Ret.), former chief of Naval Communications and another outstanding engineer, will testify for a group of telephone companies, including Southern Communications, S. B. A., Tri-County Union, and Texas.

FCC preparations for the hearings have been under the supervision of Harry M. Plotkin, assistant general counsel and chief of the Law Dept. Litigation Division.

Cross-Examination

TEXT of FCC Public Notice on cross-examination during allocations hearings, beginning Sept. 28, follows:

The Commission has received numerous inquiries concerning the procedure to be followed in connection with cross-examination of witnesses. The Commission desires of being as liberal as possible in permitting cross-examination of the parties. On the other hand, it must be realized that because of the large number of persons participating in the hearings it will be impossible to permit unrestricted cross-examination if the hearings are to proceed expeditiously. The following system has therefore been devised with respect to cross-examination.

Forms have been prepared which will be available in the hearing room. Copies of these forms are attached to this public notice. One side of the form may be used by those persons who desire to ask only one or a few questions of a particular witness. In such a case the person should fill in the form giving the name of the witness and the question he desires Commission counsel to put to the witness. If the question is appropriate and the subject matter has not been or will not be covered by other cross-examination, Commission counsel will ask the question.

Persons who desire more extensive cross-examination should fill out the other side of the form. They should state the name of the witness they desire to cross-examine, the subject matter, the cross-examination will cover, and the name of the person who will do the cross-examining and the name of the organization he represents. This form should be handed to Commission counsel who will pass it on to the Commission which will decide on the basis of each case whether to permit or not to permit cross-examination.

All persons are urged to keep their requests for cross-examination down to a minimum. This is the only way in which the hearing can be handled expeditiously.
Early in the war, Sylvania engineers stepped up experiment to perfect more rugged and more sensitive radio tubes for vital military communications.

Engineers added to a great array of precision checking instruments. They designed and built special new instruments to detect variations in radio tube characteristics never charted before.

This intensive research program has developed improved radio tubes. Many are now military secrets. But they promise to make postwar radio reception a revelation of clarity and fidelity.

After the war, as in the past, it will pay you to sell Sylvania.

Quality That Serves the War Shall Serve the Peace
Network Accounts
All Time Eastern Wartime unless indicated

COLGATE-PALMOLIVE-PEET Co., Jersey City (Super Suds), sponsor of Blinds on 140 CBS stations, Sun. 8-8:30 p.m., on Sept. 17 started repeat on 9 Pacific Coast stations, 11:30-12 Midnight. Agency: William Esty & Co., N. Y.

BRISTOL-MYERS Co., New York (Mini-Rub and Sal Hepatica), on Oct. 8 starts The Alice Young Show, Tues. 5:30-6 p.m. on 150 Blue stations and at same time repeats period for 62 weeks. Agency: Young & Rubicam, N. Y.


McCOLL-FRONTENAC Oil Co, Montreal, on Oct. 1 starts Texas-Star Theatre with James Mellon on 38 CBC Dominion network stations, Sun. 9:30-10 p.m. Agency: Ronalds Adv., Montreal.

HALL Bros., Kansas City (greeting cards), on Oct. 16 for 52 weeks starts undertermined program on the Blue Network, Sun. 8-9 p.m. having discontinued Oct. 6 Meet Your Navy on 184 Blue stations Fri. 8:05-9:30 p.m. Agency: Foote, Cone & Beeching, Chicago.

ACME White Lead & Color Works, Detroit, on Oct. 1 starts The Shadow on over 15 Mutual stations, Sun. 8:05-9 p.m. and The Return of Nick Carter on about 11 stations, Sun. 8:30-4 p.m. Agency: Henri, Hurst & McDonald, Chicago.

WALTHAM Watch Co., Waltham, Mass. (institutional), on Oct. 11 for 52 weeks starts Summer Wonders in program tentatively titled Time for Decision on undetermined number of CBS stations, Wed. 10:10-11 p.m. Agency: R. B. Humphrey Co., Boston, N. Y.

REICHHOLD CHEMICALS Inc., Detroit, on Oct. 21 starts Detroit Symphony Orchestra on 61 MB stations, Sat. 6:30-9 p.m. Agency: Grant Adv., N. Y.

Renewal Accounts


COLGATE-PALMOLIVE-PEET Co., Jersey City (Palmolive shave cream), on Sept. 15 renews Top Secret on 123 CBS stations, Sat. 8-9:15 p.m. (Repeat the Week) Agency: Ted Bates Inc., N. Y.

THE MINIMUM Cost

THIS little PIG went to market
No need for this fabulous story here and now...
Increase your Washington budget and the market will come to you.
Millions of Dollars in Washington waiting to be spent.
Just tell the large, loyal WINX audience the why's and wherefores... they'll buy.

The Best Test Market at MINIMUM COST

WINX
The Washington Post Station
Washington 1, D. C.

Represented Nationally by
FORJEE & COMPANY
Radio Aid Lauded By War Shipping

Broadcast Promotion Steps-Up Seaman Recruitment

RADIO is credited with manning "at least 125 Liberty ships"—by the War Shipping Adm. in a letter expressing thanks for aid in recruiting merchant seamen. A total of 10,417 telegrams and letters received at WSA's Washington office were the direct result of three-way radio campaign from 16-Sept. 9, the letter states in part.

Radio drive consisted of eight weekly Sunday evening dramatized programs Men at Sea on NBC, eight weekly Saturday evening variety programs It's Maritime on CBS and three weeks of announcements on OWI allocation plan. More than 50% of the responses came from qualified applicants, enough to man 125 ships, it was explained. Letter adds that undoubtedly hundreds of others reported to port offices and unions since local recruiting stepped up during the broadcasts.

Caldwell Drive

DR. W. B. CALDWELL, division of Sterling Drug Inc., Monticello, Ill., starting Sept. 25, will resume sponsorship of one-minute announcements on part of the Keystone Broadcasting System and 170 stations. Company will also participate in the WHO Des Moines Barn Dance, beginning Sept. 30. Agency is Sherman & Marquette, Chicago.

Paramount Spots


EIGHT-IN-ONE COLD TABLETS, Chicago, sponsors, as of Oct. 2, the Richard Harkness Newshow, 5 times weekly, for 92 weeks on WMCL Chicago. Contract placed through H. W. Kastor & Sons, Chicago.

DAVID S. COOK, editor of the Stromberg-Carlson Co., house organ, Speaker, has been appointed sales promotion manager of the company. He will be in charge of company's sales training program and will direct Stromberg-Carlson publication activities.

David B. Peckham, former comptroller of sales of Western Electric Co., has been appointed comptroller of manufacture, filling vacancy caused by the death of John M. Stahr.

Clifford W. Smith, former assistant comptroller of sales, moves up to succeed Mr. Peckham.

GERTRUDE R. SIMONETTI has been added to the operating staff of WSNY Schenectady.

Fred Moore has rejoined the engineering staff of WPIL Philadelphia.

Harry Frickey, new to radio, has joined the transmitter staff of KFAR Fairbanks, Alaska.

Charles Kocher, former FCC inspector in Cleveland, is now chief engineer at WXYZ Detroit and will be responsible for the engineering duties of the Michigan Network.

Perry Aikin will assist in the control room of WHJQ Greensboro, N. C., while attending Guilford College this fall.

Jarvis MFG. Co., Glendale, Cal. (aircraft, agricultural equipment), appointed Pacific Adv. Service, Los Angeles, to handle its advertising.

There are 5,777,051 people in WOA1's primary area ... and in this same area there are 958,390 radio homes. In these homes—among these millions of Texans—WOAI is preferred by more listeners than any other station in this big and prosperous market.

Because it rings so many doorbells and is welcomed in so many homes, WOA1 sells more merchandise to more people in Central and South Texas than any other station—at a lower cost per sale!

50,000 WATTS ........... CLEAR CHANNEL

WBC II AFFILIATE .......... MEMBER TQN

WBC I

San Antonio

The Powerful Advertising Influence of the Southwest

That Will Ring the Bell In 100,000 More Radio Homes

CJBC, Toronto's Key Station of the Dominion Network, has increased its power from 1,000 to 5,000 watts. This will give your program a greater market of an additional 100,000 Toronto and area radio homes, and a signal within Toronto equivalent to 10 kvs due to the concentrated effect of CJBC's directional array.

Consult CJBC Commercial Department 55 York Street Toronto, Canada

CJBC

Key Station of the Dominion Network

TORONTO

September 25, 1944 • Page 63
“Now, if we were only staying at THE ROOSEVELT”

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

Rooms with bath from $4.50.

HOTEL ROOSEVELT
MADISON AVE. AT 45th ST., NEW YORK
— A HILTON HOTEL—
ROBERT P. WILLIAMS, General Manager

Other Hilton Hotels From Coast to Coast:

RICHARD F. VOYNOW

RICHARD F. VOYNOW, 44, West Coast director of Decca Records and former radio and recording executive, died Sept. 16 in a Hollywood hospital following a long illness.

For many years he was with the old Brunswick-Balke - Collier Co., which later became Brunswick Records, and now Decca. In 1936 he was appointed production manager of WLW-WSAI Cincinnati, and in the summer of 1936 he resigned to become sales and production manager of WEAN Providence, R. I., and WICC Bridgeport, Conn., owned by John Shepard 3d.

Mr. Voynow left the Shepard stations early in 1940 to take a post with the CBS program service department. A year later he joined Ward-Wheelock and after a short time with that agency, returned to the West Coast to head Decca Records.

Although he had been ill for some time, Mr. Voynow was released from the hospital, but suffered a relapse a fortnight ago and returned for treatment. He is survived by two brothers, Lt. Col. Edward Voynow, now on duty with the War Dept. in Washington and back from the Far East; Ben Voynow, New York, and a sister, Mrs. Mildred Freeman, Hollywood.

Shaken in Wreck

THREE radio men aboard the Dewey special train wrecked last Monday in Oregon were shaken up, according to Kenneth Bunchart of WRC Washington, who is making a trip for NBC. With him for NBC was Keith Willard, engineer. Don Pryor, of CBS Washington, was with the special, Bob Evans, of CBS, left the train at Seattle. NBC’s equipment was damaged but quickly repaired. CBS had no equipment on the train. Henry J. Turnbull, radio director of the Republican National Committee, received a black eye.

Ideas Exchange Urged

URING interchange of ideas through international shortwave after the war as a means of preserving peace, Commissioner Clifford J. Durr of the FCC addressed the Christ Church Forum in New York last Wednesday on “Building for a Better World.” Mr. Durr said: “Ideas which lead to war must not be permitted to grow and the only effective weapons against such ideas are contrary ideas, and information. Here our modern methods of communication can and must play their essential role.” He envisioned something of military surplus communications equipment to civilian use after the war to expand all phases of communications, including telephone, telegraph and radio.

‘Vic & Sade’ Replaced

PROCTER & GAMBLE Co., Cincinnati, has been making studies for Vic and Sade on NBC and previously on CBS for a number of years, on Oct. 2 replaces the program with Rosemary, another daytime serial, written by Elaine Carrington, author of P & G’s Pepper Young Family and When a Girl Marries on NBC. New show centers around the story of a secretary and her boss who move from a small town to a government job in New York where the young lady editor romances a series will be heard Monday through Friday 11:15-11:30 a.m. on 65 stations for White Laundry soap (Bentley & Bowles), on 23 stations for Ivory Flakes (Compton Adv.) and on 4 stations for Dash (Pedder, Ryan & Lusk). Program will be sponsored by Bentley & Bowles, New York, individual producer still to be named.

A Proven Sales Medium

IN WBNX SERVICE AREA THERE ARE:

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<tr>
<th>Jewish Speaking Persons</th>
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<th>German Speaking Persons</th>
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BROADCASTING • Broadcast Advertising

WBNX broadcasts daily to Metropolitan New York’s radio stations which sum up 7% of the population. These stations, with millions to spend, have their own plans, with WBNX. The reason, many of the country’s largest advertisers today are using WBNX radio, consistently. If your products are marketed in New York, WBNX should be on your list. Write WBNX, New York 51, N. Y. for availabilities. Or call Melrose 5-4332.
INFORMAL "idea conference" developed at KLZ Denver between (1 to r) Charles Pekor Jr., CBS press; Roger Rambeaux, KLZ publicist; Robert J. Landry, head of CBS program writing, and John Prince, KLZ writer, when the two network representatives coincidently met in the offices of the Denver outlet a short time ago.

MBS LOOKS AHEAD
ON ANNIVERSARY

IN ANTICIPATION of the tenth birthday anniversary of Mutual in October, Miller McClintock, MBS president, last week issued a summary of the network's growth from four stations in 1934 to its present total of 247, and in a statement on the occasion said that the year ahead offers a period of challenge to the radio industry unsurpassed in broadcasting history.

"As proud as we at Mutual are of the great expansion of the network," said Mr. McClintock, "we are thinking not in the terms of the past but of the future, a future that promises fulfillment of the miracle of radio." He added that the shareholders and affiliated stations of Mutual "stand firmly with the rest of Americans in business to assume responsibility for the tremendous task ahead of us in the postwar world."

The summary shows that on the eve of its celebration, the Mutual network is entering its 11th year on the air with gross billings during the first nine months of 1944 showing an increase of 45% over 1943.

WAC Names Katz
JOSEPH KATZ Co., New York and Baltimore, has been appointed by the War Advertising Council to a volunteer task force agency to produce 65 new daily transcriptions for the use of local stations. Current plans call for an initial series of 90 quarter-hour programs which may be offered for local sponsorship. Production on first of the Treasury discs was reported to have been started last week.

Dr. Sloan Drops W&L

ADVERTISING for Dr. Sloan's Liniment, a product of William R. Warner & Co., New York, handled by Warner & Legler Inc., New York, for a number of years, will no longer be handled by that agency after Jan. 1, 1946. Product is promoted on Gangbusters on 91 Blue stations, Friday 9-9:30 p.m. Selection of a new agency is not expected to be set for some time, according to a company spokesman. No change in radio plans has been indicated. Through Warwick & Legler, Warner has advertised the liniment on various "crime" shows, including Warden Laws' program 20,000 Years in Sing Sing, in 1939 Youth vs. Age, quiz show, on NBC Blue and Red networks, and from October 1940 until the present on the Blue Gangbusters, the Phillips H. Lord production.

Barn Dance' Promotion

PARAMOUNT PICTURE film version of National Barn Dance, sponsored on Saturday 9-9:30 p.m. by Miles Labs Inc., Elkhart, will receive new promotion this and other Miles' network programs before the premiere in Chicago Oct. 14 and continuing through Oct. 27. Arrangements for promotion on the air were made by R. M. Gilham, advertising and publicity director of Paramount, with Walter Wade, president of Wade Adv., Chicago, representing program's sponsor and George Cook representing WLS Chicago, which originates for NBC.

Canada Loan Drive

PLANS for paid broadcasts for Canada's Seventh Victory Loan, which opens on Oct. 23 for $1,300,000,000, are now nearing final stages, with allowances being made, it is understood, for a sudden termination of the European war during the campaign. All spot broadcasts and announcements will be sponsored by national and local advertisers. Network programs on all 73 English-language stations consist of half-hour dramas and hour all-star variety shows. Plans for French-language programs are not yet available. The campaign is in charge of the National Radio Committee, which includes broadcasters, agency executives, and government department heads.

New Bristol-Myers Show

BRISTOL-MYERS Co., New York, is expected to promote Ipana, Mum and Ingram's shaving cream in the Tuesday 9-9:30 p.m. period it has secured on the Blue network. The starting date is understood to be set for Nov. 14 on a hook-up of 149 stations. Fred Brady, comedian, is reported to be signed to team with Gracie Fields, with Myron Dutton directing, but no confirmation of these details was forthcoming from the network or Doberty, Clifford & Shenfield, New York.

FIRST NATIONAL Stores Inc., Somerville, Mass., has renewed Wartime Food News featuring Gretchen Mc-Mullen, five times weekly, Monday through Friday 9:30-9:45 a.m. for New England Regional Network stations: WBZ Boston, WCHS Portland, WJAR Providence, WLBZ Bangor, WWHO Hartford, WPEA Manchester. Contract for 92 weeks was placed by Badger & Browning, Boston.

Do you know
Ultra low-drift Crystals are now available for prompt shipment to Broadcasters

HOLLISTER CRYSTAL CO.
Boulder Colorado

OUTSTANDING PROGRAMS AND PRODUCTION

5000 WATTS ON 500 KILOCYCLES REPRESENTED BY HEADLEY-REED CO.
Election Coverage

Arranged by CBS

Night Schedule Rearranged
After 8 p.m. for Results

MOST extensive coverage of a Presidential election in the history of radio is planned by CBS for the night of Nov. 8, the network announced last week. Paul White, director of news broadcasts, said the entire evening program schedule will be rearranged after 8 p.m. to give listeners all details of the balloting. Other networks said last week that they are working on election night plans but have nothing ready to announce as yet.

Elmo Roper, Fortune magazine public opinion analyst, will join the CBS news and commentator staff to analyze returns. Staff will be seated on a platform in CBS Studio 22, which will be equipped with batteries of phones, teletypes and plugging in of ticker facing a large blackboard on which returns will be tabulated as they come in.

Full details of the CBS election coverage were to be discussed by Mr. White and new directors of the CBS owned and operated stations at a meeting scheduled to be held in New York Sept. 24.

DEWEY DEMOCRATS

PLAN RADIO DRIVE

AMERICAN Democratic National Committee for Dewey, New York, through various local affiliates throughout the country, such as committees for Dewey, Jefferson Democrats for Dewey and All-Party Ticket, is planning quarter-hour talks on stations in from 10 to 15 major cities, including Cleveland, Chicago, Detroit, Milwaukee, Los Angeles, San Francisco and New York, beginning around Oct. 1.

In New York, the ADNC has signed for two quarter-hour periods on WMCA, Nov. 1 and Nov. 6, from 1:15 to 30 p.m., for live talks. Committee is negotiating for time on WEAF WABC WJZ and has been declined time by WOR New York, on grounds that all time available for politics has been given to parties with candidates on the ticket, according to John J. O'Connor of New York, chairman of the executive committee. The committee may use network radio, he said.

Chimney Sweep Spots

G. N. COUGHLAN Co., West Orange, N. J. (Chimney Sweep spot destructor), on Oct. 2 begins sponsorship of spot announcements, musical clock participation programs, and quarter-hour shows on WBBM WWJ WOCO KXOK WLO KON WCAU WJAS KIRO WTTI WJFF WOW WSPD WWJR WWOX Contracts are for 10 weeks through Roche, Williams & Cleary, New York and Chicago.

LISTENERS to America's Town Meeting of the Air, now sponsored on the Blue by Reader's Digest Assn., were told last Thursday that Franklin D. Roosevelt, Thomas B. Dewey and Admiral Arleigh A. Burke will be invited to participate in the Oct. 26 broadcast. Mr. Thomas had accepted, and negotiation of reciprocal arrangements had been received from the White House and the headquarters of Mr. Dewey, it was stated.

N. J. Political Series

JOINING in the flurry of campaigns and counter-campaigns to influence New Jersey citizens in casting their vote Nov. 7 for or against the adoption of a new State constitution, the New Jersey Committee for Constitutional Revision is planning a special drive on nine stations in the State to urge a "Yes" vote. Plans call for sponsorship of 30-second and one-minute spots, five and fifteen-minute programs on WATAT WPAT WTTR WFNJ WSJN WBAB WFPG WCAM WHOM, beginning probably around the middle of October, with the possibility of expanding to New York and Philadelphia, Agency is United Adv., Newark.

GOP Buys Time

REPUBLICAN National Committee has purchased the 8:15-8:30 p.m. period on MBS, Wednesday, Sept. 7, for a broadcast by Congressman Everett Dirksen of Illinois, who was also heard at that time on Mutual last Wednesday and on several previous Wednesdays.

N. Y. Democrats Name Klinger

THE WOMEN'S Division of the N. Y. State Democratic Committee has appointed Klinger Adv., New York, to handle a pre-election campaign and will sponsor three-weeks quarter-hour transmissions of dramatic or straight talk material on 14 New York stations, beginning Sept. 25 and continuing through Nov. 8. Station list, which will be expanded, includes WENY WMBO WBTI WGY HCUB WJTN WCMA WHNB WHTF WHEG WGY WPBL WBIX WAGN.

CBS, MBS Carry FDR Precinct Talk

BROADCAST of President Roosevelt and other Democratic Party spokesmen to the Party's precinct workers Oct. 5 will be carried on MBS as well as Mutual, Leonard Reinisch, director of the Democratic National Committee, announced last week. He also said that Fredric March, stage and screen star, will speak on the women's program the Democrats are sponsoring Sept. 27 on the Blue.

On Oct. 1, a program aimed at the negro voters will be broadcast on MBS, 4-4:30 p.m., under Democratic sponsorship. Details have yet to be completed, but the broadcast will probably originate from a meeting in Harlem, Negro district of New York.

Last week the Democratic National Committee sponsored the broadcast of a talk made Thursday by Vice-President Henry A. Wallace at a New York rally held by the Independent Voters Committee of the Arts, Sciences, and Mutual 10-10:30 p.m. President Roosevelt's first campaign speech, made to the convention of the Teamsters Union, was broadcast Saturday, 9:30-10 p.m., on NBC and CBS. On Sept. 24 Secretary of the Interior Harold Ickes addressed the convention of the American Slave Congress in Pittsburgh, his talk being broadcast on MBS, 4-4:30 p.m., sponsored by the ASC.
'VOTE' DISC PLAN OFFERED BY ASSN.
NON-PARTISAN Assn., for Franchise Education, New York, whose chairman is Henry J. Kaiser, shipbuilder, is engaged in raising funds to finance production and distribution of recordings designed to encourage people to register and vote. Plan calls for a series of 16 discs of jingles, dramatic skits and straight copy appeals, to be offered gratis to all radio stations for use the week before election.

Content would be strictly non-partisan, according to a spokesman for the organization, which held its first meeting in New York last week. Members of the national committee are said to include Gardner Cowles, president of the Cowles stations and iowa Broadcasting Co.; Maj. George Fielding Elliott, CBS commentator; Clifton Fadiman, NBC m.c.; Palmer Hoyt, owner of KGW Portland, and Raymond Graham Swing, Blue Network commentator.

Maltex Regional

JUST BEFORE the B-29 Super Fortresses took off for their first raid of strategic targets in the industrial heart of Japan in June, Lt. Col. Edward E. Voynow, vice-president and Chicago manager of Edward Petry & Co., was there somewhere in China to see things were shipshape. Since transferred to Washington at Army Air Forces headquarters, Plans Section, Col. Voynow was Materiel Officer for the famed XX Bomber Command [Broadcasting, June 19, 1941]. Public relations officer of the XX Command is Maj. Hugh Higgins, former promotion manager of WRC Washington, who worked with Col. Voynow in China.

Alice E. Lovejoy
ALICE E. LOVEJOY, 28, script writer of the Blue Network in 1942 and a member of the Women's Airforce Service Pilots (WASP), was killed Sept. 13 in a plane crash at St. Port Isabel Channel, Tex. She leaves her parents, a sister and a brother.

20,226 NEIGHBORHOOD FOOD STORES...
...doing a $410,344,000 a year business in central and eastern New York and western New England, brought together to form a vast, essential market—the WGY Community.

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

WGY's primary and secondary areas contain 18 cities with a population of over 25,000, 39 of over 10,000, and 40 incorporated villages of over 500.

State Political Hookup Opened in Pennsylvania
A PENNSYLVANIA statewide regional network for political business has been set up by handling. William Levy, president of WCAU Philadelphia. Political parties and candidates will be able to purchase blanket coverage, with 16 to 20 stations available. The hook-up, set up by Gil Babbitt, publicity and special events director of WCAU, includes: WSN WFBG WERC WHP WJAC WKST KDRA or KJJS, WOK WRAW WARM WGBE WJPA WRAK WBRE WBAF WGAL WNTI WZL WBO.

The first business placed for the political network is that of the State Republican Committee, using weekly 15-minute periods, and a spot campaign, six times daily, of 30-, 50- and 100-word announcements. A similar schedule, using 20 stations, is being arranged by the State Democratic Committee.

SHIFTS GRANTED TO WLAF, WGCN
CONSENT was granted by the FCC last week to the acquisition of control of Muscle Shoals Broadcasting Corp., licensee of WLAF Muscle Shoals, Ala., by Frank Mitchell Farris Jr., through purchase of two-thirds of the stock for $16,000. A director of the Smith Packing Co., Nashville meat packers, Mr. Farris now becomes sole owner of the station through acquisition of the third-interests of Joseph W. Hart and Joseph C. Russell, architects.

Assignment of license of WGCN Gulfport, Miss., from WGCN Inc. to a co-partnership, WGCN Broadcasting Co., was also granted. There is no change in ownership.

The transfer application of WTAG Quincy, III., for a voluntary assignment from Illinois Broadcasting Corp. to Lee Broadcasting Inc., at the same time was designated for hearing. Lee Broadcasting is a new corporation in which majority stock is owned by Lee Radio Inc., which operates KGLO Mason City, la. [Broadcasting, July 10.]

N. Y. Club Course
RADIO Production Clinic sponsored by the Advertising Club of New York, as part of its advertising and selling course, opens Oct. 9 with Eugene S. Thomas, sales manager, WOR New York, as chairman. Among those who will conduct clinic meetings are: Julius F. Seebach Jr., program director, and Roger Bower, program producer, WOR; Frank Dahm, freelance script writer; Joseph A. Moran, associate director of radio, Young & Rubicam Inc.; Dorothy Lewis, coordinator of listener activities. NAB.

Armour Replaces
ARMOUR & Co., Chicago, effective Oct. 2, will replace Dateline on CBS Monday 7:16-7:30 p.m. with a new series of Hollywood news and human interest stories on prominent personalities, conducted by Hedda Hopper. Miss Hopper has been heard during recent years on CBS Pacific Coast Network. Agency is Foote, Cone & Belding, Chicago.
The CBS Station for a million people in 22 counties of 3 states... the heart of the Textile South.

Howard H. Wilson Co. Pictures
Southwest. menage

WSPA
5000 Watts Day
1000 Watts Night
550 kc.
Spartanburg, S. C. CBS
Represented by Hollingbery

The OPEN DOOR to the prosperous homes of the important
EL PASO TEXAS MARKET

Only KROD can take your messages to ALL the El Paso households.

DOMINIC BOGNORE, Owner
VAL LAWRENCE, Manager
Howard H. Wilson Co.
Represented Representative

AP

WIBC, Muncie Indiana

have subscribed to several other news services, but your
AP radio wire is "tops."

W. F. Craig
Commercial Manager

available through
PRESS ASSOCIATION, INC.
50 Rockefeller Plaza
N. Y. 2, N. Y.

630 KILOCYCLES
5000 WATTS Full Time
BLUE NETWORK
Represented Nationally by John BLAIR & Co.

KXOK

ST. LOUIS, MISSOURI

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

Howard H. Wilson Co. Pictures
Southwest. menage

WSPA
5000 Watts Day
1000 Watts Night
550 kc.
Spartanburg, S. C. CBS
Represented by Hollingbery

ASCAP Honors Pischke

VAIL W. PISCHKE, of the legal staff of Kirkland, Fleming, Green, Martin & Ellis, Washington radio lawyers, has received the ASCAP copyright law award for 1944. The award, consisting of $100 in cash and an illuminated scroll, was made to Mr. Pischke for his paper, "Plural Liability of Musical Copyrighted Compositions." Mr. Pischke, an alumnus of Notre Dame where he participated in radio shows on WSBT South Bend, joined the Washington radio law firm this year.

AD COUNCIL SEeks WAR THEME CHANGE

Two important advertising campaigns of the major war agencies can be dropped in whole or in part, and several new drives may be developed, according to a study of home front information campaigns made by the War Advertising Council in the light of recent military successes.

The Council announced that it was advising advertisers, agencies and media to limit and change emphasis hereafter in the Food Fights for Freedom program, and to discontinue the effective Dec. 1, national wide recruitment campaigns for women workers. According to War Manpower Commission estimates, the latter drive may be confined to getting workers for specific plants in specific areas by that date.

One of the new campaigns, which has been accepted by the Council in conjunction with the Retraining and Reemployment Administration, and the OWI, will probably be directed both to civilians and returning servicemen, with the aim of speeding rehabilitation and training of veterans. Recruiting for the Merchant Marine, which is expected to become a more pressing need after Germany's collapse, will be the object of another campaign now in preparation by the Council.

The WAC emphasizes, however, that many current drives must continue and be intensified after the fall of Germany and throughout the war with Japan—notably War Bonds, the fight against inflation, paper salvage, and conservation.

Army Query Protest

CHARGING a questionnaire sent out by Army District 1, Detroit, of the Sixth Service Command, Chicago, is an "imposition" on all stations receiving it, the NA last week filed formal protest with the War Dept., Washington. A station member not identified by the NAB received a questionnaire from the First District public relations office, seeking information about each quarter-hour on the particular stations from noon to 6 p.m. Seven questions were asked about each 15-minute spot, one of which was: "Is this program satisfactory to your station?" At the same time the NAB urged members to notify its headquarters in Washington immediately of any doubtful questionnaires. The NAB Research Committee is working with a Committee on Government Questionnaires to reduce unnecessary forms. Government questionnaires must be cleared by the committee.

KROS Control Transfer

TRANSFER of control of the licensee corporation of KROS Clinton, Ia., is sought in application filed with the FCC last week. Sale of 55 shares (27.5%) by Peter Matzen, president, to W. S. Jacobson, secretary-treasurer of the Clinton Trust Co., for total consideration of $5,600 is involved in transaction. Mr. Jacobson now holds 50 shares and Mr. Matzen 102 shares.

Francis H. Leggett & Co. (Food products), Oct. 2, begins sponsorship of Meet Miss Evens, Monday, Wednesday and Friday 2:30 p.m. on WBNY New York. Show will be produced by Joseph Jacobs Organization, New York.

The rich markets of Richmond and Virginia, covered by Station WRNL, are stable markets... the markets you will want to cultivate for present and post war sales.

For first choice, then, you'll choose the stable Richmond station. As proof of WRNL's constancy we present the following facts:

- 70.8% of the NATIONAL ADVERTISERS ON THIS STATION ARE RENEWALS.
- 88% of the LOCAL ADVERTISERS ON THIS STATION ARE RENEWALS.

Advertisers don't renew contracts unless the medium they use pays off in results.
VIDEO EXPANSION TOLD TO AD CLUB

THE PRESENT 10,000 television-equipped homes in the United States should increase to 741,000 within 18 months after television sets are available at $200 — and within ten years, television equipped homes should multiply to around 28,000,000, Eugene S. Thomas, sales manager of WOR New York, told the Advertising Club of New York, at its first fall meeting Sept. 15. Mr. Thomas, director of the Advertising Club, attributed the statistics to Thomas F. Joyce, manager of RCA Phonograph & Television Dept.

He said that the fire kinds of commercials paying off successfully in television include visual, dramatized, remote pick-up, film and animated or mechanical attention getters. Mr. Thomas said that "instead of adding up all the known costs to get the charge to the advertisers, we should work the other way — calculate what the television audience is worth to the advertiser, and keep costs under that."

If the television program sells four times as much soap as its radio counterpart, he said, a time and talent budget three or four times that of the radio show will make sense. Besides appealing to both radio and TV, Mr. Thomas said, television will appeal to a high-class pocketbook, as ownership of a $200 video set will indicate existence of better-than-average purchasing power.

American Net Programs Maintain Canadian Lead

AMERICAN NETWORK shows lead the September evening national ratings of Elliott-Haynes Ltd., Toronto, with Radio Theatre having a rating of 25.5, followed by Edward Bergen & Charlie McCarthy with 20.1, and Album of Familiar Music in third place with 18.4. A Canadian quiz show Tessen Trail is fourth, with Words At War fifth, Bing Crosby Music Hall, Waltz Time, Airdrain Family, Trucking Navy (Canadian origination) Big Town, Share The Wealth (Canadian origination), Lam  'n Abner, Victory Parade (Canadian origination), Green Hornet (Canadian origination), Vacation Серенад and Canadian Cavalcade (Canadian origination), following in that order.

French language evening program popularity for September is topped by Course au Tresor with a rating of 26.8 (up 10.2 points from August), followed by Le Cafe Concert, Secrets du Dr. Morhanges, Radio Theatre, and Les Amours de Ty-Jo.

ACA IS NEGOTIATING ON ANNOUNCER FEES

AMERICAN Communications Assn. (CIO) is negotiating for an agreement with WLIB Brooklyn for commission fees for announce-ment union, which won recognition for the announcers several weeks ago, held a contract for technicians at WLIB for several years.

Negotiations for a new agreement with WARM Scranton, Pa., began Sept. 12, with issues involved includ-ing increase in pay and improved working conditions for studio technicians. Outcome is subject to WLB approval. Renewal of agreements, with increase in wages for studio technicians and technician announce-ment, were negotiated successfully by the ACA with WCAO Baltimore and WDAS Philadelphia.

Other Negotiators

Notices for reopening of negotiations for new contracts have been sent to WHN and WNEW New York; WNYT Buffalo; WHAT and WHF Philadelphia. Also, by mutual agree-ment the management of WEN Philadelphia, negotiations for renewal of contract covering announcers and all other workers will be begun at the time provided for in the current agreement.

With preparations for renewal of agreements in progress, dispute be-tween KYW Philadelphia and the ACA was settled amicably and a joint WLB form has been filed by the parties requesting wage adjustments retroactive to August 21, 1945. Re-cent approval of a new contract between ACA and WCAU Philadelphia provided for increased wages and back pay to technicians.

Heardings were ordered by the NLRB at Palm Beach, Fla., for Sept. 8 on a petition filed by ACA for sole and exclusive bargaining agent and all employees of WWPG Palm Beach. Outcome has not yet been determined.

Sporting Co. Sponsors

MacGregor-Goldsmith, Cincin-natti (sporting goods), and CBS 30 will begin sponsorship of the first of a series of ten collegiate football games on WJJD Chicago, WJW Cincinnati, and WJR Detroit. Dick Bray, of Cincinnati, will do the announcing. Agency is Hugo Wagenknecht & Assoc., Dayton, O.
Mississippi Population Up

Mississippi, expanding rapidly in agriculture and industry, is also growing in population. Latest figures from the U. S. Census Bureau show Mississippi gained 47,605 residents from April 1, 1940 to July 31, 1943—further evidence that the Mississippi market is stable in every way.

Mississippi will hold its wartime growth and continue to grow at a rapid rate after the war. Sensational oil development is giving new impetus to Mississippi business. And WJDX, "the Voice of Mississippi," continues to dominate this profitable, stable, growing market.

34 Canada Stations Get Power Boosts

THIRTY-FOUR Canadian broadcasting stations have been notified by Walter A. Kirkhoff, Commercial Manager of Radio, Department of Transport, Ottawa, that they can increase their power from 1 to 5 kw under Havana allocations. The stations are located in all parts of the Dominion. A forecast of these power increases was given some time ago [Broadcasting, May 16] by August Frigon, Canadian Broadcasting Corp. general manager, before the Parliamentary Committee on Broadcasting, when he stated that possibly 60 Canadian broadcasters could go to 5 kw under the Havana Treaty.

From the Atlantic to the Pacific the increases go to CJCB Sydney, N. S.; CJFX Antigonish, N. S.; CFNB Fredericton, N. B.; CHSJ St. John, N. B.; CKNB Campbell- ton, N. B.; CKWM Moncton, N. B.; CPCH Charlottetown, P. E. I.; CHNC New Carlisle, Que.; CJBR Rimouski, Que.; CHRC Quebec, Que.; CKEY Toronto, Ont.; CKAV Hamilton, Ont.; CKTB St. Catharines, Ont.; CHEX Peterborough, Ont.; CKWS Kingston, Ont.; and a number of stations in Baltimore and Philadelphia. Mr. Kelly, former commercial manager of WHAM Rochester, joined WBEN in 1938. He holds a first-class commercial operator's license and is an amateur.

The School of Radio Technique

(America's Oldest School Devoted Exclusively to Radio Broadcasting)

6 Weeks' Evening Course

October 2

8 Weeks' Day Course

October 16

Taught by Network Professionals, for Beginner & Advanced Students, includes:

- Announcing, Station Routine and Ad Scripting
- Continuity Writing, Script Editing
- Commenting and Voice
- Co-ed. Moderate rates. Inquire!
  Call or Write for Brochure B.

R.K.O. Building Radio City, N.Y.
Circle 7-0193

Service Directory

“GEARED TO AM-FM EXPANSION”
Radio Engineering Consultants


Kenton City, Mo.
Washington, D. C.
Hollywood, Cal.

Sound Effects

Largest selection of sound effects in existence. MAJOR RECORDS. Realistic and Complete.

Write for catalog

THOMAS J. VALENTINO INC.

Transections—Specialized Recordings

1600 Broadway N.Y. 19, Circle 6-4675

United Manufacturing Corp.

Division of U. S. Recording Co.

Custom Built Broadcast and Laboratory Equipment

1121 Vermont Ave., N.W., D. C.
District 1640

Your Canadian Distribution is assured thru

WALTER P. DOWNS Ltd.

635 Dominion Sq. Bldg., Montreal, Can.

Present Lines: PRESTO RECORDING CORP.
YONDA CORP. AMPEX TUBES
HUNT DEVELOPMENT CO.

Buy War Bonds

Thadeus W. Jacobs

THADEUS W. (Tad) JACOBS, for five years with Frederic W. Ziv Co. as southern representative, died Sept. 3 in Atlanta. He is survived by his wife, daughter, and mother.

Cereal on 35

CAMPBELL CEREAL Co., Minneapolis, will sponsor minute announcements, quarter-hour and half-hour shows on 35 stations for 26 weeks. Agency is Campbell-Mith- un, Chicago.

“OUR FIFTH YEAR”

for Kohlers Dry Cleaners, WFMJ

THE SHADOW

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

Broadcast Advertising
Timebuying Tips Revealed to Bakers

Hedges, NBC Vice-President Advises Daily Schedule

"DON'T expect overnight miracles in buying radio time," William S. Hedges, NBC vice-president, told a meeting of the Quality Bakers of America, held last Tuesday at the Waldorf-Astoria, New York.

"It is the long pull that counts and it pays off well," he declared, stating that the only way an advertiser can get stung in buying station time is by making the mistake of quitting too soon. Every station has a following, he said, and station rates are in line with what the station delivers.

Advising the bakers to match their station selection with their distribution, Mr. Hedges said: "Even where a powerful station outside of your community may be listened to more on the average than your local station, unless your marketing area extends beyond the influence of your local station, you should buy locally because the influence of your local station, particularly in the early morning hours, is far greater than the influence of any outside station.

Urges Daily Schedule

Daytime is probably the logical buy for bakers, who are more interested in reaching women and children than men, he said, adding that the time is not so important since sets in use vary only slightly from 8 a.m. to 1 p.m. More important, he added, is the program opposite on another station or next to it on the same station, advising his audience to choose time near a popular program on the station they use.

"If your budget can possibly stand it, get on a daily schedule at a fixed time," Mr. Hedges said, citing a survey in which 45.5 per cent of the housewives interviewed believed that a program every day would be most useful to them and adding that this preference is also held by successful retailers. "It is even more satisfactory to supplement your one program daily with announcements scattered throughout the station schedule," he added.

KSOO, KELO HEARD IN DUOPOLY RULING

OVERLAPPING of service as forbidden in the FCC duopoly rule (3.35) is not applicable to KSOO and KELO Sioux Falls, S. D., the Sioux Falls Broadcasting Assn., licensee, contended last Thursday in a license renewal hearing before the Commission. Licensees had petitioned for a hearing on the grounds that the duopoly rule is not applicable since KSOO, a 5 kw station, operates days only on 1140 kc, while KELO, operating on 1230 kc with 250 w is a fulltime station.

Interpretation of the word "substantial" with reference to overlapping was one of the major factors in the hearing, petitioner asserting that because KSOO is a parttime station there is no "substantial" overlapping. Witnesses included George Davis, consulting engineer; Mort Henkin, vice-president and general manager, and George Hahn, commercial manager. Segal, Smith & Hennessey appeared for the licensee.

"Meeting" on WCPO

CINCINNATI heard America's Town Meeting debate on the CJO Political Action Committee last Thursday night over WCPO instead of the Popular Bail outlet, WSAL. Not only that, but Mortimer C. Watters, vice-president of Scripps-Howard Radio and general manager of WCPO, canceled one commercial and postponed another to carry the Town Meeting, a sponsored program, without charge. WSAL previously was committed to air a double header game between the Cincinnati Reds and Philadelphia Phillies and had to cancel the Town Meeting.

PERFORMING rights to symphonic and concert music of SACEM, French performing rights society, have been acquired by ASCAP from the Alien Property Custodian, which seized them following the German occupation of France. Previously the copyrights had been controlled in the United States by Elian-Vogel Co., Philadelphia.

DICK HOTELEIT, Columbia war correspondent, speaking on CBS World News Roundup, 8-8:15 a.m. last Thursday from the town of Maastricht in Holland, said it was the first broadcast direct from that country.

Dennis Joins Allied

WALT DENNIS, director of public relations of WHN New York, will join Allied Purchasing Corp., buying association of 64 retail stores throughout the country, Oct. 16 as manager of radio and television. One of his first duties in his new post will be to work with the NAB in connection with the test retail radio campaign to be conducted by Joake's of Texas, San Antonio department store, an Allied affiliate, under the supervision of the NAB [BROADCASTING, April 3]. This will be a resumption of old associations for Mr. Dennis, who was chief of the NAB news bureau for eight months before Joining WHN in late 1943. Prior to NAB he had been director of merchandising and sales promotion of KYO Tulia.

Cities Service Change

CITIES SERVICE CO., New York, sponsor of Cities Service Concerts on NBC for a number of years, on Oct. 27 replaces the program with Highways in Melody, with Paul Lavalle's all-string orchestra, the Ken Christie Choir and guest soloists on 68 NBC stations Friday 8-8:30 p.m. Walter Lurie will produce and direct. Agency is Foote, Cone & Belding, New York.

Carlton Rejoins 'Post'

LEONARD CARLTON, who left the job of radio editor of the New York Post at the outbreak of the war to join the OWI, will rejoin the paper Oct. 1 as assistant to the publisher for radio, it was learned last week. Paper has an application before the FCC for the acquisition of WLIR Brooklyn and is planning subsequent expansion into FM and television as well. Mr. Carlton will serve as liaison between the paper and its radio affiliates. If the transfer of WLIR to the Post is approved, his first duties will be in connection with the programming of that station.

Basic Blue
WING
is
DAYTON'S
No. 1
Choice of
Merchants
Using Radio

DIRECT-CUT COPIES

33 1/3 RPM transcriptions for broadcast or audition use.

24 HOUR SERVICE

— packaged and shipped to your station list from Chicago.

Aluminum based material available where transcriptions can be returned after use.

WRITE FOR COMPLETE DETAILS AND PRICES.

WANTED

Additional recording engineers. Studio control experience required. Permanent employment in New York City, under pleasant working conditions.

Our employees have seen a copy of this ad.

Write Box 715, BROADCASTING
Decisions...

SEPTEMBER 16
Mississippi Broadcasting Co., Jackson, Miss.—Adopted order denying petition for severance of application for CP for consolidated hearing, as well as application for new station, Macon, Ga., and Byrnes Innes Jr., application new station Meridian, Miss. Action taken Sept. 15.

SEPTEMBER 11
WQCB Vickery, Miss.—Granted license covering change frequency, hours of operation and power level.

McNary & Wrathall
Consulting Radio Engineers
National Press Bldg. Dl. 1205
Washington, D. C.

Ringing in 50 years of excellence.

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

Radio Engineering Consultants
Frequency Monitoring
• Evening Star Building, Washington, D. C.
• 321 E. Gregory Boulevard, Kansas City, Mo.

RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.
Munsey Bldg. • Republic 2347

Raymond M. Wilmotte
Consulting Radio Engineer
From FCC Application to Complete
Installation of Equipment
1409 Church St., N.W., Washington 5, D. C.

Paul A. d'Emars
Consulting Electrical Engineer
1900 F St., N.W.—Washington, D. C.
Phone: Metropolitan 0540

Paul A. deMars
Consulting Electrical Engineer
1900 F St., N.W.—Washington, D. C.
Phone: Metropolitan 0540

KSEA Seattle—Granted petition insofar as it requests intervention in hearing on applications of Allston Broadcasting Co., Chicago—Same.

Mississippi Broadcasting Co., Jackson, Miss.—Adopted order consolidated hearing of applications of Byrnes Innes Jr., Meridian, Miss., and petitioner's applications for new stations Macon and Jackson, Miss.; continued same to Oct. 20, also granted motion to take depositions.

SEPTEMBER 21
KPS Pasadena, Calif.—Granted petition on KPS KPVD license renewal hearing; postponed time from 9-21 to 11-28-44.

WAPA Tampa, Fla.— Granted mod. CP for extension completion date from 9-15 to 10-14-44. Action taken Sept. 14.

Tentative Calendar...

SEPTEMBER 27
Air-Waves Inc., Louisiana Communications Inc., Baton Rouge, La.—CP new station (consolidated hearing).

SEPTEMBER 29
WGVK Charleston, W. Va.—License renewal and relinquishment of control.

Applications...

SEPTEMBER 19
WLLH Lawrence, Mass.—License to cover CP for synchronizers amplifier for changes in transmitter equipment and frequency.

WMD WAIN WPEO WEKI WERK Pnta, Ill.—Temporary license to cover license from Iowa Broadcasting Co. to WLLH Broadcasting Co., for $3,970.

WMT Cedar Rapids, la.—Granted license to cover from Iowa Broadcasting Co. to American Broadcasting Co. for $3,970.

WTAD Quincy, Ill.—Granted for hearing application for vol. assign. license from Illinois Broadcasting Co. to WTAD Broadcasting Inc. (200 w).

WMU Grand Forks, Minn.—Granted vol. assign. license from WGMU Broadcasting Co., St. Louis, Mo., for transmission.

WQCM Quincy, Mass.—Temporary license to cover for additional station.

WQX Milwaukee, Wis.—Granted to cover for temporary license to cover for additional station.

WRW Louisville, Ky.—Temporary license for extension.

WAKC Atlanta, Ga.—Temporary license for extension.

WXD New Orleans, La.—Granted license renewal for extension for additional station.

XAM Fort Worth, Tex.—Granted license renewal for extension for additional station.

WUSW Birmingham, Ala.—Granted for renewal of license re Sec. 5, 245 because of Fishburn's directorship and stock interest in WELS. Said directorship has been relieved.

KFAK Los Angeles—Granted license renewal for period ending 11-1-45.

WYXG Long Beach, Calif.—Granted for period ending 11-1-45.

KVC Oregon Springs, Cal.—Same.

WATR Waterbury, Conn.—Same.

W3CP Rock Island, Ill.—Granted.

WHLD Niagara Falls, N.Y.—Same.

WKNH Indianapolis, Ind.—Same.

WNAC Boston, Mass.—Same.

WQCR Worcester, Mass.—Same.

WBBB Burlington, N. C.—Granted for renewal of license for period ending 11-1-45.

WISW Milwaukee, Wis.—Same.

KFBF Lincoln, Neb.—Present license further extended upon application made for amendment of license for additional station.

WBMM Chicago, Ill.—Same.

KPBW Lincoln, WBBM Chicago, Ill.—Same.

WFGB Evansville, Ind.—Granted for renewal of license for extension of period.

WXLA Denver.—Granted CP change from experimental high frequency station to developmental station, install new transmitter, change 100 w to 1,000 w, transmit 14,000, 4,000, 1,600, 500, 100, 50, 10, 1, 1/2, 1/4, 1/8, 1/16, 1/32 to special for FM, unlimited time. Also granted CP for satellite station, 100 w, special emission, unlimited time; condition: revoked.

Rev. Sam Morris, San Antonio, Tex. — Denied motions requesting that Commission amend and enlarge issues in revocation of renewal applications of KGEO WBAP WFAA and to require statement from each concerning operations.

Finger Lakes Broadcasting System, Geneva, N. Y.—Granted petition to exchange applications for Finger Lakes Broadcasting Co., Savanna, Ga.—Passed for one week to consider application of petitioner to exchange applications for modifications.

Atlantic Broadcasting Co., Savannah, Ga.—Passed for one week to consider application of petitioner to exchange applications for modifications.

KQLN Morgantown, W. Va.—Granted for continuance hearing re application for CP for KQW to be granted to Sec. 25; continued same to Oct. 25. Also granted motion for continuance hearing re application for CP for KQW, to be granted to Oct. 25.


KSEA Seattle—Granted petition insofar as it requests intervention in hearing on applications of Allston Broadcasting Co., Chicago—Same.

Honorable Discharge World War II Veteran

Topnotch newspaper-announcer, M. C. special events, public relations. 12 years of radio and public relations experience with network and 50 kw. Seeks immediate permanent connection with opportunity. Excellent background, record, references.

Box 697, Broadcasting
Wanted—Station manager to take complete charge of new forthcoming 250 watt station in moderate sized city in northeastern Pennsylvania. State background, experience, expected income, etc. Your charge will be kept in strictest confidence. Box 611, BROADCASTING.

Chief engineer—Engineer school graduate. Must be thoroughly experienced in all phases necessary to operation of AM up to 50 kw., FM and knowledge of U. S. and foreign agencies. Must be able to direct men and understand FCC rules and regulations. Have opportunity with security company employed in radio as chief engineer, or in government service, manufacturing company, etc., where you can make a change for the better. New York City station. Write in confidence. Box 685, BROADCASTING.

Wanted—writers, writer-producers, immediate openings for experts or promising writer-producers. State experience, draft status and expectations. Box 686, BROADCASTING.

We are looking for an A-1 emcee for an old, established station in a market which is commercial, runs for an hour a day, six days a week. Man we want must have sufficient knowledge of the business to establish a name for himself in this field. He will get an excellent salary and will make additional money through regional appearances. If interested, send letter which will answer from you. Give us your complete resume, etc. Address Box 692, BROADCASTING.

J. W. —Capable announcer for growing mid-size market station. Must be chief announcer of network station. Station pays excellent salary, and is an excellent opportunity for an announcer with potential talent available for good position. Please send outline of resume and audition record if possible to Box 696, BROADCASTING.

Announcer to join staff of southern 50 kw station. Must be good local announcer and capable of handling any situation. Stock salary and commercials. All applications will be kept in strictest confidence. Box 684, BROADCASTING.

Salesman, capable of developing into sales manager. A good job for the man who can produce. Give experience, references, and salary desired. Box 700, BROADCASTING.

H. E. —reader with first class radiotelephone license, excellent news and commercial experience, capable man. Give experience and radio reference. Box 701, BROADCASTING.

Announced experienced announcer who can handle sports announcer job, also with some experience in news. Furnish experience record and references. Also give salary desired. Box 700, BROADCASTING.

H. R. —secretary wanted—A network radio station in Philadelphia is looking for a secretary for one of its executives. Applicants must have at least a high school experience in a radio station or network with good references. All replies will be kept in strictest confidence. Address your application to Box 703, BROADCASTING.

Announced working production salesman, first class engineer, Boston area. Announced—who can develop programs for 150 watt station in New England. W. S. C. audience, good local station, good pull. Mid-Atlantic state, no-defense, agricultural, 150 watt station, good pay. Radio station is well known in the state and supported by good local merchants. All replies will be kept in strictest confidence. Address your application to Box 703, BROADCASTING.

WANTED—network promotion man—Well-grounded in radio promotion and merchandising for job with future. Box 711, BROADCASTING.

Tuned two good announcers for NBC affiliate. One kw. new station. Good pay. If interested send complete details in letter please. Box 712, BROADCASTING.


Classified Advertisements

Paying in Advance—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Bold face caps 30c per word. Ad must be all light face or all bold face caps. Count 3 words for blind box number. Deadline Monday preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington, 4, D. C.

Wanted Help

Announcer-wanted—NBC 5 kw. station. A well-equipped man with at least two years successful announcing experience. We prefer somebody who wants to become firmly rooted in the network we represent. We will start him at $47.50, and give him opportunity to earn extra for programs he produces. Send transcript, photo, detail experience and education. Station WJS, Columbus, Ohio.


Copy writer experienced. Good position with 1,000 watt midwest station. Weekly salary starting at $50 dollars for man who can produce saleable commercial copy. Send full particulars and sample scripts with first letter, to Elmer Knob, WJGD, Cedar Rapids, Iowa.

Announcer-operator wanted. Must have first class radio-telephone license and be capable of announcing news and commercials. Give experience, draft status and salary expected. Good position. Radio Station KSEI, Pocatello, Idaho.

Excellent positions open for electrical, electronic engineers and first, second and third class radio engineers; production men; junior announcers; news editors, salesmen, technical salesmen. Give complete information first letter, to Continental Employment Service, Inc., Union Commerce Building, Cleveland, Ohio.

Chief engineer, permanent position, for Seattle Market. 250 watt station latest RCA equipment, Mutual Network.

Wanted—Announcer. There’s a war on, but the man we want must speak English. No double-talkers or marble-mouthers need apply. Since it’s a good position and the reference, too, you won’t get rich on the starting salary, but the man who will eat regularly to begin with, and keep getting more as his duties increase, will be happy. Full details first letter, please, WISN, a good local station in Milwaukee.

Wanted—Experienced announcer for perma- nent position of Representative Mutual. Prefer man with restricted license. Salary according to wire or KFEA, Helena, Arkansas.

Help Wanted

Immediate opening for announcer-news- caster. Send full details and transcript to Pete Bayha, KLZ, Denver.

We're looking for a capable advertising salesman. Good possibilities. Permanent, KFRO, Longview, Texas.

We have a permanent staff job for a versatile, industrious man, good on news, with some experience. Write fully. WRRH, Lowell, Mass.

Chief engineer—Sixteenth years experience. Eight years large network, mostly supervision, maintenance and installation. Two years radio engineer for United States Government. Three years radio manufacturing. Last one-and-a-half years, chief engineer of concern designing and manufacturing FM and U. S. Navy. References exchanged. Salary $100 to $125 per week, plus housing and food. Must be available immediately. Six weeks. Box 684, BROADCASTING.

Radio engineer desires chief engineer’s position in the Pacific Northwest or Rocky Mountain section. Twenty years experience construction, maintenance and operation. Minimum $600.00 weekly. Please send first letter. Box 714, BROADCASTING.

Manager—I am single, forty-four, have twenty years in radio. Have come up the road from announcer to general management in a small company, and now am looking for a larger and thouroughly. All of those with whom I’ve been associated may be used as references. My interest lies in radio at $4,000 per year or better. Will be available in a few weeks. You would want to hear further. Box 678, BROADCASTING.

SALES ENGINEER AND MANAGER OF NORTHERN REG. WANTS SIMILAR POSITION, SOUTHERN, LOCAL OR REGIONAL OFFERING SALES DEVELOPMENT OPPORTUNITIES. WANT CONTRACT ON COMMISSION ONLY. BOX 696, BROADCASTING.

Interested—announced staff special events announcer and control operator. Prefer midwestern network station. Draft exempt. Please state salary. Box 669, BROADCASTING.

Woman commentator, announcer 4 languages, actress, singer, program director, news and radio writer, editor, with operator's license. Box 716, BROADCASTING.

Engineer—Experienced, studios transmits- ting recording. All stations. Box 719, BROADCASTING.

SALES MANAGER OF NORTHERN REG., WANTS SIMILAR POSITION, SOUTHERN, LOCAL OR REGIONAL OFFERING SALES DEVELOPMENT OPPORTUNITIES. WANT CONTRACT ON COMMISSION ONLY. BOX 696, BROADCASTING.

WANTED—Chief engineer—Four years experience 3 years electrical engineering college. At present chief engineer of large capable engineer with good references. Excellent opportunity with good future. Box 696, BROADCASTING.

Radio engineer—High school graduate. Second class license. No experience, but willing to learn, has position in northeast U. S. Please give complete information first letter. Box 695, BROADCASTING.

Announcer, seven years experience. Capa- ble, reliable. Available to work in network transcriptions. Strong commercial, general all around. Must be able to work immediately. Box 704, BROADCASTING.

Wanted to Buy

Wanted—Frequency monitor and modulation equipment for NBC station. Box 696, col- lect. Chicago Mr. Clifford.

Wanted to purchase—Transmitter and all other equipment for new station. Box 695, BROADCASTING.

Wanted to buy—250, 500 1000 watt transmitter meeting FCC requirements. Also antennas, control board, turntable, etc. Give full information. Box 700, BROADCASTING.

Wanted to buy—Full or part interest in 250 watt station located in a north eastern metropolitan city, with good future purchase. Box 714, BROADCASTING.

Wanted—Frequency monitor any type. Call before reply. Any type vertical antenna. Phone collect Central 6855, Chicago, Mr. Clifford.

For Sale

For Sale—Two 150 foot bolted insulated towers. Available immediately. Box 686, BROADCASTING.

First check received for $2,950.00 purchases 250-watt broadcast transmitter in condition for F.C.C. approval. Myers H. Johns, 231 W. Wisconsin Avenue, Suite 1396, Milwaukee 2, Wisconsin.

Several—Available position runs 19.5000 with fine, audition, monitor, amplifiers included. Also two 500 watt transmitters. Box 1925, Washington, D. C.

Presto model C recorder complete with high quality heavy duty custom built amplifier. Recent factory overhaul and conversion for convenient speed change. Good condition, $700.00 f.o.b. Savannah, Georgia. Have extra mikes.

First check received for $1,100.00 purchases 250-watt transmitter and smare tubes in condition for F.C.C. approval. Myers H. Johns, 231 W. Wisconsin Avenue, Suite 1396, Milwaukee 2, Wisconsin.


For sale—Two WE 276A tubes. Never used. List price, FOB Monroe, La., KMLB.

Miscellaneous

If you are looking for a 250-watt trans- mission engineer I may be able to help you. Box 619, BROADCASTING.

ANNOUNCER WANTED

KSD

Basic NBC Station

St. Louis

We have an excellent opportunity for an experienced announcer for staff work. He must be above average in ability and performance. Only men with highest qualifications will be considered. In reply give full information regarding experience, education and draft status. Statement of availability will be required.

KSD

Basic NBC Station

St. Louis

WANTED

EXPERIENCED ANNOUNCER

KSD

Basic NBC Station

St. Louis

250,000 watt southern station. For appointment for interview, address Manager, Station WPTF, Raleigh, N. C., giving full particulars.

WANTED

WANTED

WANTED

September 25, 1944 • Page 73
A MARKET for a billion dollars’ worth of civilian radio products a year following the collapse of Germany is indicated for the radio industry and trade by Dr. Orestes H. Caldwell, former Federal Radio Commissioner, who has compiled statistics of the radio industry for many years. Dr. Caldwell’s estimates, based upon studies made by his editorial associates on the magazine, “Radio and Television Retailing” and “Electronic Industries,” follow:

<table>
<thead>
<tr>
<th>Million Radio Sets</th>
<th>80,000,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Repair parts</td>
<td>15,000,000</td>
</tr>
<tr>
<td>Phonograph records</td>
<td>200,000,000</td>
</tr>
<tr>
<td>Total radio merchant</td>
<td>$1,000,000,000</td>
</tr>
</tbody>
</table>

The above figures assume that no substantial number of television sets will be manufactured during the first twelve months of civilian radio sales. Within a few years, however, annual television volume may be expected to duplicate in dollar volume that of radio sets—selling at one-sixth to one-quarter as many television units at prices averaging four to six times those of present radio sets.

Wright Bryan of WSB Captured by Germans

WRIGHT BRYAN, war correspondent for WSB Atlanta, the Atlanta Journal and NBC, was captured by the Gestapo on Sept. 15 near Chaumont and is now being held in a prison camp in Germany. He was wounded in the left leg and treated in a hospital at Chaumont, according to John Mecklin, Chicago Sun correspondent, who was captured with Mr. Bryan and was subsequently released. Edward W. Beatie, United Press correspondent, was also captured.

Mr. Bryan was the first American correspondent to broadcast an eye-witness report of the Allied invasion of France on June 6. Returning to London across the Channel, he described the beachhead landings as seen from a 25,000-pound Rutland II tube which was being pooled broadcast to the four American nationwide networks. A native of Atlanta, he attended Emory College and the U. of Missouri School of Journalism before starting to work on the Atlanta Journal, which he served as city editor, managing editor and associate editor before going abroad as a war correspondent.

RCA Upholds Discs

RCA RESEARCH Laboratories is investigating new methods of recording on film, tape and wire, but, “in our opinion,” nothing new contemplated in the laboratories or in use commercially at present shows any signs of offering such flexibility, tonal fidelity and simplicity at low cost as do the conventional disc and phonograph”, RCA Victor Division of RCA reported in a letter sent last week to dealers and distributors. Letter estimates that only 15% of the potential market for records is equipped with phonograph turntables and predicts an enormous increase in record sales when phonograph production for civilians is resumed.

Morgan WMBD Interest Sold to Peoria Trio

APPLICATION was filed with the FCC last week for transfer of control of Peoria Broadcasting Co. licensee of WMBD-Peoria, Ill., and relay stations WAIN WPEO WEKI WEKJ, from H. D. Morgan, vice-president and treasurer, to Carl F. Sliane, Frances P. Sliane and Elizabeth P. Talbott. Transaction involves sale of all 500 shares (50%) held by Mr. Morgan and 10 shares held by Leslie Harrison for consideration of $11,470. Mr. Morgan, an attorney, wishes to devote full time to his practice, application stated. Carl Sliane is publisher of the Peoria Journal-Transcript and the Peoria Morning Star. The other transferees are also directors in the newspaper companies. Stock holdings would be: C. P. Sliane, 86 shares; F. P. Sliane, 212 shares; E. P. Talbott, 212 shares. Remaining 49% interest is held by Edgar L. Bill, president. A CBS affiliate, WMBD operates on 1470 kc with 5,000 w day and 1,000 w night.

CLOPAY Corp., Cincinnati, O., has appointed R. M. MacKuen, Jr., of the New York firm of George P. Sli- nati, to handle its advertising. Radio plans are being considered.

Blue Executives’ Junket

DELEGATION of the Blue Network executives and stars, headed by Board Chairman Edward J. Noble, last Wednesday visited Lodl, N. J., site of the transmitter of the Blue key station WJZ New York, where they were received at City Hall by Mayor Joseph Luna, entertained at lunch by the Lodl Rotary Club, paraded through town behind the high school band, and fought to a 10-10 tie in a softball game with the Lodl City Council. Starting battery for the Blue team was Mr. Noble, pitching, and Mark Woods, network president, catching. Edgar Robak, Keith Kiggins, Phillips Carlin, Pete Jaeger, John McNeil, Charles Rynd, C. R. Priaux, and George Milne also participated in the contests.

Dupoyl Precedent Set As Fishburn Holds Stock

WHAT MAY be a precedent in “dupoyl ownership was established last Tuesday by the FCC in the case of Junius P. Fishburn, Roanoke newspaper publisher and licensee of WDBJ. Mr. Fishburn also holds a 40% interest in WSLS, the second Roanoke outlet.

Mr. Fishburn recently informed the Commission that the permit of WDBJ was held by the Peoria Bel-Radio Co., under which the Peoria Broadcasting Co., licensee of WEOA, is operating. Mr. Fishburn also owns the Peoria Daily Journal, operated by the Bel-Radio Co., which filed a petition to operate on 1570 kc at Chillicothe, a competing station.

Removal of the three stations’ licenses had been designated for hearing on petition of the licensors who contended the dupoyl regulation was not applicable. Mr. Fishburn’s petition to intervene was denied and a subsequent motion to amend and enlarge the issues also was denied. Commissioners Paul A. Walker and Clifford J. Durr dissenting.

FCC Approved Pact

Harold V. Hough, radio supervisor of Carter Publications Inc., licensee of WBP and, general manager of KGKO, licensed to Dallas, Texas, has filed a motion to amend the FCC’s order granting WBP a broadcast license. The order, which issued the license to WBP, also granted a 40% interest in WSLS, the second Roanoke outlet.

Mr. Hough, on the other hand, contends WBP has no legitimate interest in WSLS and that, therefore, the FCC does not have jurisdiction over WBP’s filing for a Roanoke station.

Mr. Hough has stated that the FCC is not entitled to grant a station license to WBP because of its affiliation with the Roanoke station and because WBP has not made any showing of the need for a station in Roanoke.

Mr. Hough has also stated that WBP has not made any showing of the need for a station in Roanoke and that the FCC is not entitled to grant a station license to WBP because of its affiliation with the Roanoke station and because WBP has not made any showing of the need for a station in Roanoke.

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NEW HARMONY, INDIANA . . . "The Rain Is Golden"

One hundred thirty years ago,
New Harmony was built of dreams of men:
Of the ascetic dream of Father Rapp,
Who reckoned without human frailty
And failed;
Of the philanthropic dream of Robert Owen,
Seeking that men might live together
Without fear, or want, or jealous competition,
Sharing the bounty of their labors.

This was to be Utopia . . .
But mortals are not born to know perfection;
So God, to give a sign that He approves
Man's striving for ideals beyond his reach,
Decreed that, every year, the ground be paved with gold,
Like Heaven's own.
Each June, His hand festoons thousands of Gate Trees
With brilliant yellow blossoms;

Like little round rain clouds, they gather
Until, bestirred by gentle summer winds,
They shed their petals in a gorgeous shower
Of the Golden Rain.
And nowhere else in all this land
Do trees like these abound!

Today, New Harmony is an old and interesting town.
And yet, because the hand of God has touched it,
It is much more than just a placid town . . . not ONLY
To those who live here among the Golden Rain . . .
But to us.

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

COPIES ON REQUEST! Many readers have expressed a desire to have copies of this series. They will be available soon. To help us make our print order accurate and conserve paper, please make your request at once.
Even on the best man you hire, you take a chance.

You can weigh his experience. You can find out something about his ability. But you can't tell what he'll do for you until he's on the job.

Not so with RCA Tubes.

You know just what to expect from any RCA tube—before it goes to work.

That's because broadcast transmitter engineers have reliable performance information on all RCA tubes right at their fingertips—technical data of great importance. In actual use, technical information on RCA tubes serves as a trustworthy guide to help select the best types to keep your station on the air—prevent costly program interruptions—keep tube costs low.

But the data must be accurate. For your transmitter is designed around the performance of specific tubes. If a tube is overrated, it may fail prematurely and throw you off the air. If a tube is too conservatively rated, you are buying more tubes than you need for your specific requirement.

Every new RCA tube type undergoes exhaustive tests of capacity and endurance before it is rated officially. These tests are performed by engineers with years of experience in designing and operating tubes—men who know your needs—men who don't have to guess.

RCA's conservative, yet practical, rating methods are your advance assurance that RCA tubes will do their jobs efficiently and economically—one more reason why RCA transmitting tubes are the standard of comparison in the broadcasting industry.

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

RADIO CORPORATION OF AMERICA
RCA VICTOR DIVISION • CAMDEN, N. J.
LEADS THE WAY... In Radio... Television... Tubes... Phonographs... Records... Electronics