More than mere programs...

Pictured on this cover are six of the many WOR personalities whose names and voices have long been known to millions in one of the greatest listening territories on the Eastern Seaboard.

Today there's nothing particularly original about the programs that they, and many other WOR artists, conduct. But through the years their astute formulas have set a pattern that has been flatteringly aped from coast to coast.

More than their programs, however, these people personify those rare and intangible qualities which are the roots of WOR's amazingly successful growth; i.e., a highly sensitive awareness of listeners' likes and dislikes, a degree of warmth that's as intimate as a handclasp, an alertness to the seesaw of home and world events, an immeasurable degree of honest friendliness, and an intelligent and imaginative way of presenting all these qualities.

If we were an advertiser or an agent looking for a show to sell a product, or create a certain state of mind, we'd give more than casual consideration to these things which have made WOR so outstandingly successful in doing both.

Our address is...

—that powerful station WOR

at 1440 Broadway, in New York
Close personal association with listeners is added reason for WLS response. Not only the personal relationship of microphone and letter (a million letters a year), but the additional friendly association of countless personal appearances at state and county fairs, theaters, meetings, gatherings throughout Midwest America for 20 years.

Maple City Four, with WLS since 1926, is one of many acts that have "met" WLS listeners face-to-face until they seem like old friends. From WLS Artists Bureau, George Ferguson (since 1924) and Earl Kurtze (since 1930) spend most of their waking hours in the WLS territory arranging shows with WLS talent. Thus WLS learns directly what its listeners like in entertainment, gets constant audience reaction to shows and talent staff. Twenty years of this face-to-face contact with listeners who have become old friends is another reason WLS Gets Results.
IT'S TRUE — New England is a different type of market, made up of hundreds of thriving communities.

The Yankee Network is the only air-approach to blanket these markets completely.

New Englanders patronize their local tradespeople — the local merchants, doctors, dentists — not only for convenience but from a traditional loyalty.

They listen to the hometown Yankee Network station because it is their local station.

Dialing for distance is not a New England habit. Today the best in radio (via networks) is provided by local stations. Easy to dial — easy to hear.

Local acceptance of The Yankee Network is the basis of proven results as evidenced by the exceptional percentage of year-after-year renewals.

The Yankee Network's 21 hometown stations give you all over coverage of New England's key markets and suburban communities, reaching a potential audience of 8,377,543 of the total population of 8,437,290.

Acceptance is THE YANKEE NETWORK'S Foundation

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS.

EDWARD PETRY & CO., INC., Exclusive National Sales Representative
One radio station that does not sit back as basic affiliate of a major radio network and watch the rest of the world go by is KMBC of Kansas City. While a pioneer affiliate of the Columbia Broadcasting System, KMBC is widely known as well for its listener acceptance built up through local programming.

Further evidence of KMBC's reputation as *the station with a network operation* is its production staff. Experienced craftsmen of varied production techniques are assigned to the multitude of responsibilities in the air-readying of 30 to 40 programs daily originating from KMBC studios.

Through the rich know-how of KMBC's production staff, retail advertisers are assured programs of network caliber, national spot program users place production requirements in capable hands, and network clients share in a *plus* listening audience—the harvest of all aggressive local programming.

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

**Such Are The Men** vested with the production responsibilities of KMBC. Rod Cupp, station program director, is shown in conference with (l. to r.) Fran Heyser, production manager; Russell Culver, continuity chief; Edwin Browne, educational director; Gene Dennis, coordinator of war activities; and Lee Stewart, head of KMBC's announcing staff.
"American Story" is also the story of KMBC's production facilities. Its weekly half-hour patriotic production received noteworthy mention throughout the Heart of America. The KMBC Brush Creek Follies, recognized nationally as one of radio's most successful barn dance shows, begins this Fall its eighth consecutive season of Saturday night stands. Department store advertising history is being made at KMBC with Joanne Taylor, fashion expert, in her eleventh year without change as to program format or sponsor. This only begins the success story of KMBC production. No wonder Variety awarded KMBC the title of "Program Originating Station," and no wonder KMBC is FIRST in all accredited surveys.
14 years a favorite!

“KRIME KLAN” proves KOIL STABILITY in the Omaha area

Krime Klan, one of radio’s outstanding weekly thrill dramas has gripped an ever growing audience of KOIL listeners since 1930.

And this is just one of many “long runs” on KOIL, establishing its STABILITY in the rich, midwestern market.

Results PROVE listeners are enthusiastic about KOIL programs.

In Omaha, it’s KOIL for Stability...KOIL for Results...KOIL for Value!

Represented Nationally by Edward Petry Co., Inc.
New Industries from AGRICULTURE

Here is the man whose labors make agriculture one of the leading industries in the tri-state area of Louisiana, Texas and Arkansas. Producing record-breaking harvests of food and fibre today in the Food for Freedom program, the farmer looks confidently to the future when his diversified farming will contribute to such chemurgic industries as starch from sweet potatoes and plastics from sugarcane. Advertisers, intent upon building sales for the future in this prosperous market, are using powerful, 50,000-watt KWKH as their No. 1 medium.

KWKH
CBS ★ 50,000 WATTS

A Shreveport Times Station
SHREVEPORT, LOUISIANA
Represented by The Branham Co.
ACCURACY
is OUR business... IN WAR... IN PEACE

WHAT GOES ON at CRECO? No let-up in PRECISION PRODUCTION to provide "fighting crystals" for Radio-at-War... plus plans to HELP YOU meet the challenge of NEW DIMENSIONS of Public Service that will be YOUR RECONVERSION ASSIGNMENT. We are prepared to accept a limited number of Standard, FM and Television Applications.

CRECO, largest independent PREWAR PIONEER of FREQUENCY MEASURING SERVICES, has maintained this High-Quality Asset throughout the war, in addition to utilizing the same equipment to Mass-Product Victory Crystals.

PREPARATION FOR PRECISION

Standard Crystals Being Prepared by Operator in Picture at Left for Use in Comparison Oscillators for Mass Production on Same Frequency.

Write, Wire or Call

COMMERCIAL RADIO EQUIPMENT COMPANY

EVERETT L. DILLARD, General Manager

Evening Star Bldg.
WASHINGTON, D. C.

Porter Bldg.
KANSAS CITY, MO.

Crossroads-of-the-World
HOLLYWOOD, CAL.

"BE SURE OF TOMORROW... BUY WAR BONDS TODAY"
NO RECONVERSION IN PEORIAREA

Metropolitan, industrial, and agricultural PEORIAREA faces no reconversion problem. Peacetime products of Peoriarea factories and peacetime produce of Peoriarea farms have been diverted to war use. Their reconversion to peace channels presents no problem. Peoriarea is an outstanding market now—will be an even better market in peace.

COMPLETE ONE-MEDIUM COVERAGE

WMBD blankets rich, responsive Peoriarea Average listenership to WMBD constantly increases—is now 56.3%. Morning, afternoon, and evening WMBD audiences are more than twice as great as those of the second most popular station in the area. You must use WMBD to reach Peoriarea.

PEORIA BROADCASTING CO.
Alliance Life Bldg., Peoria 2, Ill.

WMBD
PEORIA BROADCASTING CO.
PEORIA, ILLINOIS
“Psst, Miss Love—get F&P immediately. It seems I should have specified spot broadcasting!”

- In any emergency, always call F&P! You’ll be surprised how much good old-fashioned work our F&P Colonels can turn out for you—in a hurry!

Especially if it’s in connection with any of the markets mentioned at the right!

FREE & PETERS, inc.
Pioneer Radio Station Representatives
Since May, 1932
New Developments Unveiled at FCC Study

FM Wins Dispute From Video for Low Band

By BILL BAILEY

HISTORIC HEARINGS which will shape the future development of all broadcast services, including FM, television, facsimile, radio relays and possible broadening of the present standard band got under way last week before the FCC with the revelation by the Navy that it is using or developing new vacuum tubes which will permit operation of television stations of substantial power in the very high and ultra-high frequencies.

At the outset of the hearings, attended by some 350 industry and Government engineers and executives, it became apparent there would be no knock-down fight between FM and television on allocation in the lower portion of the high-frequency spectrum (60 mc area). Spokesmen for Radio Technical Planning Board panels, which presented basic testimony, explained that agreement had been reached whereby 75 channels of 200 kc width, ranging from 41-56 mc, had been recommended for FM in a compromise with television aspirants for that portion of the spectrum.

FCC Chairman James Lawrence Fly made it plain at the outset that no time would be wasted. In a preliminary statement he asked that cross-examination be held to a minimum and that witnesses confine statements to recommendations.

Anticipating the development of FM and the possible shift from the 200-400 kc band of certain services (Government, ships, aviation), Panel 4 on Standard Broadcasting submitted an exhibit on tentative allocation recommendations including proposal to use the 200-400 kc band for high-power rural broadcast service. Howard S. Frazier, NAB Director of Engineering and Panel 4 chairman, explained that his Allocation Committee had not yet taken formal action, but that the topic has been considered.

Broadcast Extension

One of the Broadcast Panel's proposed recommendations is to extend the lower end of the standard band to 520 kc providing three additional channels (520, 530, 540 kc). A second recommendation is to increase the field intensity of existing stations in populous areas, now suffering from interference or not receiving sufficient signal strength from present transmitters. That increase is proposed by use of unattended satellite stations operating as synchronous transmitters on presently assigned frequencies. These satellites could be connected with the main transmitter through UHF and SHF (super-high) channels, overcoming many of the technical and economic factors which have discouraged use of satellites in the past, Mr. Frazier pointed out.

Among other proposed recommendations of the Standard Broadcast Panel, to be elaborated on in the more detailed testimony scheduled for the week of Oct. 10, were:

Use of directional and high-wave antennas by local or Class IV stations to eliminate interference and improve service, and possible assignment of the 3 to 17 mc band for broadcast service, employing AM rather than FM transmission.

Opening the hearings, Chairman Fly said: "We are interested in determining what frequencies or bands of frequencies should be allocated to the various classes of services. I think it is important that this be understood at the outset. It will mean a real saving in time and effort both on the part of the Commission and witnesses."

To some extent the aura of secrecy was lifted from Government developments in the radio-electronics field, given great impetus by the war. The Interdepartmental Radio Advisory Committee, which had evolved its own recommendations for spectrumwide allocations [Broadcasting, Aug. 14, 21], agreed to release those proposals from the "restricted" category. The substance of its recommendations previously had been discussed and published, but the precise data had not been permitted to emerge from the "restricted" classification until last Thursday.

Coupled with this was the Navy disclosure that research, and in some instance production are being carried out with UHF and VHF tubes, George P. Adair, FCC chief engineer, placed in the record early in the hearings data on the Navy's work on transmitter tubes, which indicated that six new types of tubes have been or are in the process of development, making possible use of energy up to 3,000 w.

(Continued on page 12)

WHEN THE FCC allocation hearings formally were opened in the Interdepartmental Auditorium in Washington last Thursday, some 350 representatives of industry, Government attended. Right aisle not shown. The audience dwindled after the first day. Some 100 witnesses are scheduled to testify.

Oct. 2, 1944 • Page 11
Blue Names Hubbell Robinson Program and Production Head

Kenway Heads Advertising and Smith Promotion; Lewis May Be Pacific Chief; Harrington Moves

APPOINTMENTS of Hubbell Robinson Jr. as vice-president in charge of advertising and production for the Blue Network, of Fred Smith as director of advertising and promotion, and of Irv Kenway as advertising manager were announced last Tuesday by Chester J. LaRoche, vice-chairman of the board of the Blue Network. Part of a major reorganization of the executive lineup of the network disclosed last week [Broadcasting, Sept. 25], the new appointments bear out Mr. LaRoche’s newly announced plans for increased emphasis on Blue programming and promotion [see page 22].

Mr. Robinson, a vice-president and newly appointed executive manager of the radio department of Young & Rubicam, New York, and acting director of radio for the past several years, takes over his new post at the Blue Nov. 15. Philip Carlin, vice-president in charge of program operations, and Adrian Samish, recently named production manager for the Blue, will coordinate their activities with Mr. Robinson, who will direct all programming and production of the network, according to the announcement.

Worked With Morgenthau

Mr. Smith comes to the Blue this Monday from the Treasury Department, where he has served as assistant to Secretary Henry Morgenthau, specializing in war loan drives and similar activities. With many years experience in promotion and advertising, Mr. Smith was associated for eight years with the Blue in January as special assistant to the executive vice-president, Edgar Kobak. For the preceding 20 years, he was director of advertising and sales for Deveo & Raynolds Paint Co.

Understood, but not confirmed by the network, Lt. Col. Tom Lewis, director of the Armed Forces Radio Service, Hollywood, and former vice-president in charge of radio of Young and Rubicam, is expected to be appointed vice-president in charge of Pacific Coast operations of the Blue.

Decision was still pending last week at Young & Rubicam on Mr. Robinson’s successor, with indications that the duties might fall to Joseph A. Moran, or Harry Acker, associate directors of radio, or be divided between the two.

Thomas F. Harrington has been scheduled to return Oct. 2 to his post as vice-president and radio director of Y&R, from which he has been on sick leave, on Oct. 16 joins Ted Bates Inc., New York, as vice-president, a member of the plan board and head contact man on the Colgate-Palmolive-Peet account. Y&R had announced no replacement as Broadcasting went to press.

During his 16 years association with Y&R, Mr. Robinson has advanced steadily in the field as radio director, and in 1939 he took over all program planning and talent buying, and in 1943 was named assistant director of radio and this year vice-president and associate director.

FOOTBALL ANNOUNCERS for the 1944 fall network of the Atlantic Refining Co. met in Philadelphia at the offices of N. W. Ayer & Son to sign contracts for the coming football season. They are: (from left to right): Byron Saam, WCAU WIBG Philadelphia; Bill Slater, freelance; Franny Murray, WIBG; Jack Case, WWNY Watertown, N. Y. Second row: Joe Tucker, WWSW EDKA Pittsburgh; George Meppel, WFLF Miami; Ken Behthold, WAR, Scranton; Bailey Goss, WBAL Baltimore; Claude Haring, freelance; Paul Hallam, football official; John Von Bergen, WAR; Bud Berndt, WRAK Williamsport, Pa. Third row: Jones Evans, WBAX Wilkes-Barre; George Hauckir, WRNL Richmond; Tom McMahon, WSYR Syracuse; Lee Kirby, WBT Charlotte, N. C.; Z. V. Gwynn, WDCN Durham, N. C.; Vic Diehm, WAZL Hazelton, Pa.; Tom Manning, Les Quality; Fourth row: Ernest Lukens, WKOK Sunbury, Pa.; Marty Rogers, WEEU Reading, Pa.; Charles Gault, football official; Ralph Wallace, WSYR; Ken Kreider, WCG Lancaster, Pa.; Woody Wolf, EDKX.

AFRA to Demand 10% Boost For All Commercial Groups

MAJOR demands of American Federation of Radio Artists for new contracts to succeed those expiring October 31 include: Increases in all commercial categories amounting roughly to 10% overall; no change in sustaining program fees, but sustaining rehearsal rates to be increased on the commercial scale; elimination of differential between New York, Chicago, Hollywood and regional network scales, establishing a single scale for all network programs; revision of the off-the-line recording clause to provide for payment to artists for delayed repeats.

Union’s terms were presented to networks, advertising agencies, program producers and transcription companies by Emily Holt, executive secretary of AFRA, at a meeting at the Hotel Biltmore, New York, last Wednesday morning, with negotiations for the new network commercial contract beginning that afternoon and those for the new sustaining contract the following morning.

Plan is to continue meetings on this schedule, Monday through Friday, until agreements are reached. Union estimates that negotiations on the sustaining contract will wind up the end of this week, following which morning sessions can deal with network staff contracts. When commercial code is set, which AFRA guesses as Oct. 23 at the latest, union will meet afternoons with transcription companies. These negotiations should be brief, Mrs. Holt said, since a new transcription contract was signed last year and few changes are required.

Atlantic Criticized In Football Policy

Changes Schedule to Include Navy Game for Cleveland

WTAM Cleveland will carry play-by-play broadcast of the Navy-Notre Dame game at Baltimore Nov. 16, instead of the Atlantic Refining Co. Decision to substitute the game for the Ohio State-Indiana contest originally scheduled to be broadcast by Mr. Ayer & Son, Atlantic agency, following protests by John F. Patt, vice-president and general manager of WGAR Cleveland, against Atlantic’s refusal to grant rights to carry the game on a sustaining basis with public service messages substituted for commercial copy.

Mr. Patt, through Louis G. Caldwell, WGAR attorney, had protested to Navy, Pitt and Dartmouth athletic directors over Atlantic’s refusal to grant rights to WGAR their games with Notre Dame. WGAR took the position that Cleveland and Northern Ohio listeners, ardent Notre Dame fans, were being prevented from hearing three Notre Dame games because Atlantic, holding exclusive rights to the games along with other games in its marketing area, was not using them on its WTAM schedule. Atlantic’s Cleveland schedule is being carried on WTAM.

Atlantic Policy

Speaking for Atlantic, Wallace Orr, handling Atlantic sportscasts for N. W. Ayer, stated that a policy covering such situations was set up seven years ago. Atlantic is glad to give rights to its games outside its marketing area, he said, and will pay wire charges. Stations in turn are asked to carry the Atlantic commercials. But he added that Atlantic does not wish to compete against itself by granting another station rights to carry a game for which it has paid franchise rights.

WGAR has closed rights to seven of the 10 games on the Notre Dame schedule, according to Mr. Patt. He added that the station had decided to carry the full Notre Dame schedule at its own expense, if necessary. While upholding the principle of exclusive rights to such events, he argued that public interest is adversely affected where broadcasting privileges are obtained but are not used. This position was stressed in the letters sent athletic directors. The idea of carrying the games with Atlantic commercials was described as contrary to advertising ethics.

Blue Honors LaRoche

TO HONOR Chester J. LaRoche, named vice-chairman of the board of the Blue Network as part of a major reorganization last week [Broadcasting, Sept. 25], and of Robert Kintner, recently placed in charge of public relations, the Blue Network will hold a reception Oct. 2 at the Waldorf-Astoria Hotel, New York.
Hearing Points to First Petrillo Setback

Decision to Rest Solely on Job Description
By JACK LEVY

PROSPECTS that James C. Petrillo, president of the American Federation of Musicians, will lose his first major battle with radio appeared certain last week when AFM counsel offered to concede acceptable justification for the employment of musicians as platter turners at the long awaited jurisdictional hearing in New York before the National Labor Relations Board.

With witnesses for the National Assn. of Broadcast Engineers & Technicians offering strong evidence that operation of turntables at radio studios properly falls into the remaining jurisdiction of the engineers, and counsel for the AFM frankly conceding that their claims are based on efforts to "make work for engineers," that was every indication the Board would support the NABET position and will award jurisdiction over turntables at NBC and Blue-owned stations in Chicago to the technicians' union. Such a decision would smash Mr. Petrillo's far-reaching plans to install musicians in every station in the country to operate turntables exclusively and not play music.

NABET Support

More than an inking as to how the decision will go was given at the hearings when James O. Paradise, NLRB trial examiner, told Joseph A. Padway, AFM counsel, that the Board would decide the case on the sole basis of where the operation of turntables properly belongs, rather than whether making jobs available for musicians would affect the jobs of the technicians.

Following two days of hearings, much of which was devoted to technical operations involving the integration of work in the production of programs, the various parties to the case—NABET, AFM and the NBC and Blue networks—were given a week to file briefs. Records of the hearings and briefs will then be studied by the full NLRB in Washington which will then offer opportunities for oral argument. The decision of the Board is expected in four to six weeks.

An adverse decision was indicated at the very outset of the Friday hearing when Mr. Padway offered to drop the case, reserving the right to renew his claims for jurisdiction at some future period. NABET...however, refused the offer and the proceedings were continued.

With Mr. Paradise as the trial examiner, presiding for the NLRB, the hearings formally began Thursday morning in the trial room of the Bar Bldg. with Allan T. Powell, NABET president taking the stand for the technicians.

Present for NABET, in addition to Mr. Powell, were Martin F. O'Donoghue and Thomas Dunn, counsel; C. A. Allen, national secretary-treasurer; Harry Argy, vice-president; Burr Whyland, studio engineer of WLS Chicago; and Beverly Fredendall, chairman of the Chicago chapter of NABET and a designer of technical equipment.

Petrillo Absent

Present for the AFM were Joseph A. Padway and Henry Friedman, counsel; Harry Sacker, counsel for Local 802 New York; and David Katz, counsel for Local 10, Chicago.

Again conspicuous by his absence was James C. Petrillo, AFM president, who precipitated the controversy.

Representing the networks were Joseph F. McDonald, NBC counsel, George McElrath, NBC operating engineer, Walter L. Emerson, Blue counsel; and G. O. Milne, Blue chief engineer.

At the outset of the hearing, Mr. Padway challenged the contention of NABET counsel that NABET is a union within the meaning of the National Labor Relations Act, but later conceded that for the purpose of this proceeding it is such a labor organization. He reserved the right to challenge this contention in other proceedings. Mr. McDonald stated the position of the NBC network as recognizing both unions as labor organizations within the meaning of the act.

Mr. Powell, who is employed as a control supervisor with WRC Washington, NBC-owned outlet, testified that NABET was formed in March 21, 1941, and was formerly known as the Assn. of Technical Engineers and was limited to employees of NBC. He said AFM then changed to NABET to bring other groups into the organization. In addition to NBC and Blue-owned stations, he listed the following independent stations as under the jurisdiction of NABET: WPTF Raleigh, WLS Chicago, WOW Omaha, WOR New York, WWJ Detroit.

Powley Testifies

Mr. Powell described the control booth operations at WRC as typical of both NBC and Blue-owned stations. He said that the operation of the turntables at these stations is integrated with the work of the studio engineers and is designed as an integral part of the engineering operation. Control of sound, whether it be music, voice or sound effects, is under the direction of the studio engineer, he testified, whose function is to maintain volume at the proper level. When a record is played, it is his duty to keep the record at the same level as the announcer's voice. He explained that the sound leaving the mixing panel goes into a studio amplifier, the output of which goes into the master control board where the program is switched to a designated point in the local station or a specified "feed".

He testified that with the exception of Chicago, turntables at all NBC and Blue-owned stations are operated by the technicians. The operation is also done by field engineers and transmitter engineers, he said.

Mr. Powell added that engineers at all NBC and Blue-owned stations also operate the existing machines for making master records of broadcasts and operate dubbing machines for making duplicates of the master record.

Upon questioning by AFM counsel, Mr. Powell explained that at most stations sound effects men participate in the programs and are members of AFRA but that at WOR, WABC, WMAL, NBC engineers operate the sound effects equipment.

O'Donoghue Objects

When Mr. Padway questioned Mr. Powell regarding the schedules of work for the various engineers, Mr. O'Donoghue registered vigorous objections. Overruled by Mr. Paradise, Mr. Powell answered that the operation of the turntables is part of the work of the engineers and is included in their day-to-day operations.

When Mr. Padway asked whether the engineers could not be exclusively assigned to maintenance work, on the various technical equipment used in broadcasting, Mr. O'Donoghue again objected, claiming the question was immaterial and irrelevant. Mr. Padway countered that was the very important question in the dispute. After some consideration Mr. Paradise allowed the question.

Mr. Powell replied that even in maintenance work the engineers maintained the turntables, but stated that the technicians to operate turntables it would be necessary to remove the turntables from the control booths as is done in Chicago.

Further questions along this line by Mr. Padway were objected to by Mr. O'Donoghue as hypothetical. The AFM counsel charged the AFM attorney with "effrontery" in asking questions as to how turntable operations might be handled in order to make work for musicians. The issue, he contended, is not how the operation could be done, but how it is being done. Mr. O'Donoghue's objections were sustained.

At the afternoon session on Thursday, Mr. Fredendall testified he has designed, constructed and installed turntables in all NBC stations.

(Continued on page 68)
House Group Probes News Broadcasts

**'Political Bias' Charged; Major Net Heads Subpoenad**

INVESTIGATION into allegations that certain network and independent station commentators are conducting "biased" political campaigns in violation of the Communications Act has been under way by the House Select Committee to Investigate the FCC, it was revealed yesterday. The subpoenas were served Friday on the heads of the four major networks, a regional network and several independent stations by Robert B. Barker, Committee chief investigator.

Returnable at 10 a.m. Oct. 9, the subpoenas call for all scripts of commentators, together with those of guest speakers on certain specified programs, broadcast between June 1 and Sept. 29.

Niles Trammell, NBC president; Mark Woods, Blue president; Miller McClintock, Mutual president; Paul W. Kesten, CBS executive secretary; Edward J. Pitcher, Yankee board chairman; Herbert L. Petrey, general manager, WHN New York; Nathan Strauss, president, WMCA New York.

**WMCA Case Reopened**

A special hearing is expected to be called for mid-October to air the charges, should the Committee's investigators determine there is foundation for them. At the same time it was learned that the Committee plans to reopen hearings in the sale of WMCA in 1940 by Donald Flamm to Edward J. Noble, now Blue Network board chairman. John J. Sirica, Committee general counsel, and Mr. Barker, spent most of last week in New York.

Chairman's comments came as a surprise to Chairman Clarence F. Lea (D-Cal.) announced when hearings recessed in mid-September that the Committee would not meet again until after Nov. 14.

In a statement issued for release today (Oct. 2), Rep. Richard B. Wigglesworth (R-Mass.) said comments had reached the Committee that certain commentators were carrying on "political campaigns in behalf of perpetuation of the New Deal in power". His statement was issued from his home in Milton, Mass.

"We are not concerned whether the bias is Democratic or Repub-
ican," said the statement. "We are concerned with the use of pub-
lic frequencies. A radio station cannot serve the public interest by

force the law with respect to po-

litical broadcasts and Sept. 13 press conferences. Wigglesworth recode-

ed former chairman Robert Miller (R-Mo.) and Warren G. Magnuson (D-Wash.) questioned FCC Chairman James Lawrence regarding Commission regula-
tion of political broadcasts [BROADCASTING, Sept. 18].

"Mr. Fly" told the Commission had made no regulations, ex-
cept those based on the law," said Rep. Wigglesworth. "He left the impression that any responsibility was solely that of the licensee and not the Commission. That is con-
trary to the opinion expressed by Mr. Fly before the Executive War Conference of the NAB on Tuesday, Aug. 29, in Chicago."

Believe Violations Present

Rep. Wigglesworth's statement pointed out that Chairman Fly cautioned broadcasters not only about Sec. 315, which refers to "legally qualified" candidates for public office, but also warned about broadcasting "programs on behalf of candidates by responsible or-
ganizations other than official ones." He also asserted that with reference to the "treatment of issues involved in the campaign" it is the "affirmative duty of the broadcasters to give a rigor-
ous fairness with respect to organ-
izations and issues as with respect to candidates themselves."

Insistent upon whether the FCC is carrying out provisions of the law and whether the Commission is seeing to it that all political candidates are given equal time under the law," said Rep. Wigglesworth's statement. "It seems to me the FCC should see that the law is carried out."

"We believe that certain so-
called news commentaries not only

breach the principles of good broad-
casting and free speech, but violate the best broadcasting" practices and the Hatch Act. If there are such viol-
a tions—and we intend to make a thorough investigation—then the FCC does have authority to act.

Rep. Wigglesworth expressed the Committee must have further investigated there have been violations of the law and the Commission has done nothing, then it is up to this Committee to initiate the necessary steps to remedy that situation."

It was learned that a staff of ex-

perts will read all news scripts submitted by the networks and re-

to the Committee as to whether there was apparent "bias" in favor of one party or the other. Rep. Wigglesworth said that if the inves-
tigation indicates there has been "evidence of bias," he would call for a special Committee hear-
ing about mid-October to hear the charges.

Chairman Fly told the Committee Sept. 13 that whether a station gives or sells time to one political party and not another "wouldn't satisfactorily settle the question," except when over a long-range opera-
tion, it raised the question of denial of free speech, then it might be a subject for review by the Com-

mission when the license comes up for renewal."

Rep. Wigglesworth contended that if charges made to the Com-

mittee do to the effect that several stations are subject to official scrutiny by the FCC on long-range opera-
tions, Chairman Fly insisted the press was not "right to tell the station" to put on or take off anybody, "unless we are talking about two candidates, and then the law applies automatically," said Rep. Wigglesworth said, quoting the public hearing record.

**NAB DISC RECORD LIBERTY BELL**

**Member Stations Asked to Broadcast Peals**

In Special V-E Day Programs

The LIBERTY Bell will ring again for the entire nation and the world on V-E Day in Europe.

The NAB, pursuant to instruc-
tions from its board, has made pressings of a recording of the Bell, which are on their way to all mem-
ber stations. The recording was made after many tests and a rubber mallet was used to reduce damage, with the volume built up by amplification. The result is said to be the best master production of the Bell which intoned the Dec-

laration of Independence.

The NAB, in a letter to member stations, urged the observation of "dignity and solemnity" in use of the recording when victory is achieved in Europe. The original sup-

"The miracle of radio, however, has expanded these walls as if by magic to include the whole world. Recorded for posterity and broad-
cast for lovers of freedom every-

where, radio now brings us the most inspiring sound in the history of our nation—as Liberty Bell again fulfills its ancient mission—"Proclaim Liberty Throughout All the Land Unto All the Inhabitants Thereof!""

One of the five cuts on the record is preceded by this copy, to be de-

livered by the announcer:

"Independence Hall, in the City of Philadelphia, holds America's most treasured possession—our greatest symbol of freedom—Lib-

erty Bell. No longer in common use, as when it summoned our fore-

fathers to meeting and rang out the news of independence, Liberty Bell is now revered as a shrine. Its historic tones do not pass beyond the walls of Independence Hall."

More Mueller Newscasts

C. F. MUELLER Co., Jersey City, N.J., reports obtaining through sponsorship of news programs on 13 stations, that more Mueller news are being sought in all Mueller markets. According to a spokesman of Duane Jones Co., New York, agency handling the account.

Continuing and renewing its current schedule, Mueller's 15-minute quarter-hour newscasts three times a week continue on ten-minute and five times weekly on WGR Buf-

alo and WBAL Baltimore.

**Papers Protest Winchell Threat**

**Commentator Tells Listeners Of Censorship of Pearson**

WALTER WINCHELL ad libbed an "SOS" into his Sept. 24 broad-
cast asking the New York Post and PM to call him at WJZ, Blue Net-

work, New York, immediately following his program (Jergens Journal, sponsored by Andrew Jer-

gens Co. on the Blue each Sunday, 9-9:15 p.m.).

**Plugs Pearson**

When the papers called, they re-

ported Monday, they learned that Winchell was having a recurrence of "censorship" trouble, his first since March 26, when his sponsor turned over 15 minutes of the Basin Street program following Winchell's the Blue to Rep. Martin Dies (D-Tex.) to answer Winchell's attacks [BROADCASTING, March 20, 27, April 3]. Winchell said that James Andrews, radio director of the Pacific agencies group, had cut a portion of Winchell's script dealing with Hal Stiles, for-

mer radio and newspaper reporter who defeated Rep. Costello (D-Cal.), Dies com-

mittee, for renomination.

During his broadcast, Winchell told his listeners to read Drew Pearson's column on Tuesday, promising, "It should "startle and rock the nation" and urging them to "be sure to demand your two cents back!" if the story, an ex-

pose of John F. Dullea, foreign aff-

airs writer, appeared in the pres-

idential nominee, was not printed. New York Mirror and Washington Post omitted the story. The Mirror substituted other Pearson material.

"Post" Statement

The Post on Wednesday ran a front page report indicating that "a number of readers did call and protest." Pointing out that Pearson is not an editor nor staff member of the Post and that Win-

chell "had the greatest influence with the "Post", the statement concluded: "The editors of the Post are solely responsible for this newspaper and no outsider is going to dictate its policy."
Buoys get out of line, too

Yes, those channel markers have to be checked time and time again.

There’s a tip for radio time buyers, in that Coast Guard service. When did you last check the facts that directed your time buying in Baltimore?

The channel has shifted down here. To find out how to get the most results for the dollar you spend for the client… you need some new markers.

They are available. Down in black and white. We’ll be glad to show them to you—any time.

Baltimore, Md.

Tom Tinsley, President  •  Represented Nationally by Headley-Reed
Democrats Sign for 5-Minute Talks

Advertisers Relinquish Last Portion of Programs

SENATOR Truman of Missouri, Democratic candidate for Vice-President, broadcast tonight (Oct. 2) on the Blue 9:55-10 p.m. spot, usually occupied by Coronet magazine, to open his party’s series of five-minute evening network spots which will precede the General Election. Developed by J. Leonard Reinsch, radio director of the Democratic National Committee, and the Blow, the plan is based on the premise that listeners, broadcasters and advertisers would rather take five minutes of campaigning at the end of a program than to have the whole half-hour period usurped by politics.

Advertisers Wary

Fears of advertisers that giving the final five minutes of their broadcasts, or time to any political party would fix them as supporters of that party and its candidates in the minds of the listeners, threatens for the fulfillment of the plan. Some advertisers approached rejected the idea completely; others refused unless the Republicans took similar periods.

Hurdles. In the first instance, advertisers approached, led to charges that this network had sought to kill the plan as a result of pressure from the Republican Party. The NBC emphatically denied, pointing out that when other sponsors were asked, they gave up the time. Network client contracts, NBC explained, permit the network to reclaim an entire program period on a five-minute period; but not a portion of it, so that NBC could only transmit the Democratic requests for time to the individual advertisers, but could not pressure no pressure to get them to comply.

Two special writers and a production man have been assigned to the separate series, two writers, said, and top party spokesmen will be heard, including Quentin Reynolds, Robert E. Hannegan, Chairman of the Democratic Committee, and others of that caliber. Broadcasts will be publicized in the newspaper feature, “Battle Page”, syndicated by New York Daily News, he said.

In his unintentional response to the spot, as already set include:

Oct. 3, NBC, 8:25-8:50 p.m., from Johnny Presents Gimmie Stamma (Phillip Morris); Oct. 4, Blue, 9:259:40 p.m., from Donnington Program (Kemtone); Oct. 5, 9:40-9:45 p.m., from Your Hit Parade (American Tobacco); Oct. 6, 9:45-10 p.m., from Information Please (Reins); Oct. 7, NBC, 10:00-10:15 p.m., from College of Musical Knowledge (American Tobacco), Oct. 8, CBS, 9:45-10 p.m., from Brerewood Boy (Quaker Oats); also NBC, 10:15-10:30 p.m., from The Secret Life of Plants, 1929.

BECAUSE President Roosevelt’s speech on Sept. 25 was given two days after the agreed deadline date for the next scheduled Democratic shortwave rebroadcast, it will not be broadcast to the troops overseas (BROADCAST, Sept. 11), there is a strong possibility it may not be used as part of the Army’s political air time. And according to Paul Porter, Democratic public head, The President’s idea to hear entertainment rather than the speeches of a politician, anyway.”

Political transcriptions of talks by domestic radio broadcasts reach Armed Forces Radio Service Office in New York six days before the day on which they are to broadcast, to allow time for color censoring, transportation to San Francisco and any other work that may arise. The next rebroadcast period allotted to the Democratic party following Roosevelt’s talk to the International Teamsters Union Sept. 26. Consequently the deadline for that date was Sept. 20. A speech by Quentin Reynolds was broadcast to the troops on Sept. 22.

The putting to the staggered political rebroadcast schedule for use of Army overseas radio time agreed upon by five of the political parties the first week in September, the next Democratic time Oct. 4. However, the World Series began Oct. 4, and in a number of cases, all overseas political time has been cancelled for the duration of the games.

Although the Republicans were scheduled to go on the air last Wednesday, Sept. 20, the discs for rebroadcast were not completed and the Army was forced to cancel the time. Last week, on its Sept. 19 allocation, the Republican Party used excerpts from the Dewey Philadelphian speech. The first political series, Sept. 18-22, and the second, Sept. 25-29 will be carried in half-hour periods.

The other series, Oct. 16-20, Oct. 23-27, and Oct. 30-Nov. 3 are planned for 15-minute series. This period is a different day of the five-day week on a staggered schedule, announced to the troops merely as “a political broadcast”. On Saturdays and Sundays the time is used for football games, live and transcribed.

If newsbreaks between the men overseas is included in a political speech, the newsworthy parts are covered in routine fashion as quotes during the Army live broadcasts, shortwaved daily.

FDR Rated 35.2

BROADCAST of President Roosevelt’s Saturday, Oct. 1 broadcast to the eastern and midwestern time zones. According to data collected by C. E. Hooper, in which is making special surveys on major political rebroadcasts of both parties for the Democratic National Committee, the committee reported last week. Best rating obtained by the Republican Presidential candidate, Gov. Thomas E. Dewey, in his broadcasts to date is 25.3, the report stated. President Roosevelt attained 29.9% of the political audience while he was on the air. While Gov. Dewey had 68.3% as his top. Roosevelt audience mounted as he proceeded, report said, whereas Gov. Dewey generally lost listeners as his talks progressed.

Mr. Barrett later joining the staff of Newsweek, served as Washington corre- spondent and finally as asso- ciate editor when he left in 1942. Mr. Barnard, 48, joined OWI in March, 1943 after 25 years with the N. W. Ayer & Son. He is native of Beaver Falls, Pa. and attended the Universities of Pittsburgh and Pennsylvania. He was formerly chief of the Outpost Service Bureau of the OWI.

Mr. Barrett and Mr. Barnard

Barrett Replaces Sherwood at OWI

Active Part in Campaign Given As Reason for Leaving

ROBERT E. SHERWOOD, director of the OWI’s Overseas Branch, resigned last week to participate in the campaign for reelection of President Roosevelt. Edward W. Barrett, executive director of the Overseas Branch since Jan. 1, was appointed director in Mr. Sherwood’s place and Thurman L. Barnard, assistant executive director, at present inspecting OWI work in the Mediterranean Theatre, has been named executive director of the Branch.

Outlines Service

In his letter of resignation to Elmer Davis, OWI director, Mr. Sherwood outlined the accomplishments of the Overseas Branch in “telling the story of America’s war effort” with radio, radio, press, and motion pictures, and said that he was “completely aware that I believe deeply that the reelection of President Roosevelt is the one sure guarantee that this country will play its great part in a peace that it played in the war, that the clock will not be turned back to 1921 and 1929.”

Mr. Barrett worked in the CBS publicity department after being graduated from Princeton in 1932.

Reichold Sponsors

REICHHOLD Chemicals Inc., Detroit, manufacturers of synthetic resins and industrial chemicals, which will sponsor the Detroit Symphony Orchestra’s 19 OWI stations Saturday, 8:30-9 p.m. beginning Oct. 21, will limit announcements for the first 13 weeks to a brief credit stating that “The Detroit Symphony Orchestra is presented through the courtesy of Reichhold Chemicals Inc.” Institutional copy may be used later. Henry H. Reichold, chair- man of the board, is also president of the symphony orchestra. Agency for the series of orchestra concerts is Grant Adv., New York.
WFIL has maintained a consistent policy of producing local programs fitted to meet the exacting demands of discerning Philadelphians. WFIL is privileged to broadcast, among other fine programs, "Cross Town Quiz," "This Week in Philadelphia," "Junior Music Hall," "Sweet Land of Liberty."

Because they are constantly aware of the need for the development of new radio programs, the WFIL Program Department is alert to new trends in listening preferences. Almost daily experimentation with new program ideas has kept WFIL free from hardening of the kilocycle arteries . . . has tended to make it "Philadelphia's Most Progressive Radio Station."

A BLUE NETWORK AFFILIATE

WFIL
★ 560 KC

Represented nationally by The Katz Agency

PHILADELPHIA'S MOST PROGRESSIVE RADIO STATION
Elmer Davis Sees Shortwave Serving in Peace as in War

OWI Chief Dedicates New Crosley Transmitters; Rockefeller, Durr, Sherwood Take Part

AMERICA'S great shortwave facilities, recently supplemented by the new Bethany Transmitters near Cincinnati, will be ready to serve the nation in time of peace as it has served in war, Elmer Davis, OWI director, said in an

In ceremonies at the Willard Hotel, Washington, attended by approximately 100 radio executives in Government and private industry, Mr. Davis was one of four officials who spoke from Washington in a half-hour program originating from WLW Cincinnati on the day of the official dedication. Others were Nelson Rockefeller, Coordinator of Inter-American Affairs; Robert E. Sherwood, who resigned last week as OWI Overseas Operations; and Clifford J. Durr, FCC Commissioner.

Future Undetermined

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Twenty-four years ago Erasmus Winterbottom chewed contemplatively on a peach. "Peaches grow in Georgia, Oregon, California...why not in Spartanburg?" And Mr. Winterbottom planted the first peach orchard in the Carolina rolling-lands of the Piedmont.

Today that original orchard continues productive...but not alone. There are 3,000,000 peach trees in Spartanburg County...with an annual yield of over 2 million bushels—10% of all the peaches produced in the whole South...profitable peach fuzz!

But the rolling-lands of the Piedmont produce more than peaches! Textiles, timber, plastics, fruit and cotton give an almost-Midas touch to this 16-county WSPA Primary Area.

Small wonder high authorities call the Piedmont "one of the best-balanced sections in the entire country!"

WSPA swings the balance your way.

WSPA
SPARTANBURG,
SOUTH CAROLINA
5000 watts day, 1000 watts night, 950 kilocycles
Home of Camp Croft Represented by Hollingberry
Capital Equipment Up to $500 Available Under WPB Action

Wartime Restrictions Eased Under New Ruling; Point-to-Point Firms Also Are Given Relief

BROADCASTERS now can purchase new capital equipment in an amount not exceeding $500 for any one complete transaction under a maintenance, repair and operating rating (the familiar MRO rating) under WPB action last week revoking Preference Rating Order P-133.

Under PBO P-133, which had been issued last November, a station was forbidden to use the MRO rating for new capital equipment, for the interpretation to P-133 specifically pointed out that the MRO rating (for "maintenance, replacement and operating supplies") could not be used for such capital additions as amplifiers, turntables, and microphones. These materials are now put under CMP (Controlled Materials Plan) Regulation 5, which specifically gives station owners their authority to use the MRO ratings for new apparatus. The paragraph in CMP Reg. 5 which defines a "capital addition" follows:

(8) Minor capital additions may be obtained under the procedures provided for in this regulation for obtaining maintenance, repair and operating supplies where the cost of the minor capital addition does not exceed $500 (excluding the purchaser's cost of labor) for any one complete capital addition. The term "one complete capital addition" includes a group of items customarily purchased together and all items which would normally be purchased as part of a single project or plan. No capital addition shall be subdivided for the purpose of coming within this paragraph, and where the capital addition involves construction, authorization to construct must be obtained to the extent required by Conservation Order L-41, or by any other applicable order or regulation of the War Production Board.

Another provision of P-133 which has been revoked is that limiting stations to one new and one rebuilt spare tube per socket, whereas the new regulation (CMP Reg. 5) does not place any specific limit on the number of such spare tubes which may be kept on hand. Furthermore, broadcasters will be given an AA-1 priority, in order to make the purchase, instead of the former AA-5, the WPB said.

Heretofore, under P-133 no limit was placed on the amount of money which was expended for MRO purposes provided purchases were in strict accordance with the limits of the order. Hereafter, the total amount which may be spent for maintenance, repair and operating supplies under CMP Reg. 5 in any calendar quarter may not exceed one-fourth of the expenditures in the whole year 1942, except that if present expenditures do not exceed $5,000 per year, the purchases do not have to be based on 1942 quotas. If this limitation works any hardship on a station, however, an appeal for increased MRO quotas may be filed under CMP 5, Radio & Radar Division, officials pointed out.

Before P-133 was repealed last Tuesday, many stations had ordered recording equipment under an AA-1 priority, whereas this equipment was not new and not eligible for the MRO rating, the WPB said. It was made clear that the new ruling therefore will not legalize MRO ratings which were illegally extended in the past, but does allow a station owner considerably more freedom to acquire additional material and equipment.

Point-to-Point Aid

At the same time WPB made available provisions for securing priorities assistance in radio communications, broadcasting, commercial recording and public address systems for maintenance, repair and operating supplies for U. S. international point-to-point radio communication companies. Such companies are defined by WPB as those owning stations licensed by the FCC to handle international communications, including code, voice and pictorial matter.

The special rule allowing international point-to-point radio communication carriers to use MRO preference rating AA-1 for re-arranging and modifying their facilities (formerly in P-133) will be continued under CMP Reg. 5 in order to enable the three or four American companies engaged in this business to move quickly to meet the overseas communication demands, especially of the Army and OWI, in providing services as new territories are acquired or liberated, it was pointed out by WPB officials.

Specifically this rule, Direction 23, authorizes any person engaged in commercial international point-to-point radio communication to use preference rating AA-1 and the CMP allotment symbol MRO to rearrange or expand existing facilities and equipment, except buildings, either to maintain his regularly established services or to provide whatever new or modified services may be necessary to render services by or for the U. S. Army, Navy or Government Agency or any foreign agency.

Limitations on the cost of materials used in any one such project have been increased from $1,500 to $9,500. Prohibitions of CMP Reg. 5 against securing MRO supplies for export, and the rules of Conservation Order L-41 requiring construction authorization do not apply to activities permitted by Direction 23, it was explained.

The general requirements covering MRO assistance to all other types of radio stations previously covered by P-133 were revised, officials said.
For more than a score of years KDKA "Farm Hours" have rendered genuine service to the Agricultural Community, throughout a wide area.

Homer H. Martz, farm-born-and-raised KDKA Agricultural Director, having served a number of years with the Department of Agriculture as a County Agent, understands farmers' problems and works with the farmer and his family. Through personal appearances at Granges, Farm Bureaus, 4-H Clubs and other agricultural gatherings, he inspires confidence and gains loyalty. Naturally, his daily radio visit to myriad rural homes, from 6 to 7 every weekday morning, is a welcomed integral part of the farmer's life. Balanced blends of news, live music, market reports, guest-interviews, etc., inform, entertain and sell to the suburban and rural community. Representative offers produce an average of 600 replies per announcement, usually from 10 states; often from as many as 20. Honest and sincere interest in Farm Life is reflected in each program and is the factor that has built and held loyal listenership over the years. If you have a product to introduce or sell to farm-folk, consider 50,000 Watt KDKA's important influence throughout a widespread Agricultural Community. Ask NBC Spot Sales for further information about KDKA, Pittsburgh, the station serving a 1 1/2 million radio-home area. 49% of these homes are rural, 51% urban.
We're in the Money Now

The Nashville market is an increasingly profitable market, therefore many new sponsors are coming our way. They're proving every day that all of Middle-Tennessee and that part of Southern Kentucky that make up the NASHVILLE TERRITORY are well worth going after.

There is every reason why the Nashville trading area will be a rich and stable one after the war. Our farms are fertile and productive. The industries located here are essential and flourishing. Living standards are high. WHEN YOU ARE READY TO COME INTO THE SOUTH, CHECK UP ON NASHVILLE AS A LEAD MARKET AND WSIX TO SELL IT. Write or wire us for facts and figures. We'll have them for you.

THE KATZ AGENCY, National Representatives
Blue and Mutual Networks

Blue Plans Postwar 'Ideal' FM Net, Video, Foreign Operations—Kobak

POSTWAR expansion plans of the Blue Network were informally discussed by Edgar Kobak, executive vice-president, who has recently been placed in charge of this phase of the network's activity, at a press luncheon given by the Blue last Monday at the Waldorf-Astoria, New York.

In AM broadcasting, the Blue must select sites and make plans for erecting new studios in New York, Chicago, Hollywood and San Francisco, he said, reporting that the Blue has agreed to vacate the space it currently rents from NBC within two years after the end of the war. Plans for television studios and FM programs must also be made, Mr. Kobak said, stating that applications have either been filed or are in preparation for FM and video stations in these cities.

'idel' FM Net

Aiming at an "ideal" FM network, the Blue will plan it on paper, Mr. Kobak explained, and then will try to line up stations so the Blue will be prepared when the time comes for a shift from AM to FM as the broadcasting standard. The Blue can start in FM on an even footing with everybody else and not as a late comer, he said. He reported that the Blue is urging its affiliates to go into FM and that Blue network programs have been made available for FM stations operated by Blue affiliates.

The Blue has been handicapped in television, he said, because its separation from NBC came after the start of the war and too late for the erection of a Blue video station, but the network expects to work out an arrangement whereby it can produce television programs in the studios of one of the operating stations and thus gain production experience in this new program field.

Hollywood may well become the country's television program headquarters, he said, pointing to the knowledge of camera and lighting techniques the motion picture industry already has which is applicable to television. Queried about postwar standards, Mr. Kobak said he personally favors the CBS viewpoint of starting wideband transmission in the upper frequencies as soon as possible rather than establishing present standards and attempting to change over at some later date. He emphasized that this was an individual and not a company viewpoint, stating that the subject had not been discussed by Blue executives.

Expressing himself as "bullish" about television, Mr. Kobak predicted the possibility of radio replacing the mails or carrier boys as the distributing agency for publications, although he admitted that a number of details are still to be worked out. He also mentioned the Blue's arrangement for an exchange of programs with Brazil and said that further announcements in the international field would be forthcoming, adding that operations in this field have been held up pending the completion of arrangements for musical programs with the AFM.

The Blue is not setting up a special staff to handle these new developments, Mr. Kobak said. The engineering department will handle the technical problems of FM, television and facsimile as well as their regular duties in AM and the same practice will apply to all departments. The increased personnel needs of these new developments will provide jobs for the 180 Blue employees now on leave with the country's Armed Forces, many of whom have asked for work in FM or television in preference to returning to their former jobs, he said.

In Washington for the allocation hearings last Thursday, Mr. Kobak declared Blue expenditures for FM and television, including new studios and offices in key cities, may range from five million to fifteen million dollars. He declared it was out of the question to peg the figure, because of the many variables involved. He recalled that Mark Woods, Blue president, had estimated on one occasion that something like seven million dollars might be expended by the network for installation and physical costs alone, to project these new services.

Better Programs

Advertisers sponsoring evening programs on the Blue Network must provide the highest type broadcast possible with wide listener acceptance or give up their time to other stations, Mr. Kobak said. In his talks with better network shows, Chester J. LaRoche, network vice-chairman, has informed Blue affiliates, it was disclosed last week.

The Blue has decided, his statement said, that "no longer should any advertising agency have a better creative department than the Blue Network" which proposes to build better public service programs and to work with advertisers and agencies in creating programs for sponsorship. He pointed to the appointment of Adrian Samish, former production supervisor of Young & Rubicam, as national production manager as evidence of the network's determination to achieve real program progress.

"Just as the networks decide the proper length of commercials or what type of advertising is objectionable, just as we aim to prevent distortion of programs, Mr. Kobak said, "so must we decide to act if we are convinced that a program is not doing a good job," Mr. LaRoche's statement said. "This attitude may not please a particular advertiser, but we know from discussions already held
WHY PORTLAND, OREGON PEOPLE PREFER KGW

THE RIGHT REVEREND BENJAMIN D. DAGWELL
....BISHOP OF THE DIOCESE OF OREGON

SAYS... "For nearly 20 years the Portland Council of Churches radio program 'Church in Your Home,' has been broadcast every Sunday morning over KGW. It has brought the church into the home for many thousands who would otherwise not have this precious consolation — people who are perhaps bed-ridden or whose heavy responsibilities do not permit church attendance on a Sunday. I cannot imagine any finer example of public service than this. We are most grateful to KGW for the air time and the always gracious cooperation the staff of KGW gives our radio council. We know from many comments that the program is treasured by the Portland area, and that its listening audience grows steadily. It is a pleasure and a satisfaction to know that we can always depend on station KGW for generous cooperation in meeting public service needs in a thoroughly interesting way."

BENJAMIN D. DAGWELL

The choir and orchestra of the First Congregational Church is among the outstanding groups often heard on KGW's "Church in Your Home", adding to the pleasure KGW listeners find in this community program, a highly rated favorite over the 20 years of its continuous existence.

Bishop Dagwell and Chief Announcer Frank Coffin go on the air with another Sunday program.

The radio committee of the Portland Council of Churches, made up of outstanding church leaders, discuss plans for the new fall season of Sunday morning broadcasts on KGW.
“Look for man going under name of Sam Henderson—alias ‘Opportunity’—genial, witty, friendly... onces a half hour radio show...topnotch modern music, interspersed with fast-paced quips and commercials...can be heard over WGAN, 3:30 p.m., Mondays through Fridays...when last seen this man was buried under landslide of fan mail and requests for 560 REVUE membership cards...calling all sponsors...”

(And when you find him take away his wide-spread popularity...people in WGAN’s listening area—14 Maine counties; 1 in New Hampshire—like Sam Henderson instinctively...and they TELL us about it! This chap’s no novice to the entertainment world—and the grand music on 560 REVUE is only half responsible for its success!

Participation sponsorship in the 560 REVUE was offered, at first, to local advertisers only—our own method of “kitchen testing” a program. Now we’ve proved to everyone’s satisfaction that this audience is both large and responsive — so here’s your opportunity to tap a rich market! Send in your request for membership today—we’ll divulge complete details by return mail!

Tide Water Adds Tigers Grid Games
Veteran West Coast Sponsor Buys Series on WINS
TIDE WATER Associated Oil Co., sponsoring football broadcasts on the West Coast for the 19th consecutive season through its Western division, San Francisco, will sponsor grid events in the East this year through arrangements made by R. E. Ryerson, general sales manager, Eastern division.

Through Lennen & Mitchell, New York, oil company has signed for all eight games of the Brooklyn Tigers professional football team on WINS New York, which earlier acquired exclusive broadcast rights to the events. In addition to the eight regular games of the Tigers, Tide Water was to sponsor a special War Bond game Oct. 2, 8:30 p.m. direct from Ebbets Field, Brooklyn, where admission was to be through purchase of Bonds.

News Bulletins Planned
Play-by-play descriptions, carried from the field by direct wire for both home and out-of-town games, will be handled by Don Dunphy and by Stan Lomax, who was at one time manager back in 1952 when WINS was the first New York station to cover professional football.

A five-minute news period for late war bulletins will be inserted during intermission from the WINS newsroom. Between halves station will broadcast an entertainment program from the field with screen and radio stars, military units and bands participating.

Obligation to Public
“We are making it increasingly clear to advertisers and agencies who have low-rating shows that their failure to offer a show capable of attracting a reasonable audience against normal competition—after it has been on for a sufficient time—is a matter of the Blue Network’s concern,” he stated. If an evening advertiser with a small talent budget can’t find a formula that attracts an audience, the Blue suggests that he move to Sunday afternoon time, where lower costs will enable him both to buy more stations and to spend more for talent.

“Suppose,” Mr. Laroche went on, “after we have notified this particular advertiser of our concern about his show, he doesn’t want to move, but will take definite steps to improve his show. Then, in all fairness, we will go along with him for a trial period. But, if he cannot improve his show in a reasonable time, then we feel we have the right to ask him to move out of our premium time bracket, to be replaced by an advertiser with a superior show.

“We feel strongly that we have an obligation to see that the public gets programs that, given the proper time and skill, will be worthy of the franchise we exercise,” the vice-chairman asserted. Who is to decide what programs? I know that you will agree with me that it is ultimately the public’s decision, and in the final analysis we are obliged to act for the public.”

Blue affiliates were apprised of the commercial program policy, as announced last week at the network’s affiliates’ meeting in Chicago during the NAB Executives War Conference.

Army Sustains NAB
ARMY public relations officers are not permitted to send questionnaires to radio stations or networks unless specifically authorized by the War Dept., the NAB was advised last week in response to its protest that District 1, Detroit, Sixth Service Command, had sent questionnaires to stations in Michigan [Broadcasting, Sept. 25]. In a letter to Arthur Brinker, NAB Promotion Director, Lt. Col. Jack Harris, acting chief, Radio Branch, War Dept. Bureau of Public Relations, wrote: “The War Dept. has not approved this procedure and has asked advised public relations officers that such requests are not to be made of radio stations or networks.”
The WSPD “Two Fold” market is truly a Buyer’s and Seller’s market. You can be sure of sufficient wholesale and retail outlets for the distribution of your product... and a million and a half “well heeled” prospects to buy it.

For Quick Action... Use The “Voice of Toledo”

Just Ask Katz
Paper to Sponsor NBC Series Show

St. Louis 'Post-Dispatch', KSD Collaborate in Commercial

RESUMES of the World Series games will be sponsored on NBC by the St. Louis Post-Dispatch, owner of KSD St. Louis, on all game days except Saturday and Sunday, marking what is probably the first use of network radio as a commercial medium by the newspaper industry.

The Post-Dispatch has ordered the 6:15-6:30 p.m. (EWT) period on the full NBC network, with clearance obtained last week on 65 stations. Program will follow shortly after or possibly overlap direct on-the-screen coverage of the game, 2 p.m. to conclusion, on Mutual and individual non-Mutual stations under sponsorship of Gillette Safety Razor Corp., Boston.

Discussion of the results of each day's game, as received in the newsroom of the Post-Dispatch, will be broadcast via KSD over NBC by Granville Rice, veteran sports columnist and sportscaster; J. Roy Stockton, the paper's baseball editor, and Billy Southworth, manager of the St. Louis Cardinals. Arrangements were made through George M. Burbach, general manager of KSD.

The program also will be short-waved overseas. At the conclusion of the series Mr. Stockton will go overseas with four other sportswriters and a group of star ballplayers and managers to entertain service men.

Titled World Series Comment, the program will be presented without break for commercial announcements and will cover the fine points of each game, with questions and answers as to disputed plays or managerial decisions. Of the series the Post-Dispatch said: "The broadcast will advertise St. Louis, particularly as it will be the first time any baseball program and radio station have combined to give any city such publicity in a national network feature."

MILES LABS, Elkhart, Ind. (Alka-Setzer) on Sept. 30 celebrated its 11th year of sponsorship of NBC National Barn Dance by originating show from Elkhart before Miles employees.

NO STAND TAKEN BY FCC IN FDR SPEECH

TAKING no position as to whether President Roosevelt's Bremerton, Wash., radio address was "political", T. J. Slowie, FCC secretary, has advised Myles H. Johns, president of WOSH Oshkosh, Wis., that stations, under the Communications Act and FCC regulations, are not obliged to give or sell time to candidates for public office but they may do either as long as they provide equal opportunities "to all other candidates for the same office".

Mr. Johns informed Stephen Early, President Roosevelt's secretary, that henceforth WOSH would not accept any talks by the President except at regular rates until after election [Broadcasting, Sept. 11]. He construed the President's Bremerton address as "political in its entirety" and offered Gov. Dewey 37 minutes to reply [Broadcasting, Sept. 18]. Mr. Slowie wrote Mr. Johns:

"This letter should in no way be construed as passing upon the correctness or incorrectness of your characterization of the President's speech."

Meanwhile the Socialist Campaign Committee has been given its choice of three 30-minute periods on WOSH, with seven minutes of announcements preceding the broadcast, to answer the President. Mrs. Anna Mae Davis of the Committee requested time for Norman Thomas, Socialist candidate for President, and Mr. Johns advised her: "I am proud to offer to Candidate Norman Thomas free time equal to the free time offered Candidate Dewey. It is my opinion that radio has inestimable power in controlling public opinion and consequently no favoritism should be shown to any candidate for any office."

WOW Resumes 'Dance'

WOW New York will resume broadcasts of its Saturday night Broadway Barn Dance program on Nov. 4, following an agreement with the New York local of the American Federation of Musicians, which had canceled the broadcasts after the first one on July 1. Program continued through the summer for the live audience only. New hillbilly series, to originate at the New York Times Hall, will be broadcast from 10-10:30 p.m. Admission will be free, with most of the tickets going to members of the Armed Forces. Show had originally played to paid audiences.

OWI PACKET, WEEK OCT. 23

Check the list below to find the war message announcements you will broadcast during the week beginning Oct. 20. OWI transmissions contain six 30-second announcements suitable for sponsorship and three 20-second chain breaks on each side of disc. Tell your clients about them. Plan schedules for best timing of these important war messages.

<table>
<thead>
<tr>
<th>WAR MESSAGE</th>
<th>NET-WORK</th>
<th>STATION ANNOUNCEMENTS</th>
<th>NAT. SPOT</th>
<th>GROUP</th>
<th>GROUP</th>
<th>PLANNED</th>
<th>KW</th>
<th>AFF</th>
<th>Ind.</th>
<th>AFF</th>
<th>Ind.</th>
<th>Live</th>
<th>Trans.</th>
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<tr>
<td>War Bonds</td>
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<td>Ceiling Prices</td>
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<td>Merchant Marine Recruiting</td>
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<td>Careless Talk</td>
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<td>Owls</td>
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<td>Paper Conservation</td>
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</table>

See OWI Schedule of War Messages 131 for names and times of programs carrying war messages under National Spot and Network Allocation Plans.

Page 26 • October 2, 1944
WGN

brings the top sporting events to a sports-minded midwest

Consistent with WGN's policy of bringing the best of all types of radio entertainment to Chicago and the middle west is the remarkable schedule of top ranking sports events carried on an exclusive basis in this area.

Consider the list of these broadcasts that WGN is bringing to the radio public during the fall season of 1944.

The All-Star Football Game
—featuring the All Stars and the champions of the National Professional Football League

The United States Lawn Tennis Championship matches
—direct from Forest Hills

The World Series
—broadcast exclusively in the Chicago area thru WGN for six consecutive years

The World's Championship Boxing Bouts
—an exclusive WGN-Mutual broadcast at 9:00 p.m. Friday

A Clear Channel Station

CHICAGO
50,000 Watts

ILLINOIS
720 Kilocycles

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

PAUL H. RAYMER CO.
Los Angeles 14, Calif.
San Francisco, Calif.

THE MUTUAL BROADCASTING SYSTEM
For the second year, the Farmer, through WNAX, received just recognition for his efforts toward winning the war, and the peace. WNAX invited outstanding national figures to Yankton on September 4th, as a jury to select 1944's "Typical Midwest Farmer."

Anton Ettesvold of Morris, Minn., won this title. Through him the splendid food production records of all Midwest Farmers were acclaimed.

Last year this event brought 35,000 to Yankton; this year over 60,000! We are proud of this loyalty to radio and WNAX; proud also to bring such recognition to America's Soldier of the Soil.

Gov. Ed Thye, Minnesota, says: "Farmers are in a class with soldiers. Food fights, too."

Rufus Howard, Nebraska Sec. of Agriculture, praises wartime farm achievements.

Capt. Ralph Elmanen, AAF, hero of 230 flights over The Hump into China.

Gov. M. Q. Sharpe of South Dakota, day's host to over 60,000 folks from 5 states.

THE LONE RANGER is mobbed by thousands of admiring youngsters as he leaves the microphone during Midwest Farmer Day. To meet their hero face-to-face as so many did (see inset) was a memorable thrill.

WAC BAND from Fort Des Moines thrills crowds along parade-route. Band from Army Air Base at Sioux Falls also was a highlight in the day's entertainment. Horsemen in rear are part of the 40-horse saddle-club coming all the way from Winner, S. Dak., 160 miles, to honor Midwest Farmers and visiting dignitaries with a Chuck Wagon breakfast.

WNAX Scholarship Winners meet for tea with Wynn Hubler, the WNAX Neighbor Lady. Group includes Lena Haskins, U. of Nebraska; Jean Moravski, U. of Minnesota; Verna Lee, South Dakota State; Iva Scriver, North Dakota Agr. College; Shirley Pelhingham, Yankton College, and Gratu Swenson, Iowa State. Scholarship fund of $42,000 was announced during 1943 Midwest Farmer Day by Gardner Cowles, Jr.

**Big Aggie Says:**

"Hey, New York and Chicago ... Madison Square Garden and Wrigley Field COMBINED, couldn't seat those 60,000 farmers who came from the WNAX five-state area." That's packing 'em in... IT MEANS RESULTS, TOO.

**WNAX**

**SIOUX CITY • YANKTON**

A Cowles Station

Represented by the Katz Agency
Highest Sept. Sponsor Identification Goes to 'Aunt Jenny', Hooper Data Show

C. E. HOOPER, Inc., New York, the September report on day-time network ratings, shows that Right to Happiness leads the list of "top ten" weekday programs with Ma Perkins (CBS) second and Our Gal, Sunday, third. They are followed by When a Girl Marries, Backstage Wife, Stella Dallas, Breakfast at Sardi's (Kellogg), Kate Smith Speaks, Big Sister and Young Widder Brown. The top ranking Saturday daytime shows, not included in the weekday list are, first, Theatre of Today and second, Let's Pretend.

Program with the highest sponsor identification index—75.9—in Aunt Jenny with 74.1% giving the correct product and 1.3 naming sponsor but not product. The wrong identification was given by 5.5% and 18.5 couldn't give the name of a sponsor.

The programs with the largest number of women listeners per set are Songs by Morton Downey with 1.46 and Breakfast Club (Swift) with 1.46; men listeners per set, Cedric Foster with 0.61 and children listeners per set, Jack Armstrong with 1.57.

The five top ranking programs listed in terms of the number of listeners per listening set are as follows:

<table>
<thead>
<tr>
<th>Program</th>
<th>Women</th>
<th>Men</th>
<th>Children</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jack Armstrong</td>
<td>1.15</td>
<td>0.40</td>
<td>0.71</td>
<td>2.26</td>
</tr>
<tr>
<td>Superman</td>
<td>0.98</td>
<td>0.24</td>
<td>1.19</td>
<td>2.41</td>
</tr>
<tr>
<td>Breakfast Club (Swift)</td>
<td>1.46</td>
<td>0.35</td>
<td>0.63</td>
<td>2.44</td>
</tr>
<tr>
<td>Let's Pretend</td>
<td>0.36</td>
<td>0.23</td>
<td>0.71</td>
<td>1.30</td>
</tr>
<tr>
<td>Grand Central Station</td>
<td>0.36</td>
<td>0.23</td>
<td>0.71</td>
<td>1.30</td>
</tr>
</tbody>
</table>

Let's break down and confess... WE COVER THE INDUSTRIAL PLANTS!

In fact, we specialize at it! Not only does KGER have full, intensive coverage of the Los Angeles-Long Beach area where one of the nation's greatest industrial concentrations is located... but KGER designs its programs specifically for the enjoyment of the men and women who work in these industrial plants!

Now that we've let you in on the most important secret of KGER's remarkable selling success, we may as well tell you some more: KGER's rates are among the lowest of all Southern California stations!

WBT's Service

EMERGENCY Polio Hospital, Hickory, N. C., needed harmonicas so victims of infantile paralysis could exercise throat and neck muscles. An appeal to National Headquarters for Infantile Paralysis brought word that no mouth harps were available. Then WBT Charlotte stepped in. A full-day's schedule was keyed to contain appeals for harmonicas. Within 24 hours 450 instruments had been sent or taken to WBT studios. They're still coming in from all parts of WBT's area.

BASCH RADIO PRODUCTIONS, New York, has appointed Jay Strong, head of the Metropolitan Players, as television director for the newly organized video department. Mr. Strong is noted as a free-lance director and actor in television and the legitimate theatre.

WPB NAMES CHATTEN SUCCESSOR TO ELLIS

RAY C. ELLIS, director of the War Production Board's Radio & Radar Division for the past three years, resigned Oct. 1 to accept an executive position with General Motors of New York, associated with Paul W. Garrett, General Motors' director of public relations in charge of institutional, advertising.

Louis J. Chatten, 47, and a native of Pennington, N. J., now assistant director for production in the Radio & Radar Division, will succeed Mr. Ellis. In civilian life Mr. Chatten had been with the Ford Radio & Electric Co., Long Island, in charge of administrative engineering and production problems from 1922 to 1937. From 1937-39 Mr. Chatten was with the Bendix Home Appliances Inc., South Bend and in 1940, prior to his Government career, Mr. Chatten was engineering and sales manager of the National Electric Supply Co., Trenton, N. J.

Mutual Realigns Coast News Staff Under Meier

LARRY MEIER, MBS correspondent, is now acting as chief of the Mutual-Don Lee Pacific bureau, established at KFRC San Francisco to serve as coordinating center for all Pacific war news. New set-up was inaugurated by John Whitmore, manager of Mutual's news division, while on a recent visit to the West Coast. Mr. Whitmore announced on his return to New York that special facilities "with high-powered technical equipment" had been added to KFRC to handle the greater increase in news volume from the Pacific.

Leslie Nichols, who returned several months ago from Cairo, Egypt, where he covered Cairo for Mutual as being transferred to Honolulu, Arthur C. Primm Jr., now to Mutual, will share Pacific assignments with Roy Arch Gunnison, replacing Mr. Meier who was prevented by illness from taking an overseas assignment. Mr. Primm has served as news editor, KMO Tacoma, of Pacific Broadcasting Co. and reporter for Transradio Press and UP. In 1942 he joined KPO San Francisco, NBC outlet as news writer, later shifting to KGLO, Blue outlet in the same city and subsequently to KGW San Jose as newswriter and broadcaster. In November 1943 he became news manager and producer of KFAC. Mr. Whitmore also announced that Edward Pettitt, former radio newswriter for the New York Herald Tribune, has joined the New York staff of Mutual as news editor.

ATS Study

MEANS OF CURBING interference in television reception caused by electrical apparatus is being studied by the policy committee of American Television Society. Mr. Leiters, New York agency head, past-president of ATS, is chairman of the committee. Other members are Dan D. Halpin, RCA, ATS president, and George T. Schupert, Paramount Pictures.

Oyster Shell Adds

OYSTER SHELL PRODUCTS Corp., New Rochelle, has increased the frequency of its transmitted spot announcements on 30 stations for Pilot Brand Oyster Shell Chicken Feed from a weekly to a twice-weekly basis. Agency is Cecil & Preshey, New York.
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.

Everything Grows in the Inland Empire, even those famous Spokane Valley "Hearts of Gold" Cantaloupes. Truck Farming adds materially to the $301,104,000 Farm Income that makes Spokane second highest in the nation in Per Capita Income—$2,252 compared to a national average of $1,103. Your sales in the Inland Empire grow, too, when you take advantage of KHQ's Complete Coverage, Popularity and Consumer Confidence.
Marching & Promotion

Mutual Acres—Top Tobacco—KFI Contest
War Display—'Clue' Promotion

TO HERALD the move early this month from 780 to 1110 kc, KFAB Lincoln, Neb., is utilizing promotion in 20 daily papers, 80 weeklies, direct mail advertising, brochures, merchandise, display cards, billboards, and an extensive schedule of radio promotion. Station will move to 1110 kc in order to operate fulltime at night and avoid synchronization with WBBM Chicago. Change in frequency is also necessary for KFAB to increase from 10,000 to 20,000 w.

Mutual Acres

PRINTED in bright colors on heavy paper, promotion booklet released by Mutual on "How much can you reap from an acre of air?" presents the success story of an unnamed client by means of light, colloquial phrases and illustrations belting the farming similitude. Complete information, including name of client, products promoted and programs, are available by means of a special postcard.

KXEL Fair Coverage

KXEL Waterloo, la., has established an Iowa Fair and 4-H Show coverage plan whereby the station's farm department under the direction of Hugh Muncy will cover fairs and 4-H shows throughout the State. All fair secretaries were contacted, a "Fair Calendar" was prepared by KXEL and a "Fair Bulletin Board" inaugurated for use as part of the early morning and noon farm broadcasts.

Top Tobacco

FIRST TOBACCO sold on the opening of the Durham tobacco market this season was acquired by WDNC Durham, for a bid of $50 per 100 lbs. Station is mailing "handful" of the purchase to time buyers, agencies, etc., all over the nation. For those who haven't learned to pick their own from the natural leaf, WDNC is also including packages of popular brand cigarettes.

Waring Promotion

GIANT WINDOW display on behalf of the new Blue-Freud Waring has been arranged by the promotion department of WFIL Philadelphia in the front window of Margonick & Shappell, center-city men's store. Window trim features a WFIL microphone, life-sized pictures of Fred Waring and Donna Dae, singer, and huge pictorial blow-ups of the entire Waring organization.

Music Contest

PUBLIC SERVICE responsibility of every radio station is stressed in new brochures, the Blue Network gives thumbnail sketches of network shows ready for sponsorship. Included is a list of 25 Blue packaged shows already sponsored. Forward acknowledges the cooperation of prospective ad agencies in creating, producing and selling the shows.

WLW War Display

WINDOW DISPLAY "The War Before Your Eyes" has been dedicated by WLW Cincinnati in cooperation with the Cincinnati Enquirer and the Cincinnati Gas & Electric Co., site of the display which features war maps of both Europe and the Pacific and news bulletins. Battle lines are changed daily and are under the supervision of Maj. Gen. James E. Edmonds, WLW military analyst. Montage of photos of WLW news analysts is included. Bulletins from the news teletype located in the window are arranged for public survey.

Program Reprints

LEDERLE Labs., New York, will make available to listeners reprints of each broadcast of its new Blue Network program The Doctors Talk It Over, which starts Oct. 6. Designed primarily to help busy doctors informed on the latest medical developments rather than to entertain the average listener, scripts will contain interviews with specialists on such subjects as vitamins, meningitis, pediatricians, and surgical care of Army wounded. Series starts with a talk by Dr. Morris Fishbein, AMA Journal editor.

WIND Coverage

NEW COVERAGE-INTENSITY Maps have been issued by WIND Chicago to Chicago and New York advertising agencies. Information is printed in file folder form with two pages devoted to separate maps showing exact daytime and nighttime coverage, and one page providing complete map data by states. Coverage allocations are based on station mail received between Sept. 10-11, 1943 and March 15, 1944 "in accordance with the latest recommendations of the NAB."

'Clue' Promotion

PROMOTION material for "Two on a Clue", new CBS mystery series starting on the network Oct. 2, consists of a variety of letters, pictures and "memos" which indirectly present information concerning the program. Not directed literally to the reader, memo material for example is from the police department homicide bureau and is addressed to a fictitious person, containing requests for information on some character featured on the program or data of similar character.

For Sale

IN "Thirty Packaged Programs for Sale", new CBS mystery series catalog, gives thumbsketches of network shows ready for sponsorship. Included is a list of 25 Blue packaged shows already sponsored. Forward acknowledges the cooperation of prospective ad agencies in creating, producing and selling the shows.
Welcome words in the railroad world. Words that spell co-operation! Particularly true today when the roads are moving implements of warfare and materials of all kinds. "Hats off" to the American Railroads.

In radio, the intelligent utilization of every second ... maintenance of a well-balanced broadcasting schedule also demands co-operation. Local programs, produced by WCMl's skilled staff, together with top-ranking Mutual shows give thousands of Tri-State listeners the variety they expect and receive. That is why WCMl really has LISTENER LOYALTY. Yes, your advertising dollar will do a three-fold duty on this station.

**WCMI Is Your Tri-State Buy!**

River, rail and highway traffic run side by side down the "Tri-State Main Street" linking Huntington, West Virginia, Ashland, Kentucky and Ironton, Ohio into one of the nation's great industrial centers. WCMl furnishes a strong signal in this important area. There are 228,500 people in WCMl's primary coverage.

**Tri-State Industries**

- American Rolling Mills, International Nickel Co., Chesapeake & Ohio Maintenance Shops and Locomotive Works (largest privately-owned plants in the world), American Car and Foundry, Sylvania Products, Inc., and many, many others.

- This region is in the top-bracket as steel production center.

**STUDIOS:**

Ashland, Kentucky
Huntington, W. Va.

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**WCMI**

MUTUAL AFFILIATE

---A NUNN STATION---

L. D. NEWMAN, Manager

**REPRESENTED NATIONALLY BY THE JOHN E. PEARSON COMPANY**

October 2, 1944 • Page 33
Known by the stations we keep

This is a very personal business—depending upon the confidence one man places in another. We are judged not by the products we make, nor the buildings we put up, but by such intangibles as character, intelligence and integrity. Since the start, about twelve years ago, these qualities have been recognized by the stations we represent. We are known by the stations we keep.

PAUL H. RAYMER COMPANY - RADIO STATION REPRESENTATIVES
NEW YORK - DETROIT - CHICAGO - SAN FRANCISCO - LOS ANGELES

2 OF OUR STATIONS HAVE BEEN WITH US SINCE 1933, the year that brought the Bank Holiday and the NRA's Blue Eagle...

21 OF OUR STATIONS HAVE BEEN WITH US SINCE 1937, when the world witnessed the coronation of Great Britain's King...

35 OF OUR STATIONS HAVE BEEN WITH US SINCE 1941, the year of Pearl Harbor and war for the United States...
4 OF OUR STATIONS HAVE BEEN WITH US SINCE 1934, when the U.S. discovered Bingo and those dime chain letters...

8 OF OUR STATIONS HAVE BEEN WITH US SINCE 1935, the year "The Music Goes Round and Round" became the rage...

10 OF OUR STATIONS HAVE BEEN WITH US SINCE 1936, when everyone was reading and talking "Gone With The Wind"...

26 OF OUR STATIONS HAVE BEEN WITH US SINCE 1938, the year of the Munich Pact and "Peace for our time"...

29 OF OUR STATIONS HAVE BEEN WITH US SINCE 1939, the year that war struck the world and Nazi conquest began...

31 OF OUR STATIONS HAVE BEEN WITH US SINCE 1940, when Selective Service began and the Nazis overran Europe...

37 OF OUR STATIONS HAVE BEEN WITH US SINCE 1942, the year the Allies invaded North Africa and pushed on East...

38 OF OUR STATIONS HAVE BEEN WITH US SINCE 1943, prodigious year of war production—of guns, tanks and planes...

TODAY FINDS OUR BUSINESS CONTINUING ITS CONSISTENT, HEALTHY PROGRESS.
American Triumph

IN A RECENT dispatch to the North American Newspaper Alliance, William S. Paley, CBS president on leave as radio chief for the Psychological Warfare Division of SHAEF, declares the Allies have won the battle of the airwaves in Europe "hands down". German efforts to jam Allied signals beamed to enemy and enemy-occupied countries have failed. Even though equipment equivalent to some of our 50 kw transmitters was used for jamming, he reports, Allied signals got through.

"Today," says Mr. Paley, "the German radio outpouring is entirely discredited. Information obtained from liberated areas and from prisoners of war of all nationalities give convincing proof of this fact. Never again will the people of Europe have confidence in Nazi-controlled information. The Allied radio, on the other hand, is now looked upon as a service which will tell the truth under all circumstances and it is to that service that the people of Europe are turning for reliable information."

Playing an important role in the Allied broadcasts, Mr. Paley points out, is the Voice of America, beamed from the powerful transmitters of OWI's station in Europe, ABSIE, and other OWI shortwave stations in the United States. Last week, with the dedication in Washington of the Crosley transmitters at Bethany, O., there was added an even louder Voice which will be heard around the world.

John Ogilvie, radio director of the Office of Coordinator of Inter-American Affairs, tells of the enormous influence exerted by American radio on our neighbors to the South, not only on the people themselves but on the radio stations as well which now look to American programming as their model. Particularly impressive is Mr. Ogilvie's report on fan mail received from South Americans in appreciation of our unbiased radio news reports.

By virtue of these shortwave operations, plus the programming of the military stations in the war theatres, virtually the entire world has become exposed to "radio by the American Plan". It has proved, in war, the fourth arm of offense. In the peace ahead, American radio will lead the way.

Sponsor Identity

THE POLITICAL campaign rounds the bend and is into the home stretch. Radio bears the brunt of the load, as national, state and local candidates and their supporters turn to the microphone to sway the electorate. And with it comes the quadrennial headache of the broadcaster, intensified this year by shortages of seasoned manpower, extraordinary demands for time and the confusion resulting from balancing schedules to ensure equal time for all candidates.

All this activity has revised another issue which long has been dormant, but which may explode anytime. That is the requirement of the law covering sponsor identification, whether it be the selling of candidates or of soap flakes. Section 317 of the Communications Act of 1934 reads:

All matter broadcast by any radio station for which service, money, or any other valuable consideration is directly or indirectly paid, or promised to or charged or accepted by, the station so broadcasting, from any person shall, at the time the same is so broadcast, be announced as paid for or furnished, as the case may be, by such person.

That language is clear and unambiguous. It makes mandatory the use of language which will convey to the public the identity of the sponsor. It isn't enough to say, for example, that "The People's Committee" sponsors the program which espouses the candidacy of Joe Dobbs for dog-catcher. The audience must be told what the committee is, and the source of its funds. By the same token, in commercial programs there must be fair and forthright identification of the sponsor.

This dissertation is not plucked from the blue. There have been complaints about failure properly to identify sponsorship, and more particularly, political sponsorship. It is up to the advertising agencies placing radio business to see to it that sponsor identity is clearly indicated, and up to network and station management to require adherence to the letter and spirit of Section 317.

Because this political campaign is going to be won and lost by what people hear, rather than see, acrimony over the radio handling of the campaign already is evident. It will wax hotter, too. Republicans are griping about the "pro-New Deal" commentary over the networks. Democrats are complaining about commentators who they allege lean to Dewey. It depends on whose ox is gored. One thing is certain: Radio isn't helping itself by giving carte blanche to reporters who espouse one cause against the other. In this campaign, particularly, objective reporting is requisite and balance is essential.

CIO-PAC Ratings

IN WHAT appears to be its studied effort to make itself doubly, CIO's Political Action Committee has now set up its own radio pussy-footing outfit to check networks and local stations on what is being said about labor. It has created a "national radio monitoring system" which it describes as its latest endeavor to let labor know it has certain air rights.

Previously the CIO-PAC had issued a handbook on radio, exhorting all unions to demand free time, keep written records of refusals and then complain to the FCC. It also had hailed WHK Columbia, to hearing before the FCC because a political diatribe against Congressional candidates had been rejected. It also is urging unions to get in early on PM.

All this activity is all right, we guess, under our Democratic precepts. Maybe management will start checking labor programs to make sure capital gets an even break. And perhaps a national organization of professional loafers, which owes allegiance to neither capital nor labor, will step in both, so it can get its just share of free time.

To us it seems that in these days of total war, energy and money could be diverted to better ends. Certainly radio is too busy with its war job to go about snoping.

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Our Respects To —

Dr. Augustin Frigon

Fifteen years ago, when a three-man Royal Commission recommended a national system of broadcasting for Canada, Dr. Augustin Frigon was unknown in broadcasting circles except as the junior and only technical member of the three-man Royal Commission. On Sept. 7, 1944, Dr. Frigon was appointed general manager of Canadian Broadcasting Corp., the organization set up as the result of the Royal Commission report of 1929.

As general manager of the CBC Dr. Frigon not only has the job of administering the ten stations owned and operated by the CBC and the vast system of programming, but also is administrator of the Canadian Broadcasting Act, under which comes operation of all radio broadcasting stations in Canada.

Dr. Frigon has made up for his former anonymity in the broadcasting industry. There is hardly a broadcasting station owner and manager in Canada who has not met the genial, but not too talkative, CBC executive. He has been assistant general manager since the CBC was formed in November, 1936, and has been acting general manager since last November, when Dr. James S. Thomson, general manager, resigned to go as president of the U. of Saskatchewan. As assistant general manager, Dr. Frigon dealt with the technical and commercial fields of the Canadian broadcasting industry. And in both fields he has met many of the leading technical and commercial executives of all four major U. S. networks.

Before his entry into broadcasting, Dr. Frigon was director-general of technical education for the province of Quebec. He is still a consultant on technical education in his native province and in his native city of Montreal. A civil and electrical engineer by training, he has also been president of the Quebec Electrical Commission and of the Montreal branch of the Engineering Institute of Canada. He received his Doctor of Science degree at the U. of Paris, after attending the Catholic Commercial Academy at Montreal, the Montreal Polytechnical Institute (of which he was later director), the Massachusetts Institute of Technology, and the Paris School of Higher Electricity. He also holds a doctorate from the U. of Montreal.

Born March 6, 1888, at Montreal, he was appointed to a professorship at the Montreal Polytechnical School in 1910 after taking postgraduate work at M. I. T. The same year he became a consulting engineer for Quebec Public Service Commission. Two years later he opened his own consulting engineering office.

(Continued on page 38)
The current season sees WMFM carrying the most complete schedule of football broadcasts in FM history

Under the pioneering sponsorship of the alert Wadhams division of Socony-Vacuum, Russ Winnie, Wisconsin's foremost sports commentator, will bring WMFM listeners his vivid on-the-scene accounts of all 20 University of Wisconsin and Green Bay Packer games.

Wadhams knows sports broadcasts and audiences. For 16 consecutive years they have carried one of the nation's most complete sport schedules, on WTMJ. Programs have included football, baseball, basketball, track, golf, and a six-time-a-week 15-minute sports report.

So it is significant that Frank Casey, sales manager of Wadhams, chose WMFM as well as WTMJ to carry this year's football schedule. It is additional proof of the confidence advertisers have in WMFM.

WMFM has proven its technical and program superiority, as well as the intense loyalty of its listeners.

Put these plus values to work for you. Plan now on utilizing the sales-promoting, prestige-building power of WMFM. Include WMFM in your fall schedule.
Our Respects to
(Continued from page 36)
and in 1915 became manager and engineer of Canadian Seigwart Beam Co. In 1917 he went back to educational work as professor at the Montreal Polytechnical Institute. In 1920 he went to Paris as engineer for the Central Laboratory of Electricity, and took advance studies at l'Ecole Superieure d'Electricite de Paris, graduating as an electrical engineer. He then studied at the Sorbonne in the faculty of science and graduated in 1922, a Doctor of Science. He returned to Montreal to educational work and as a member of the National Research Council of Canada.

He has been largely instrumental in the installation in Canada of four 50 kw stations, installing low-power repeater stations in sparsely settled districts, and building a shortwave international broadcasting station for Canada at Sackville, N.B., which is to go into operation late this year. Under his direction CBC engineers started the French Equatorial Africa international shortwave station in 1941. He has had much to do with the actual set-up of the transcontinental line networks in Canada, consisting of CBC and privately-owned stations, as well as establishing a French-language network in Quebec province. In some of these network problems he has met across the conference table and in their own offices, most of Canada's broadcasting stations travelling across Canada to meet the broadcasters and see their problems firsthand.

Recently he attended the Canadian Western Assn. of Broadcasters at Banff, Alberta, where he urged the broadcasters to establish the closest possible cooperation with the CBC. "A combination of the CBC and privately-owned stations, in friendly competition whenever possible, will give the Canadian public a fully satisfactory broadcasting service. This must be well understood and supported," he told the western broadcasters.

As a technician he keeps closely abreast of broadcasting developments. "The CBC engineering division" he says, "is cooperating closely with all important groups both in the United States and Canada. Financial conditions permitting, the CBC is fully prepared to introduce in Canada all the latest technical developments that will be available after the war."

Dr. Frigon maintains offices in Ottawa and Montreal, where he has his home. He married in 1913 the former Elsie Owen, and they have two children, Raymond and Marguerite. He belongs to the Cercle Universel de Montreal, Club Laval-sur-le-Lac, Club Winchester, University Club and is a Rotarian. He is a member of American Institute of Electrical Engineers, Societe Francaise des Electriciens, and the Royal Society of Arts and Manufacturers of London.

Sam White's Post
SAMUEL R. WHITE, former sales promotion chief of WLW Cincinnati, has been named manager of the newly formed sales promotion and merchandising department of WIRE Indianapolis and the Indianapolis Star, Eugene C. Pulliam, president of WIRE and publisher of the Star, has announced. Mr. White previously had been in the publication and merchandising of posts newspapers and department stores in the East and Midwest.

Named Fetzer Aide
WALLACE WEST, formerly of the shortwave section of the Office of Censorship in New York, has been transferred to Washington where he will be assistant to John E. Fetzer in the broadcast section. Mr. West was formerly employed by CBS, NBC, United Press and Paramount pictures before joining the Office of Censorship nearly two years ago.

The accounting dept. of Westinghouse Radio Stations staff at KYW Philadelphia, who a month ago was reported missing on an air mission in the Italian War Theatre, has been found.

JAMES S. KERNAN, formerly with WHB in Chicago, has joined WIBC Indianapolis as an account executive.

BEGNEE P. WEIL, former account representative at WSBN Birmingham, has joined the Frederic W. Ziv Co. as announcer. It is expected he will be succeeded by Don Findlay, his assistant.

ERNST SCHOJO has been appointed sales manager of WBCT Chicago, effective Sept. 20, it was announced last week by J. Kelly Smith, general sales manager of Radio Sales. Mr. Schojo until the present appointment served as eastern sales manager and previous to that was an account executive in the local sales department.

It’s the Fingers!

Why will the same ball win one game and lose another? The answer is, of course, academic. It’s the fingers that put the stuff on that ball that win or lose ball games.

All of which suggests that we again remind you of our ability born of experience, which is winning plenty of "games" for advertisers. We don’t just "throw"—we “PITCH”!

If you want America’s famous Direct Response Audience, plus skilled pitching fingers, put WMNN on your schedule.

ASK A BLAIR MAN
Columbia Network

5,000 WATTS
WMNN
FAIRMONT, W. VA.

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...and 1,545,000 dairy cows, 1,385,000 other four-footed farm animals, and 23,600,000 chickens. That's the kind of farming area WGY brings together in central and eastern New York and western New England.

The animals don’t listen to WGY, but the farmers who own them DO. They make up a large percent of the 1,045,717 radio families in the Hudson Circle—families who keep their radios tuned to WGY more than to all the other stations in the area combined.

Producing $458,000,000 worth of farm products annually, this rural area is an important part of the WGY COMMUNITY, one of the nation’s choicest markets.

And WGY is the ONLY way to combine this valuable region into ONE coverage area.

\*WGY's primary and secondary areas include 20,881,000 acres of prosperous farm land; 18 cities with a population of over 25,000; 39 cities of over 10,000, and 40 incorporated towns and villages with a population of over 5000.
Chief announcer. Three additions: Virginia Braunberger, station manager and time salesman Frank Robischon, announcer and time salesman at KGHL Billings, Mont., has been named general manager of the station, effective immediately, according to C. O. Yocum, president of Northwestern Auto Supply Co., operators of KGHL. Mr. Robischon came to Billings from Kalispell seven years ago. Mr. Yocum will assume his new duties Oct. 15.

At the same time, Mr. Campbell announced the following promotions: Virginia Braunberger, station manager and Harry Turner, chief announcer. Three additions to the KGHL staff are being made. Kenneth Montgomery and Bob Ripley of Kalispell are new to the announcing staff, and Marine Chattanooga, a native of Texas and a graduate of the NBC radio school in Chicago, has been appointed script writer.

GEORGE LAWRENCE, radio writer, for the past two years a writer with the Armed Forces Radio Service, Morale Services Division of the Army, has edited a book on radio writing titled Off Mike. (Duell, Sloan & Pearce, N. Y., $2.50.)

THE "RIGHT COMBINATION!"

GOLD SEAL CO.
Box 681
BISMARCK, N. DAK.

August 12, 1944

Radio Station KFYR
Bismarck, North Dakota

Attention: Mr. Fitzsimmonds, Mgr.

Dear Mr. Fitzsimmonds:

In the distribution of Gold Seal Wax in five northwestern states of North Dakota, South Dakota, Montana, Wyoming and Minnesota, we have, for a period of six months, carried considerable spot announcements over fifteen radio stations in this locality.

On an actual check of the sales of our merchandise off the shelves of our dealers, and the distribution of the goods to new retail store outlets, we, as a company, feel that the money we've spent for advertising over your radio station has given us more direct good than any other money so allocated.

We do not know whether you have a larger listening audience, or whether you have a more dynamic way of telling our story to your customers, or whether your customers are just more susceptible to radio advertising. We do know, however, that we get more direct sales per dollar of advertising money spent over radio station KFYR in Bismarck, than any money otherwise allocated by our company for advertising purposes.

Sincerely yours,
GOLD SEAL COMPANY

Harold Schafer

MR. ROBISCHON MRS. BRAUNBERGER

BEHIND THE MIKE

LT. COMDR. ROBERT R.-EDGE, commanding officer of a Coast Guard LST and former sportscaster on WCBO, CBS radio station in New York, returned to the station last Thursday as interviewee on They Were There, featuring service men back from battlefronts. Commander Edge was recently awarded the Bronze Star "for silencing enemy shore guns and accomplishing the mission assigned to him" on Los Negros in the Admiralties.

JIMMY HINES has rejoined the announcing staff of WFCI Providence, R. I., coming from WEEI Boston. Paul Clinton Hines, formerly of WJHP Jacksonville and WDBO Orlando, Fla., has joined the WFCI announcing staff as Paul Clinton.

Perry Names Rathbun

JACK RATHBUN, general manager and sales manager of WCOA has been named promotional and advertising director of all the John H. Perry radio and newspaper properties in Florida. Perry stations are: WJHP Jacksonville, WPMC Orlando, WFLP Panama City and WCOA-Pensacola, while the newspaper interests are the Orlando Star-Telegram, Jacksonville Journal, Panama City News Herald, and Pensacola News Journal.

In his new post Mr. Rathbun, who has been with the John H. Perry Co. for ten years, will coordinate the newspaper and radio advertising and promotional work of the Perry properties.

ELLEN SWAIN, formerly with KELA Centralia, has joined the continuity department of KIRO Seattle. JEAN CLOS, WHAS Louisville announcer, has been promoted to production manager of the station. He succeeds Jack Brooks, who resigned to move to California. Frank Allen, formerly with WVL New Orleans, is now an announcer with WHAS.

HARRY RIDGLEY, former actor and writer for Kipper-Gordon Co., recently released by the Marines, has joined WIBC Indianapolis.

MARGARET DUNAWAY, former announcer of WDFG Greensboro, N. C., is now continuity director and women's program director at WCOA-Pensacola, Fla. Scott Davis has joined WCOA as announcer.

SAM HAYES, NBC Hollywood newscaster and sports commentator, and Rosamond Frances Hubbard of Hollywood, were married in Tia Juana, Mex., Sept. 10.

PAUL HENNING, writer on CBS Burns & Allen show, is the father of a girl.

GEORGE FISHER, announcer of KJH Hollywood, has been assigned commentator on the five-weekly Hollywood Spotlight program on KECA Los Angeles. He replaces Erskine Johnston.

ROYAL ARCH GUNNISON, commentator of WOR-Mutual, has received a citation from the Territory of Alaska for ten years of "constantly exposing in his writing and broadcasting, even before Pearl Harbor, the warlike aims and preparation of the Japanese and for the courage he displays in being the first to use the expressions of the enemy", which citation was presented through the Chinese Consul General's office in New York.

RAY OLSON, former announcer of WOW Omaha, has joined the announcing staff of WMAQ-NBC Chicago, replacing Bob Murphy, who resigned to free-lance.

HILL FERGUSON, formerly with WEJQ Sumter, S. C., is a new addition to the staff of WCOA Columbus. H. Perry, formerly with the Army, formerly of WLLH Lowell, Mass. and WMEX Boston, has joined the announcing staff of WNBC Hartford.

MERRILYN WENTZ has rejoined KGO Provo, Utah, assigned to the news and promotion departments.

BENEDICT E. HARDMAN, former news editor of KCOO-EGU, N. M., has joined the NBC Hollywood news department.

BOB LAURENCE, radio actor and former announcer of WOW New York and World Broadcasting, has joined the announcing staff of WFEN Philadelphia.
Being 22 years old is no guarantee, in itself, of a radio station's excellence. But when the station—for more than two decades—has been a consistent favorite with the people of its state...that means something.

WAPI is starting its 23rd year of service to Alabama radio listeners. It has taken 22 hard-working years to build and continually better our reputation as the station in Birmingham. It's a reputation rooted in much solid achievement...in our tested concepts of public service, our standards of entertainment, our stress on educational features, our news reporting, our close attention to befriending both city and farm listeners.

That reputation, so carefully guarded throughout WAPI's 22 years of growth, has paid off in the longstanding loyalty of both our audience and advertisers. Long ago listeners began calling WAPI "Voice of Alabama"; today they also know us as the voice of CBS in Birmingham, combining the nationwide shows of this great network with our own locally-originated programs, expressly planned for Alabama audiences.

WAPI's advertisers are equally loyal. They know the worth of WAPI's coverage and following. Month after month, they place more national spot business with us than with any other station in the state. Local retail advertisers are similarly aware of how WAPI gets results; we're the only station used year-round for programs by all six of the city's biggest department stores.

Twenty-two years ago WAPI was Alabama's first station. Today, a successful veteran in the business of broadcasting, WAPI is still first. Radio Sales can tell you more about what we can do for you in this leading Southern market.

WAPI BIRMINGHAM
The Voice of Alabama
COLUMBIA NETWORK
Represented nationally by Radio Sales
Johnny Neblett, president of Neblett Radio Productions, Chicago, will broadcast for the 44th consecutive season of the Ohio State U. football, starting Sept. 30, on WBN/WBNS Col. Co., for every game. On Saturday, sponsored by Atlantic Refining Co., through N. W. and Son, Philadelphia, Neblett will pilot his own plane back and forth Saturday to cover the games.

Herbie Koch, former solist-orga- nizer for 11 years and choral di- rector at WHAS Louisville, has joined Neblett Radio Productions, Chicago, as production manager.

Jerry Bowman, Blue editor of special features, overseas division, New York, is in San Francisco con- ferring on facilities for expanded cov- erage of Pacific war.

Phyllis Clarklin, new to radio, has been added to the continuity staff of WHEB Portsmouth, N. H. She replaces Mrs. Jeanette Bell.

Hartwell Daley, formerly with WLAW Lawrence, Mass., has been ap- pointed director of news and special events at WHEB Portsmouth, N. H.

Bob Lacy, formerly of WLV Cle- mson and now stationed at Camp Wolters, Tex., has been promoted to copyEDITOR. He is assigned to the Blue section, Public Relations Branch, Infantry Replacement Training Center, Fort Benning.

Harmon H. Hyde, released from the Army, where he produced among other things, KTSA continuity department, will join the announcing staff of WSM Nashville.

Gordon Cook, announcer of GIBC Toronto, married Gertrude Kathleen Symons of Regina Sept. 15, at To- ronto.

Allen Stout of Knoxville will air U. of Tennessee's 1944 football games for WSM Nashville.

Joe Trott, announcer of WSPA Spartinsburg, S. C., is the father of a girl.

Harry Abbott Jr., brother of Bud Abbott, NBC comician, died in Hollywood Sept. 1 after a three-week illness. Mr. Abbott was business manager for his brother, who is married to Lou Costello in the NBC program sponsored by R. J. Reynolds Tobacco Co. for Camel Car Ad, that airs from 10 to 10:30 p.m., and besides his brother is his widow and two children.

Harvey Dobbs, former announcer and script writer of Metropolitan Broadcasting Service, Toronto, is now free-lancing, with headquarters in To- ronto.

Bob Dixon, formerly in the special events department of WTAG Wach-ester, last week joined the announc- ing staff of WOR New York.

Weldon Robinson, formerly with WJAZ San Antonio, has joined the announcng staff of KTSA San Antonio. Evelyn Woodley, formerly with WOAI San Antonio and Lark Roberts, new to radio, have joined the KTSA continuity department.

Van Woodward, former assist- ant to the program manager of WLV Cincinnati, has joined Transnational Radio and Television Corp., New York, as writer.


Max Armstrong, released from the Marine Corps and formerly asso- ciated with Gerald Thomas Adv., Fremont, Cal., has joined CBS' horse sales promotion department as advertising copywriter.

VanderWariker Named Gordon G. VanderWariker, assistant sales service manager of the Blue Network, has been named manager of the Blue Network's polit- ical sales department, as assistant to C. P. Jaeger, national sales manager. Mr. VanderWariker joined the Blue in January following two years in the Navy from which he received a medical discharge as lieutenant (j.g.) in November 1943. Previously he had served in the poli- tical sales and sales service de- partments of NBC.

Announcer Dies Bruce Robertson, 31, chief announcer of WHEB Kansas City, died of a heart attack Sept. 23 in St. Mary's Hospital. He had been seriously ill with a heart ailment for six weeks. Active in radio for the past 12 years, he leaves his wife and son.

Mary Agnes Thompson, for- merly with KCRC Enid, Okla., and Betty Jean Givens, graduate of NBC-Northwestern summer radio school, have joined WSM Nashville.

Bob Caldwell, formerly in the production dept. of WHR Cleveland, has joined the production staff of WNEW New York.

Roswell Rogers, writer on the four-week Blue Lucan & Ahner pro- gram, is the father of a girl.

William E. Rambo, news editor of KYW Philadelphia, has been named advertising and sales promotion di- rector of the station, succeeding An- choree Ulmer, who resigned to join Tide magazine in New York.

Wamboldt, Byrne Added To Blue Program Sales Expanding its commercial pro- gram department operations, the Blue Network this week adds to the department staff M. P. (Bob) Wam- bolt and John Byrne, veteran program men, and shares responsibilities with George Bregel and Hen- ry Ford, to be under the over- all supervision of Adrian Sam- ian, national pro- duction manager. Set up originally to work on pro- duction and development of com- mercially sponsored Blue package shows, the department now will ex- tend its work to cover both its work- built sustaining programs designed for sale, and to general program supervision of public service shows not available as commercials. Commercial program supervisor of the department from October 1, Mr. Wamboldt returns to the network after a six- months' interval during which he represented Philco Corp. and its agency in the production of Hall of Fame and its summer replacement on the Blue. Before joining the net- work last year, he was account ex- ecutive for these years with Comp- on Adv., New York. Mr. Wamboldt has had experience as actor, writer, director and manager in radio, films and legitimate theatre. He also held the Prudential Family Hour, spon- sored on CBS by Prudential Life Insurance Co.

WLS Renews Blue WLS Chicago has renewed its contract with the Blue Network for another year, according to Blue Network headquarters in New York. Intermittently officials of the Blue have conferred with Bur- ridge Butler, publisher of the Prairie Farmer and publisher of the Blue Network Co., S. Snyder, vice-president and general man-ager, regarding purchase of the Chicago station, but that the Blue would have a fulltime outlet in that city, WLS shares time with WENR Blue O&O station, and they jointly operate the 60,000 watt transmitter on 890 kc.
They are twice as plentiful since WJZ strengthened its Signal

There is a lot of wallop to this new WJZ signal, now being broadcast from a transmitter site 23 miles closer to Greater New York.

Recent results produced by the “Woman’s Exchange” conducted by Alma Kitchell are ample proof of the clearer, better reception of WJZ.

Alma this summer promoted a sewing contest* and got twice as many entries as were produced in the same competition last year by another major New York station.

Another example: the manufacturer of a moth spray bought the Woman’s Exchange program and the new WJZ signal. When the 6-week campaign ended, the enthusiastic client wrote: “... We are completing the follow-up on the tremendous amount of inquiries you brought in... It is impossible to even estimate the full effects of your efforts.”

Successes such as these are possible because the clearer and greater signal of WJZ now reaches 7 million more people within the 50-millivolt area and an additional 11 million within the half-millivolt contour.

That’s real broadcasting news for us at WJZ and for anyone who has anything to sell to the women (and their men-folk) of this fabulously wealthy and ready-spending market.

*Contestants in the Kitchell Sewing Contest had to buy patterns, cloth, thread and accessories, and make a complete garment to enter.
WTAG Plan for World Harmony

MR. HARRIS began his broadcasting career in 1928 as a radio copy writer in a Grand Rapids advertising agency. Two years later he became an announcer at WELL Battle Creek and later transferred to the programming department. In 1933 he joined WOOL-WASH Grand Rapids, where he served as traffic and production manager until 1941 when he became associated with WXYZ and seven other stations comprising the Michigan Network. In 1942 he became a member of the WTAG Worcester staff.

Mr. Harris

Evolves Weekly Forum Devoted to Study Of One Ally
By DAVID H. HARRIS
Program-Producing Manager

BROADCASTERS can play a vital role in the postwar era by assumption of responsibility in the adoption of new ideas, renewed vigor and inspiration. In the world which lies ahead, no station is too small nor too large to experiment in tracing a path toward progress. WTAG has formulated plans and laid the groundwork for a United Nations project which is to get underway this week. Arrangements were made possible through the tireless cooperation and assistance of John H. MacDonell, director of the Broadcast Division, United Nations Information Office.

Seek an Understanding

The undertaking will be known as World and the World, with each week, for six months, devoted to one of our United Nations allies. Each week one of these countries and its peoples will be the object of a city-wide observance, with all information, entertainment, and educational sources in the city devoting their energies to stimulating understanding of that particular country.

Thus, during “French Week,” all segments of the public will be reached time after time through all media of expression—radio, newspapers, lectures, churches, libraries, art museums, department stores, and theaters. Through this project, we hope to build new understanding in the Central New England area of the peoples and countries with whom we have been allied during the war and with whom we must work in harmony in the postwar years.

The idea grew from our pleasant relations with the British Broadcasting Corporation. In the past two years, E. E. Hill, managing director of WTAG, and I have worked with BBC in arranging programs designed to depict British mode of life, their similarities and dissimilarities to ours.

Need for Action

It was felt that now, with the war in Europe drawing to a close, it would be possible to do a similar educational job with all our United Nations allies. Now was the time to offer our audience something new, to stop talking about United Nations cooperation and embark on some action.

We realized, too, that the post-war viewpoint of our listeners would be changed, that it had not remained stagnant during the years of a second World War in which brothers, fathers and husbands had left home to die or return wounded or ill in mind.

The returned veterans themselves would be matured beyond their years. They had seen too much to come back to a way of life foreign to their expanded outlook. We felt we must show these boys and their families that our thinking, our aims to them, that were not thinking, in 1944, in terms of 1929 or 1959.

As our project developed, we decided not to limit it to one alone but to include the entire city of Worcester, to demonstrate the effective job radio can do in being the sparkplug of a major effort affecting the entire area.

Representative Committee

A committee, comprising representatives of numerous groups throughout the city, was therefore formed under the leadership of Mayor William A. Bennett. Each week the mayor will issue a proclamation naming it “French Week,” “Belgian Week,” etc.

To mark the inauguration of the campaign, the CBS Peoples Platform was to originate from Worcester.

Our plans at WTAG call for a radio forum Thursdays from Clark U. The significance we attach to the entire project will be readily seen by the fact that we have cancelled a network commercial to broadcast the forum to our listeners. Speakers will include an eminent representative of the country of the week, a professor from a New England college, a citizen, and Dr. Wallace W. Atwood, president of Clark U., who will be forum chairman.

We are also scheduling shortwave broadcasts in English wherever possible from the country of the week. In addition, we are arranging for transcribed announcements in which prominent personalities of the countries will send greetings to our area, and we will include songs of the nation in our musical programs and other information of a similar nature in our women’s programs.

Working with us with wholehearted support are the various other groups represented on the forum committee. George F. Booth, editor and publisher, and M. H. Williams, managing editor of the Worcester Telegram, The Evening Gazette, and the Sunday Telegram have offered the full facilities of their newspapers in covering the project. The magazine section of the Sunday Telegram will carry a 1,500-word story on the country being honored.

The library will use a display on books about each country; the art museum is offering its capacities for various exhibits of art of the countries; prominent women of the United Nations will be brought to Worcester to speak before women’s groups; and other speakers are being booked before groups such as the United Nations Auxiliary, Foreign Policy Association, Economic Club, Rotary Club, and Kiwanians.

The city’s theaters will use lobby displays and documentary films; retail stores will make available window space for exhibits; sermons will be preached to the people of the country being saluted.

As the project grows, many new and perhaps untried formulas may present themselves for further development, but we believe we have here the working chemicals for a hitherto untried experiment, for a city-wide laboratory test in the city of Worcester that we hope will provide radio and other groups throughout the nation with a model from which they can pattern their own postwar plans.

Bunte on 29

BUNTE BROTHERS, Chicago (coughdrops), started sponsorship of one-minute spots and chain breaks four to six times weekly on Oct. 1 on the following stations: WHO WOW WCN KMBK WZKO WIB WIBD WDAL WJWS WETP WTCN KPH WSAM KFAB WIBW KOA KFEL KXUX WTMW WIBN WZNS KXBD WBNY KXDD WWJ WOLW WYAD WIBA WXNE WBSJ Wائها W lied, WMRN WBCW WIZA WPMP WZGI KCHU WZAN WIBN WIBD.

The 26-week contracts were placed by Presba, Fellers & Presba, Chicago. Hall Bros. on Blue

HALL BROS., Kansas City (Hall mark greeting cards), on Oct. 11, starts sponsoring Life With Charlotte, on Blue stations, Sunday, 3-3:30 p.m. (EWT). Program which served as summer replacement for Vocal Bob Hop Show, is packaged and owned by Martin Brones and John Guedel Agency is Foote, Cone & Belding Chicago.
Since Pearl Harbor, International Detrola research engineers have logged this amazing total in their successful efforts to develop and improve Mine Detectors, Aircraft Radio Transmitters, and Receivers, and many other important military electronic devices. The company's other engineering groups also have made great contribution to the quality and volume of electronic weapons streaming from its efficient Detroit assembly lines to the many battlefronts of Victory. The same engineering inventiveness and trained imagination will be an inseparable quality of Detrola-built Radio Receivers, Television Receivers, Automatic Record Changers, and other electronic instruments.

BUY MORE WAR BONDS
Agency Video Tests

CECIL & PRESBREY, New York, is conducting experimental telecasts in the 8:15-8:46 Sunday period on WABD New York, the DuMont station, for various clients including Lamont, Corliss & Co., New York (Tell House Cookies made from Nestle's Semi-Sweet Chocolate); George Washington Coffee Refining Co., Morris Plains, N. J. (instant broth); Art Metal Works Inc., Newark (Rolson lighters); Quaker Lace Co., New York (boxy); and Trencher Furs Inc., New York.

RICHARD W. JANNEY, formerly with Curtis Publishing Co., has joined Dancer-Fitzgerald-Sample, Chicago, as an account executive on Dreet, P&G product.

HELENJAN FOLEY, formerly with Russell M. Seeds, Chicago, has joined the research staff of Goldman & Gross, Chicago.

J. LEE FITZGERALD, formerly with Lord & Thomas, Chicago, has joined Goldman & Gross, Chicago, as an account executive.

SHIRLEY KUNIN, formerly with the advertising department of Salesy Frocks, Chicago, has joined the copy staff of Kuttner & Kuttner, Chicago.

WILLIAM C. BARTLESON, formerly of Frankfort Caine & Co., has joined Bunchen Co., Chicago, in the merchandising and marketing department.

JESS H. CLOUD, former chief copywriter of Oakite Products Inc., New York, has been added to the staff of the F.C. Todd Co., New York, as junior account executive on the agency's Pacific Coast account.

OTTO A. STELLER, 54, executive of Steller-Miller Adv., Los Angeles, has been appointed office manager at the New York office following a heart attack. He was widely known in West Coast advertising, surviving are his widow, Hilda, and a son, Jack.

WILLIAM M. WIDER, former assistant advertising manager of Pyly in New York, has joined Washbeiner & Co. Adv., St. Louis, as an account executive.

STORRS J. CASE, former director of advertising for the Plymouth division, Chrysler Corp., Detroit, and formerly with the advertising department of the Delco-Remy division of General Motors Corp., Detroit, has joined McCann-Erickson, Chicago and New York, and BBDO, Chicago, has joined the agency's advertising department.

ANNIE KELLY, who has been with NBC and more recently the Blue for 14 years, on Oct. 2 joins William Morris Agency, New York, to work on the Ford Motor Co. Blue program, Hoppy Island.

MANNY MANHEIM, associated with the script-writing department of J. Walter Thompson Co., New York, for 18 years, is joined William Morris Agency, New York, to work on the Ford Motor Co. Blue program, Hoppy Island.

HAROLD KLAUS, advertising manager of Little Tot Food Products Co., for the past five years, has been appointed vice-president of Byron Keating Co., Cincinnati, and will super- vise advertising and promotion of the new agency. Additions to the copy department include: Arthur J. Storr, formerly with Blackett-Sample-Hum, and Dorothy Solomon, a food editor for several midwest newspapers.


J. WALTER THOMPSON CO., New York, will shortly open a Detroit office in the Building to service the Ford Motor Co. account. Harry J. Mitchell, vice-president and account executive on Ford, will be in charge of the office.

FLORENCE ORTMAN. Hollywood producer of McCann-Erickson, on the CBS Dr. Christian show, and L. Harwell W. Proffitt, U. S. Navy, were married in San Francisco in early September.

JOHN COYLE, formerly of United Artists publicity department, has joined Young & Rubicam, Hollywood, as assistant to Art H. Mucks, West Coast radio publicity director.

LESLIE I. MAYES, former manager of Beacon and Hohman, Kansas City, has joined the executive staff of Howard H. Monk & Assoc., Rockford, Ill.

GLAN HEISCH, program director of KNX Hollywood, has resigned to join KFVD Hollywood as an account executive on Emerson Drug account.

A Proven Sales
Medium

In WBNX Service Area There Are:
2,542,000 Jewish Speaking Persons
1,521,000 Italian Speaking Persons
1,236,756 German Speaking Persons
461,170 Polish Speaking Persons
200,000 Spanish Speaking Persons

WBNX broadcasts daily to Metropolitan New York and reaches groups which include 78% of the population. This means there are no channels available which have better than 78% of the population. And this includes stations that are broadcasting in the same service area. As a result, WBNX provides the best opportunity to reach the Jewish market. WBNX offers a full range of advertising services, including pre-production, production, post-production, and sales support.

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COMIN’ AT YOU!

... and some for all!

Here comes aluminum ... rolling out to meet the highest record demand in its history ... and back to do a bigger and better job in PRESTO RECORDING DISCS!

PRESTO ALUMINUM RECORDING DISCS are now available in 12, 13¼, 16 and 17½ inch sizes. That’s good news for broadcasting stations, recording studios and schools all over the nation ... who know through valued experience that PRESTO is simpler to handle—doesn’t require fussy adjustments ... and, in fact, is the smoothest cutting disc they’ve ever used!

Order PRESTO ALUMINUM DISCS from your regular electronics distributor. May we suggest that you split your order—50% aluminum and 50% glass base for the time being, so that we can fairly distribute PRESTO ALUMINUM DISCS over the first big demand?

PRESTO RECORDING CORPORATION
242 West 55th Street New York 19, N. Y., U. S. A.

Walter P. Downs Ltd., in Canada
RADIO ADVERTISERS

QUAKER OATS Co., Chicago, on Oct. 7 will begin sponsorship of one-spot announcement weekly on WHJ Chicago, WCCO Minneapolis, WDZ Tulsa, Okla., and WGW Fort Wayne. Contracts are for 20 weeks thru Sherman & Marquette, Chicago.


ALBERT W. SHERER, advertising manager of National Biscuit Co., and for the past year active as a member of the public information committee of the Grocery Manufactures Assn., has joined McCann-Erickson Inc. as a vice-president with headquarters in the Chicago office. Mr. Sherer has served in the past as manager of the Chicago office of Curtis Pub. Co., and previously as executive vice-president of the former Lord & Thomas agency in Chicago.


JOY CANDY SHOPS, Chicago, is sponsoring spot announcements on WGN WENR WATW WBHM Chicago. Contracts are for 52 weeks, through Malcolm Howard Adv., Chicago.

BUFFALO’S BLUE NETWORK STATION 550 K.C. IS NOW BUFFALO’S BLUE NETWORK STATION

5000 WATTS BY DAY 1000 WATTS BY NIGHT

BUFFALO BROADCASTING CORPORATION SUND BUILDING, BUFFALO, NEW YORK National Representative - FREE & PETERS, INC.

BUFFALO, NEW YORK

Greatest Regional Network

FARMER’S WIFE

It’s fun working when you don’t have to. Her husband is one of the richest farmers in the U.S.A. . . from Central California where the average farm income was $8,797 last year.

The Beehive with its 41 primary counties is the only combination of stations that can properly cover Central California plus Western Nevada.

WHAT IS

The Beehive

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

FARMER’S WIFE

BUFFALO'S
Greatest Regional Coverage

BUFFALO, NEW YORK

Greatest Regional Network

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BUFFALO, NEW YORK

Greatest Regional Network
with WOR New York effective Oct. 1 for sponsorship of a weekly half-hour transcription featuring Hollywood stars, to promote Skippy Peanut Butter. Agency is Garfield & Guild, San Francisco.

BURKHARDT BREWING Co., Akron, Ohio, Oct. 2 starts full-hour Burkhardt String Symphonyette, Monday, on WADC Akron, WAKR Akron, WLOK Lima and WVEE Springfield, Ohio. Contract for 26 weeks was placed through Busby Adv., Akron.


PETROL Corp., Los Angeles (PDQ gas, oil), during 13-week period starting Sept. 25, is using a total of 390 spot announcements on five Southern California stations. List includes KTMS KFSD KPRO KFXM. Agency is Raymond R. Morgan Co., Hollywood.

KELLOGG Co., Battle Creek, Mich. (cereals), Oct. 10 starts sponsoring "Raymond R. Morgan KFSD KPRO KFXM. Announcements are placed through Busby Adv., Akron.


ATLAS BREWING Co., Chicago, will sponsor the eleven game schedule of the Chicago Bears, pro-football team, 1944 season starting Sept. 24. Contract was placed through Olan Adv., Chicago.

BECKER-BISCHOFF CHEMICAL Co., St. Louis ("Jitter Bug" insect repellent), has appointed Auenfeuer Adv. Agency, St. Louis, to handle advertising campaign.

QUAKER OATS Co., Chicago, has appointed Raymond R. Morgan Co., Hollywood, as advertising agency with transcribed from Breakfast at Sard's, daily morning show which Birenbaum m.c.'s on that network, new series will include orchestral and vocal, with Birenbaum presiding. Cereal firm also sponsors participation schedule in Breakfast at Sard's Kenyon & Eckhardt services account.

LEADER LABS, Philadelphia, producers of biologicals and anti-toxins, is preparing to enter radio with a series aimed chiefly at physicians, surgeons and dentists, and to present latest developments and data in the medical field.

P. S. AUGER, former director of A. McKim Ltd., Montreal, has been appointed advertising manager of Poes-ter & Gamble Co. of Toronto, Canada.

WILLARD's Chocolates, Toronto, has started transcription Show Shop With Kyle Young on a number of Canadian stations. Account was placed through MacLaren Adv. Co., Toronto.

HOBBS GLASS, London, Ont., has appointed J. Walter Thompson Co. of Toronto, to handle advertising of its new glass products and postwar plastics products. No radio plans have been formulated.

WORCESTER GAS LIGHT Co., Worcester, Mass., is sponsoring "Gus-light Quizzes" Thursday 9-30-9:45 p.m. on WAAB Worcester.

Bisceglia Expands

Bisceglia BROS. Corp., Philadelphia, has increased its spot radio schedule for wineries to include 24 announcements weekly on WMEX and WOPR in Boston and five-minute programs on WGAS in Chicago. In the New York area Bisceglia uses a total of 40 spots weekly on WHOM and WOV, latest contract on latter station calling for $12 spots. Agency is Pettinella Adv., New York.

Fibber's Return


BUFFALO'S ONLY 50,000 WATT STATION DAY AND NIGHT

ROSEFIELD Parking Co., Oakland, Calif., has signed a 6-week contract with WOR New York effective Oct. 1 for sponsorship of a weekly half-hour transcription featuring Hollywood stars, to promote Skippy Peanut Butter. Agency is Garfield & Guild, San Francisco.

Flex-O-Glass Spots

FLEX-O-GLASS Mfrs., Chicago, began sponsorship Oct. 1 of 5 and 15 minute spots on the following stations: KLRA KFBK KIDO WLS WMBD WDZ WHO KMA WIBW KFBI WCHC WCHI WJR WDGY KMQO KWTO KGHL KMMJ KFAB WQO WOR WHAM WGY WDAY WLY WTAM WQO KOIN KDKA KSQU WNAW WPAA KSO KHQ KMBC KILO KFYR WCHU. Contracts vary from eight to 26 weeks. Agency is Preba, Fellers & Presba, Chicago.

"Maybe we shouldn't have been swimming. WFDF Flint said there's a camouflage school near here."
**SUMMER** OR **WINTER**—THE STORY IS THE SAME

**NBC is the network most people listen to most**

Makes no difference how the thermometer reads—summer's heat or winter's cold—NBC gets most of the listeners most of the time here in the West. There's a double reason:

In addition to the sparkling NBC trans-continental shows, NBC Western Division has its own Parade of Stars...19 topflight news...drama...comedy...music and variety programs...heard exclusively by the west coast listeners.

It's this double Parade of Stars—month after month, summer and winter—that wins the biggest share of listeners in the West. That's why advertisers and time buyers can reach most of the people most of the time—through NBC Western Division.

*Average Pacific Coast Hooperating (Aug. '44 and Feb. '44) of all programs for each network—8 A.M. to 10 P.M.*

**Western Division**

HOLLYWOOD Sunset and Vine • SAN FRANCISCO Taylor and O’Farrell

of the NATIONAL BROADCASTING COMPANY, INC.

A SERVICE OF THE RADIO CORPORATION OF AMERICA
OWI OFFERS FACTS FOR V-E DAY SHOWS

The Associated Press has issued a series of facts covering the V-E Day, including details about the broadcast schedules of various radio stations. These facts are intended to help advertisers and agencies prepare their programming for this significant moment.

Video-Net Sports Airs By Gillette, Atlantic

Gillette Safety Razor Co., Boston, and Atlantic Refining Co., Philadelphia, last week made arrangements for V-E Day programming. The Gillette Safety Razor Co., in addition to its regular radio advertisements, announced a three-station hookup of WNBT New York, WRGB Schenectady and WPTZ Philadelphia. Program arrangements were made to be televised by wounded service men in eastern hospitals as well as by the public at large.

Friday night boxing bouts sponsored by the Gillette Safety Razor Co. will be televised by NBC over WNBT for the company, and will be relayed to WRGB and WPTZ. Flight telecasts were to start last Friday. Atlantic Refining last Saturday afternoon was to start a series of nine Saturday and three Sunday football games on the television network from Philadelphia. Company has been sponsoring gridiron contests on some 20 standard stations and has used WPTZ for the past four seasons.

Commercial time will be paid for by both companies on WNBT although rates have not yet been set. Gillette agency is Maxon Inc., New York. N. W. Ayer & Son, Philadelphia, services Atlantic Refining.

Radio Is Precluded From 'Depression' Claim Under Tentative Tax Ruling

AMONG the 34 industries cited last week by the Bureau of Internal Revenue as tentatively precluded from claiming "depression" during the base period 1936-38 for appeals for readjustments in excess profits payments, were radio broadcasting, radio and parts manufacturing, telephone and telegraph equipment, and retail trade. Purposes of these tentative determinations are to guide revenue agents in dealing with claims for refund under these provisions and to inform taxpayers of the general lack of evidence that these industries meet the requirements of Sec. 722 (b) (3) of the Code.

These tentative determinations, however, do not debar in any way a taxpayer from securing full consideration of any pertinent evidence in support of a claim based on the profits cycle history of his industry as the Bureau recognizes possibilities of exceptions. The excess profits tax is computed from the gap of present profits and the average of the base period. The profits cycle of these groups are termed "variant profit cycles" as they differ materially in length and amplitude from the general business cycle.

The tentative ruling as issued by the Bureau of Internal Revenue stated in part:

These tentative determinations do not, in any way debar a taxpayer from obtaining full consideration of any pertinent evidence in support of a claim based on the profits cycle history of its industry. The Bureau recognizes that there may be exceptional industries included in these groups for which it does not as yet have adequate information, and it is receptive to statistical and other data which will aid in establishing the profits cycle of such an industry for the purposes of Sec. 722. If there are such exceptional industries, they are more likely to be found in the more heterogeneous industrial groups because in such a group there is larger possibility of intermingling industries with profits cycles that differ significantly from the group profits cycle on which the tentative determination is based.

The list of industrial groups which follows includes only a portion of the industries, members of which have submitted reports and certifications involving 722(b) (3) (A). It is expected that additional determinations will be made from time to time with respect to other industrial groups. With respect to any industry not covered by the present list, there is no implication that it has been accepted, or is likely to be accepted, as a variant cycle industry depressed in the base period.
We won a plaque . . . from the BLUE Network. It says that New York Ad-Agencymen figured we did an outstanding job of promoting Network and Spot programs. But I’m scared to hang the plaque up. If I do, all our customers might demand that I promote their programs only. All the time! And how! Or else! And we do not play favorites, on account we love the guy in a Class C spot as well as the guy with a class A half hour.

Anyhow, we haven’t that kind of money to spend on promotion. All but 1/10th of 1% of your dollar goes for time and “station facilities” when you’re on WTCN. (Well, anyway, almost). So I guess I will have to commit Hara Kiri.

It ain’t honorable. But it’s the only way out.

WTCN’s Promotion Manager.
Radio Progress Unveiled at Hearing

FM Winner in Dispute With Television For Low Band

(Continued from page 11)

output in frequencies ranging as high as 600 mc. Already in factory and production stages is a 1 kw power output tube operating on 400 mc with a 40% efficiency. In the concluding stages of research are two water-cooled tubes, one of 3 kw operating on 400 mc and one of 1 kw on 600 mc. As 3 kw tube, operating at 40% efficiency on 400 mc, will take about a year to get into production.

Other tubes described by Mr. Adair include: 250 w on 400 mc, 200 w on 500 mc and 150 w on 600 mc, all in preliminary stages of production; 500 w on 400 mc, 400 w on 500 mc and 300 w on 600 mc. In research; tubes of 300 w operating on 400 and 600 mc, in concluding stages of research and probably can be operated to 700 mc.

In this connection it was learned that one of the key factors in the Adair's development was the large order for 5,000 w color television transmitter which will operate at 750 mc with delivery guaranteed within a year following the war.

Television Needs

Recommendations were made by RTPB Panel 6 to set aside sufficient space in the region from 300 to 3,000 mc for television relay stations and for commercial television stations. The American Television Society, in a telegram last week to the FCC, protested any plans to eliminate television from the present A and B channels (50-108 mc), although expressing approval of experimental channels between 400-1,000 mc. The ATS also asked permission to be heard.

Dr. Lynde P. Wheeler, head of the Technical Information Division of the FCC Engineering Dept., presented findings based on 32,000 hours of continuous automatic recording of VHF transmitters from various commercial and experimental stations over the last two years at the Commission's monitoring stations at Laurel, Md.; Alleghen, Mich.; Atlanta, and Grand Island, Neb.

He explained that the FCC has reached no conclusions as to the bearings on allocation problems, but submitted his report that witnesses might study it and determine its significance themselves. The studies covered three types of signals: tropospheric, bursts and sporadic E, due to different causes. He submitted a complete technical report for the record as an exhibit.

Dr. Wheeler, past president of the Institute of Radio Engineers, described the results of the observations of VHF field strength measures in 1943-44, pointing out three distinct kinds of VHF as recorded. He described the vagaries of FM reception at varying distances from the stations. Aside from the "bursts" which are present intermittently on the high frequencies, momentarily impairing reception, he declared that at certain periods distant stations otherwise inaudible, give an "abnormally high field strength". He described this as the "tropospheric phenomenon," the origin of which has not been determined, although it may have some relationship to the "oceanic effect" of meteorites in the upper atmosphere.

Witnesses on behalf of FM, including Dr. C. M. Jansky Jr., consulting engineer and chairman of RTPB Panel 5 (FM), have held that these reports of sporadic interference are not regarded as basic, no radio frequencies are entirely interference-free.

Secrecy Problem

Dr. W. R. G. Baker, chairman of the RTPB and vice-president of General Electric Co., after tracing the history of the technical advisory board, declared: "Without attempting to rate the relative importance of the existing and possible new services, it is apparent that certain services can and will provide thousands of jobs after the war restrictions have been removed, provided the way is cleared for them to proceed. Such services of a mass entertainment character are represented by FM and television.

"Until the frequency allocations and system standards for these services have been approved by the FCC, it is probable that no manufacturer will produce either transmitters or receivers. That is, commercial exploitation is not practical or possible without approval by the FCC of the frequency allocations and system standards."

Dr. Baker explained the work of each panel and the various subcommittees, told how conclusions had been difficult because of secret military developments and not so much dependent on civilian knowledge. He said, however, that on some panels were members who were familiar with the wartime developments. Those panels, however, will not report during the hearings.

Getting Ready

"It is not the common characteristic of scientists and engineers to make public statements which cannot be substantiated by experimental evidence," he said of the work of the RTPB there has been no lack of evidence of this characteristic conservatism. At the same time it has been recognized that, in the interest of the common good, prompt advantage must be taken of new knowledge. In general this new knowledge has been acquired in narrow and much too isolated spearheads which have reached out into the, until recently, unknown.

Declaring that "as victory approaches it is the part of wisdom to prepare kind of peace," Dr. Baker said it is "essentially important!"
studies of the following: Consideration of average skywave curves, review of the FCC Standards of Good Engineering Practice; use of directional antennas by local channel stations; methods of measuring directional antenna power; use of half-wave antennas by local stations; possible improvements in broadcast antenna design; use of subaudible frequencies for signaling and other purposes; static neutralizers; reduction of receiver radiation; possible use of frequencies in the band between 3 and 12 mc for rural broadcast services.

Report on FM

C. M. Janaky Jr., chairman of Panel 5 on FM Broadcasting, said that after considerable study of modulation types it was concluded that "there are no systems of modulation, classified or otherwise, which show any indication of being either as good or better than the frequency modulation type now in use."

As to position in the spectrum, Panel 4 concluded that the present band, in the vicinity of 50 mc, should be maintained. It was further agreed, he said, that the present channel width of 200 kc be maintained. Controversy with Panel 6 (television) over the number of channels required for FM was ironed out, he reported, at conferences with Panels 6 and 2 (frequency allocation) and it was agreed that Panel 5 would make the recommendation that FM broadcasting be assigned 75 channels of 200 kc each between 41 and 56 mc. "It is realized of course that this assignment of 75 channels is slightly less than the number specified in the original Panel 5 report," said Dr. Janaky. "Nevertheless it is not the desire of Panel 5 to in any way stand in the way of a considered, overall proposal fully recognizing the great demand for radio facilities for services other than the one with which the panel on FM broadcasting is concerned." The original Panel 5 request was for 80-100 channels for commercial and non-commercial stations, starting in the vicinity of 10 mc and comprising a band of 60-20 mc.

The FM panel also recommended horizontal polarization over vertical polarization. Concluding his statement Dr. Janaky said:

"The potentiality for public service in FM broadcasting far transcends those of the older AM system. If the standards finally adopted are right, then the greatest possible benefit to the public will accrue. If they are wrong, then to the extent they are wrong will horizons be limited and the future of the art impaired. Knowing what is done cannot always be undone has led us to concentrate our thought to date almost entirely upon the fundamental, basic allocation standards which must furnish the foundations upon which the complete structure will be built rather than to devote much time to details."

"When you have decided first the position for FM broadcasting in the radio spectrum, second the width of channel to be used and third the number of channels, that is, the width of band to be assigned this new and vastly improved service, then industry can proceed with plans for the building of radio receivers and transmitters, and to establish stations."

Television Space

Recommendations that the Commission assign a sufficient number of 6 mc channels in the region of the present A and B television channels (50-294 mc) to provide competitive nationwide services and authorize commercial relay stations and "assign a sufficient number of channels commensurate with the needs of the commercial television broadcasting stations" in the 900-
3,000 mc band, were made by David B. Smith of Philco Corp., Philadelphia, chairman of Panel 6. Mr. Smith summarized the major recommendations of Panel 6 as follows: (1) Commercial monochrome television broadcasting should be continued on 6 mc channels; (2) provision should be made for licensing relay stations for point-to-point service of the following types (a) studio-to-transmitter, (b) portable-mobile pickup, (c) inter-city links, and (d) intra-city links. (3) Every effort should be made to provide a continuous frequency spectrum of 30 channels of 6 mc. width for immediate postwar commercial monochrome television.

**War Progress**

Mr. Smith recommended that this spectrum include the present group A channels, which begin at 50 mc, asserting, "It is recognized that this ideal may not be capable of attainment without undue sacrifice on the part of other services." He submitted a plan for 26 channels to be available immediately after the war and so designed that additional channels to give a more continuous spectrum could be interposed in event the intervening services find it feasible to move to other frequencies.

With respect to color television, Panel 6 decided that "adequate standards for color television for a 6 mc channel cannot be established at this time". Mr. Smith pointed out, however, that experiments are continuing.

He urged that provision be made now for higher frequency channels in which experimentation and development may be conducted "looking toward an improved service which may include color, higher definition and any other improvements which may occur". Experimental channels should be 20 mc wide, he said, but suggested that no other standards for them be established at the present. The channels should be assigned on the basis that they will subsequently be used for commercial broadcasting of improved television service "at such time as standards are adopted".

"Our Panel found that as a result of war work, there have been substantial developments which improve the performance of television service and materially reduce the cost of television receivers," said Mr. Smith. "All the standards have been carefully reviewed and such minor modifications have been made as are necessary to include these improvements within the National Television Systems Committee standards under which the industry is now operating."

**Industry Ready**

Mr. Smith said that although it was felt 30 channels of 6 mc width are needed, because of the other services Panel 6 would recommend an allocation plan "that would provide 26 six mc channels between 50 mc and 246 mc", including some gaps for existing private and Government services.

"I feel very strongly that the radio industry is ready, willing and able to provide the public with a very acceptable form of television broadcasting service," said Mr. Smith, "at sufficiently low in cost to be within the reach of nearly everyone."

Asserting that facsimile is "a service capable of standing on its own feet", John V. L. Hogan, chairman of Panel 7, a consulting engineer and former owner of WQXR-WQXQ, New York, recommended that FCC Rule 3.228 be amended, declaring that "it handicaps facsimile".

**Should Modify Rule**

He asked for an assignment of 20 channels, each 100 kc wide, in the band between 100-200 mc, for the exclusive use of facsimile. The FCC rule should be modified to permit facsimile transmission alone.
and along with sound in either the standard facsimile sound channels or television channels, he said.

"Home broadcasting by facsimile is destined to become a service of great public value," Mr. Hogan said. "Adequate channel space in the spectrum is needed. Regulations should permit the use of sound and simplex facsimile and sound and multiplex facsimile."

He pointed out that facsimile techniques today are far more advanced over prevac methods and facsimile can become a valuable service in government and industry as well as the home.

"If the FCC will provide very modest facilities for this new service, we'll provide the services and employ many men," he concluded.

Haraden Pratt, vice-president and chief engineer of Mackay Radio & Teleg., New York, and chairman of Panel S on Radio Communication, briefly sketched the work of his panel in point-to-point services covering telegraph, telephone, radiophoto and program, mobile services, ships, coastal stations, aircraft, etc. He said the Panel studied needs of the various services as existing today and as might be foreseen in the next five years.

He said his Panel's recommendations, which would include international point-to-point service and international broadcasts would be made this week when hearings open in fixed services.

Relay Needs

Elmer W. Enstron, of RCA Labs., Princeton, N. J., chairman of Panel 9 on Radio Relay Systems, said his Panel tentatively recommends that a band 600 me wide be set aside for radio relays in the 100-3,000 me band, to include one intermediate repeater. In the 5,000-0,000 me band the tentative recommendation is that a band of 2,000 me be set aside, to include one intermediate repeater. Above 10,000 me the Panel suggested that a third of the spectrum be held in abeyance or radio relays and probable new services. No requirements were seen for the 10,000 me band, he said, if present relays are permitted to remain.

D. W. Rentzel, chairman of Panel 11 and president of Aeronautical Radio, declared that within the next five years all itinerant airplanes will be required to have two-way radio as well as commercial planes and needs for air navigation would be great. Wire facilities are not sufficient to provide point-to-point service, he added, and aviation must necessarily turn to radio for communication. He said his Panel had considered needs of the various aviation services in the spectrum from 30 kc to 30,000 me and that they may extend "to frequencies above 30,000 me as future research demonstrates their characteristics and the feasibility of using them."

Special Services

Alexander Senuke, acting chairman of Panel 12 in the absence of C. V. Aggers, spoke on the needs of spectrum space for medical, heating devices and kindred services. He opposed attempts to shield physical therapy machines, but suggested as a solution to problems of interference that the FCC set aside a small portion of the spectrum for such needs. He recommended 10 narrow bands of 1 me wide; six from 225 kc to 13 me and 4 from 40-490 me, pointing out that the total width required would be but one-half of 1% of the entire spectrum.

Daniel E. Noble, chairman of Panel 13, told of the needs in the spectrum for many new services, including bus, taxi, railroads and trucking as well as expanded police services. "The demand for channels is crowding the space," he said, adding that among the new services seeking positions in the spectrum is one for limited private telephone.
new Hall Bros. Series
HALL BROS., Kansas City, manufacturers of greeting cards, will sponsor Charlotte Greenwood, summer replacement for Bob Hope, in a Sunday afternoon program on the Blue network starting Oct. 15. New series to be broadcast 3:30-5 p.m., succeeds Meet Your Navy discontinued Oct. 6 on the Blue, Friday 8:30-9 p.m. Series was placed through Foote, Cone & Belding, Chicago.

would ensure freedom from interference for the proposed new frequency assignments for established United States stations.

Mr. Pratt, cross-examined by Benedict P. Cottone, FCC assistant general counsel, said the international communications merger (as proposed by Chairman Fly to Congress) would not lessen the needs for international point-to-point communications, inasmuch as there are insufficient frequencies now to handle all business.

Telephone Problem
William A. Roberts of Television Broadcasters Assn. cross-examined Mr. Pratt at length Friday afternoon and at one point Chairman Fly interposed to inquire what part of the spectrum the TBA wanted. F. M. Ryan, appearing for AT&T, advocated expanded use of radio for overseas telephone service and for short distance toll and rural coverage domestically. He also said the proposed frequencies would be used for "links in program circuits, connecting FM stations" and links connecting overseas stations.

"In many cases," he said, "radio offers by far the most practical means of providing telephone service to remote areas." Mr. Ryan said the frequencies for such service could be shared with other services. He, also, was cross-examined by Mr. Roberts.


Chairman Fly announced that the hearings would be expedited and if the Group II witnesses were finished this week Group II, beginning with Standard Broadcast, would be taken up. Group II originally was scheduled for presentation Oct. 10.

ODT Lauds Radio
J. M. JOHNSON, Director of the Office of Defense Transportation, last week addressed a letter to NAB President J. Harold Ryan praising radio for its service in urging transportation conservation and asking broadcasters to continue their fine cooperation through the war with Japan.

NAB Pamphlet "Is Your Hat in the Ring" tells candidates for public office the best methods of preparing and delivering radio political speeches and is being distributed nationally to those interested. Booklet is being used in quantity by both major political parties.
WEST VIRGINIA NET GAINS FAME
Howard Chernoff Walks in for Broadcast While
Major Net Reporters Stew

ERE the war is over, West Virginia and the West Virginia Network will be well-known in the European Theatre of Operations, take it from Howard L. Chernoff, managing director of the "little old West Virginia Network", now assigned as correspondent to of the ETO.

In a letter to Capt. John A. Kennedy, USNR, Network president, now on duty in Washington, Capt. Chernoff described an incident that injected humor into an otherwise tense moment. The major American network representatives were at headquarters studios literally saving their hair. They wanted to get through to Paris. A BBC engineer was doing his best.

About 5:30 p.m. in walked Howard Chernoff, followed by four West Virginia GI Joes he planned to interview on his regular weekly broadcast.

Ready for West Virginia
"Are we all set for the West Virginia Network show tonight?" asked Chernoff nonchalantly.

"West Virginia Network? What's that?" queried the BBC engineer, a new man on the job.

"All those guys in there trying to contact Paris and beat each other to it and I come in to do a broadcast, for the West Virginia Network," wrote Mr. Chernoff. "They all got a big boot out of it. You would laugh as I do myself when I look at the schedule of broadcasts and see them listed for the day with their times beside them ... Columbia, NBC, Blue—and then comes the little old West Virginia Network."

Mr. Chernoff advised Capt. Kennedy he was leaving for the "far shore" for a stay "and the correspondents wanted to make bets that

World Series Hookup
COMMERCIAL hookup for Gillette's broadcasts of the World Series beginning Oct. 4 will include 245 MBS stations, 55 or more non-MBS stations in this country and 47 Canadian outlets, according to Maxon Inc., New York, agency in charge. Also, a special shortwave transmission to a Cuban network via RCA in New York direct from field with Rene Canazares, Cuban sportscaster handle commercials and play-by-play is planned. Non-commercial shortwave transmission for servicemen overseas [BROADCASTING, Sept. 5] will include quarter-hour commentaries of each game, prepared by the American Forces Network, London and relayed to Europe via BBC program service for the AEF. The domestic broadcasts will carry special OWI announcements.

Seek San Diego CP
NEW standard station for San Diego, Calif., to operate unlimited time on 1170 kc with 250 w, was requested in an application filed with the FCC last week by Larry Finley, dealer in jewelry and imported watches, and Clinton D. McKinnon, owner of the San Diego Daily Journal, doing business as Finley-McKinnon Broadcasting Co. Mr. Finley will hold 65% interest, Mr. McKinnon, the remaining 35%.

Plans For Sixth Loan
SIXTH War Loan Drive will open on network radio Sunday, Nov. 19, with four consecutive half-hour programs, each produced and broadcast by one network, following which the four will join in carrying a speech by the President at 8:30 p.m. followed by NBC, Mutual and CBS in that order. The broadcasts will be relayed by proper crossing references. Details of the opening drive broadcats were worked out last Friday at a meeting of executives in New York of executives of the agencies involved.

Studio Cuts Disc
SERIES of one and five-minute transcriptions are being produced and cut by Republic Production Inc. at the studio for release to stations nationally to exploit the film "Brassil". This is believed to be the first time a motion picture studio has produced and cut its own transcriptions for exploitation purposes.

On CBS Tour
CHARLES SMITH, supervisor of research of CBS listener diary study, and other research techniques. His itinerary includes KMOX St. Louis, WCCO Minneapolis-St. Paul and WHRM Chicago, with a stop in Detroit to visit the networks sales office there.

CUBA IS YOUR MARKET NOW ... AND TOMORROW

If your product is a drug item or a confection, use RHC Cadena Azul. If it’s soap, cigarettes or soft drinks, use RHC Cadena Azul. If you are selling good will for postwar sales, use RHC Cadena Azul.

Any product advertised on the air and sold in the United States can be successfully advertised and sold in Cuba through RHC Cadena Azul.

For RHC dominates the radio picture in Cuba. A recent survey shows that RHC has twice the audience of its nearest competitor.

It’s easy to do business in Cuba, the prosperous good neighbor. Ask to see the survey on how Cuba listens.

RHC CADENA AZUL

U. S. Representative
HUMBERTO D. GONZALEZ
220 West 42nd St., New York City
Wisconsin 7-1166

October 2, 1944 • Page 59
'March of Time' Moves to Full Blue Nov. 2 in Same Thursday Night Spot

TIME Inc., New York, publisher of Time, Life and Fortune, on Nov. 2 will move the March of Time from NBC to the Blue Network, retaining the same broadcast time, Thursday, 10:30-11 p.m. At the same time the program's coverage will be expanded from 52 NBC stations to the full Blue Network.

Frank Norris, director of Time's radio program department, made this comment: "The shift of the March of Time to the Blue Network is a logical step in the light of Time's acquisition last December of 12½% of the stock of American Broadcasting Co., which owns the Blue. It was foreshadowed by Roy E. Larsen, president of Time, when he last December he pointed out that the time and extent of the association between Time and the Blue Network would evolve gradually, but that Time's newsgathering and disseminating staffs could be put to work in one or another way of being available to the Blue Network to supplement the network's own news services."

San Francisco

Radar Secrets Given

FOR PUBLISHING the enemy with the secrets of radar, a former lieutenant in the U.S. Naval Reserve, Laurent Hendrikus J. Bracke, was arrested last week and charged with conspiracy. He is charged with having conspired with officers in the German and Italian naval intelligence giving them American defense information and confidential information on radar. The Italian Navy was at a great disadvantage because of lack of radar, it is claimed.

WEAF-FM AIRS NET ON 7-DAY SCHEDULE

NBC's FM station in New York, using its newly assigned call letters WEAF-FM, last Sunday (Sept. 24) started operating on a seven-day-a-week basis, 3-11 p.m., transmitting network programs only, according to C. L. Menzer, NBC vice-president in charge of programs.

In line with a statement by Niles Trammell, NBC president, issued earlier this year, in which he announced that NBC would make no additional charge to network advertisers for the use of companion FM stations during their developmental period, sponsored programs falling within WEAF-FM's operating time will be carried with commercials without added charge.

Located in the Empire State building, WEAF-FM has been operating since 1939 on an experimental basis with the call letters W2XWG. Until last Sunday it operated every day except Thursdays and Fridays, 3-11 p.m.

WAIR Transfer Granted

CONSENT was granted by the FCC last week to the voluntary assignment of license of WAIR Winston-Salem, N. C. from C. G. Hill, George D. Walker and Susan H. Walker to Mr. and Mrs. Walker doing business as WAIR Broadcasting Co. Mrs. Walker transfers her third interest in the station to her husband as a gift.
BOSTON'S First National Bank, starting Sunday, Oct. 8, begins sponsorship of a series of 39 weekly half-hour concerts titled Sunday at Symphony Hall on WJZ Boston and WBZA Springfield. Arthur Fiedler (seat-ed, left) conductor of the series, participates in the final assemblyments along with (1 to r) C. S. Young, WBZ-WBZA general manager; Charles E. Spencer Jr., pres-ident of the First National Bank, and Frank Hatch, vice-president of BBDO, agency servicing the ac-count. Program will feature a 52-piece orchestra and will broadcast from the Boston Opera House.

Wagner, Curran Spots

RADIO will be used extensively by both major parties in the for-thcoming race for the U. S. Senate from New York, with Thomas A. Curran, Republican, opposing the incumbent, Sen. Robert D. Wagner, Democrat, who seeks reelection. In-dependent Citizens Committee for the Reelection of Sen. Wagner, with a $40,000 budget, has bought six-weekly quarter-hour periods on 17 stations for transmissions from Oct. 3 to Nov. 5 and twice-weekly quarter-hours on WJZ and WOR until Nov. 1, then every night except one until election eve. Republican State Committee has bought eight quarter-hour periods on a special New York State network, comprised mostly of MBS stations, with final plans incom-plete. Wagner Committee is placing transmissions on WABY, WGBY, WWSR, WGY, WLO, WLLD, WBBR, WABC, WOY, WIBX, WENY, WNYO, WSMB, WMMF, WKNY, WJNL, WHAM, WKBW, WJZ and WOR. The plan gives the type of production, which seeks to indicate the type of the production, and saves listeners from uncoordinated spon-sored political material. The plan reportedly gives the political group the benefit of having its messages presented by technically trained speakers.

With a policy of accepting no contracts for time, the station is billing $2,000 a quarter-hour to a round-up tentatively titled If I'm Elected. The six rec-ognized parties on the New York State ballot are to contribute their own copy, which is to be read in equal time periods by staff an-nouncers.

Three parties will be represented in alternating order on each broad-cast, their copy receiving an equal portion of time—about four min-utes. Democrats and Republicans are represented on each broadcast, while liberals have agreed to co-nor-mate with the American Labor Party. The Socialist and Socialist-labor Parties, which do not pre-sent major candidates, will receive one or two "supplementary editions".

Video Firm Formed

INTERNATIONAL Theatrical & Television Corp., New York, is be-ing formed to manufacture and dis-tribute 16 mm films and projectors and television equipment, it was an-ounced last week by George A. Hirliman, president of Film Clas-sics, New York. The company is be-ing organized by Mr. Hirliman and Eliot Hymar, president of Micho-cestor Corp., New York, 18 W. 48th St., New York, where ITTC will maintain offices.

Napa Valley Starts

NAPA VALLEY Grape Products Co., Oakville and Mills, Calif., pro-ducers of Colombo brand wines, has announced Emili Mogli Co., New York, to handle its adver-tising. Initial radio campaign of one-minute recorded announce-ments is scheduled to start early in October on WOV and WEVD, New York foreign language sta-tions, and may expand to all-English language stations at a later date.

Novik Honored

MORRIS NOVICK, director of WNYC New York, was guest of honor at a luncheon last Thursday at the Hotel Astor, New York, arranged by a group of executives of other sta-tions in the city, in tribute for his work in acting as liaison between them and the city departments and civilian defense organization.

Elgin Holiday Plans

ELGIN NATIONAL WATCH Co., Elgin, III., will sponsor for the third consecutive year, a two-hour show on Thanksgiving Day and Christ-mas Day at 6 p.m. on 16 CBS stations in the network, the broadcasts will be shortwave over-seas to the armed forces.
Farnsworth Television & Radio Corp., Fort Wayne, Ind.—Placed in pending file application new FM station.
Fidelity Broadcasting Corp., Boston—Same. 
Hampton Roads Broadcasting Corp., Newport News, Va.—Same.

Ben Publishing Co., Jacksonville, Tenn.—Same.

J. W. Birdwell, Nashville, Tenn.—Same. 
Trustees of Purdue, U., West Lafayette, Ind.—Placed in pending file application new educational station.

City of San Bernardino High School District, San Bernardino, Calif.—New FM station.
West Virginia Radio Corp., Morgantown, W. Va.—Pending in pending file application new FM station.
Chatham Broadcasting Co., Savannah, Ga.—Granted pending application for extension of time for renewal renewal application now set Oct. 5; continued same to Dec. 4.

September 26

WCHS Charleston, W. Va.—Granted pending application for extension of time for renewal renewal application now set Oct. 5; continued same to Dec. 4.

Durham Broadcasting Co., Savannah, Ga.—Granted motion for continuance hearing on application for change of call letters now set Oct. 5, same to Dec. 4.

September 28

Durham Broadcasting Co., Savannah, Ga.—Granted motion for continuance hearing on application for change of call letters now set Oct. 5, same to Dec. 4.


Radio Engineering Consultants


Ring & Clark Consulting Radio Engineers Washington, D. C.

Raymond M. Wilmotte Consulting Radio Engineer From FCC Application to Complete Broadcasting Services 1469 Church St., N.W., Washington 5, D. C.

Paul A. deMars Consulting Electrical Engineer "Pioneer in FM" 1900 F St., N.W.—Washington, D. C. 

Frank H. McIntosh Consulting Radio Engineers Shoshorn Bldg. ME. 4477 Washington, D. C.

Woodward & Keel Consulting Radio Engineers 2804 Wisconsin Ave., N.W. 4, D.C.

P. A. Lohnes & Culer Consulting Engineers Lohnes & Culer Consulting Engineers 415 Broad St. N.W. Washington 25, D. C.

Network Accounts

All Line Eastern Wartime Unionized

New Business

BRISTOL MYRTLE CRAY, 900 W. 15th Street, New York, N. Y. (Iowa, Mom.), on Nov. 15 starts Currie Fields new station, St. Paul, Minn., licensed temporary, $15,000. 

Agency: Doherty, Gilford & Sherlock Chicago.

Grove Labs Inc., St. Louis (Bromo), on Oct. 20 for 21 weeks starts station on 5 CBS Cal. stations, Fri., 6:15-6:30 p.m. (PWT), Agency: Russell M. S., Los Angeles.

Andrew Jergens Co., Cincinnati (soap, lotion, shampoo), on Dec. 23 for 8 weeks starts today in Hollywood on 8 CBS stations, Sundays, 6:30-6:45 p.m. (PWT), Agency: Lenen & Mitchell, N. Y.

Network Changes

Pillsbury Flour Mills Co., Minneapolis (Flour & Earlibread, Farina), on Sept. 30 added 12 CBS stations to Grand Central Station, Sat. 1-1:25 p.m. (PWT), for total of 65 local stations, Agency: McCann-Erickson Inc., Minneapolis.

Budweiser (institutionsal), on Oct. 1 added 18 CBS stations to World Series Today, Sun. 4:30-5:00 p.m., for total of 61 stations, Agency: Crutenden & McClung, Nashville.

Knox Co., Hollywood (Cystex), on Oct. 1 added 12 CBS stations to "What's It Worth" Name of That Song on 30 Mutual-Don Lee stations, Sat. 7-8 p.m., for total of 30 Mutual stations, Agency: Bubas-Clare Corp., Chicago.

and Blue studios and has given instructions to musicians on the proper operation of turntables in Chicago. He said he has also written extensively in technical journals on the theory and practice of recording and broadcasting equipment.

He testified that even if musicians failed to adjust the full output of the turntable in the playing of records the studio engineer would make the proper adjustment.

When counsel for the AFM contended that the musicians were best qualified to detect distortions in musical records Mr. Fredendall replied that these distortions would be due to a number of things. For example, he said, not only the record but the needle, the play-back head, the faders, amplifiers, monitoring loudspeaker or other technical equipment could be the fault. The engineer is in a better position to detect and correct such distortions, he said.

When AFM counsel argued that the engineer is not qualified to detect "sour notes" in records, Mr. Fredendall explained that when Arturo Toscanini makes a symphony record he exists only in the master recording before it is released. "He does not wait six months until a turntable operator detects a false note" he added.

He brought out that the whole high quality system of orthophonic reproduction was developed by ABET engineers and the system was installed throughout the country in NBC and Blue studios and in most stations throughout the country. It is because of this close connection with the development of the equipment that they are best qualified to operate it. He said here is no difference in the operation of the turntable whether the record contains music or not, and that being a musician was no advantage in being able to operate the turntable.

Mr. Fredendall said he joined NBC in 1929 and has been associated with turntables ever since. He testified he has been a member of ABET or its predecessor organization since 1933.

Engineers Better Equipped

Mr. Padway contended that prior to this time platter turning was performed by musicians and others. When the AFM counsel argued this was not a single engineer who did not have the proper training to do the job he said that the decision of jurisdiction has to do with the natural background of a work, rather than the displacement of personnel. It has no way of telling how broadcasting operations might be conducted in the future.

Questioned by Mr. Padway regarding the structure of NABET, Mr. Fredendall said the organization has a national body and local chapters and that dues collected are divided among both. It was brought out that there were 370 employees of NABET in NBC in May 1944.

In reply to a question by Mr. O'Donoghue, the witness said that the practice of broadcasting records and transcriptions can be done by coordinating the work under the engineer. He testified that no person in the NABET organization had the right to hire or fire the majority of the members, he added, had a knowledge of electrical equipment and many of them worked on ships at sea before coming into radio.

Mr. Whyland, a senior studio engineer at WLS, testified that engineers operated the first turntables installed at WLS and WMAQ in Chicago. He said that non-technical men handle non-musical records at WLS and members of the AFM handle the musical discs.

Questioned by Mr. Katz, he said that it "happens regularly" that non-musicians put on records in the absence of AFM members. He testified that one of the AFM members who turned platters at WLS "can't play a note". Another AFM member is an accomplished musician but not a very good platter turner, he said. "He's too much of a musician for the job", he observed.

Friday SessionAt the morning session Friday, Mr. Padway offered to withdraw from the case and leave the platter-turning question in status quo, reserving the right to place jurisdiction claims at some future time. It was brought out that such a suggestion had been made by Mr. Paradise at a conference following the afternoon hearing Thursday, at which time Mr. Padway said he would have to discuss the proposal with Mr. Petrillo.

Mr. Padway said he had since been in touch with Mr. Petrillo by telephone and that the suggestion was agreed to.

When Mr. Padway refused to accede to the proposal by NABET counsel that the technicians execute a contract with NBC and Blue for three years guaranteeing platter-turning jurisdiction, Mr. O'Donoghue permitted AFM counsel to withdraw. It was brought out that NBC and Blue are operating on a day-to-day basis with NABET pending renewal of contracts which expired May 31, 1944.

Mr. Powley again testified regarding the conference with NBC, Blue and WOR early in the year at which his demands for platter-turning jurisdiction were refused on the grounds that similar demands had been made by Mr. Petrillo. He was called to New York by John H. MacDonald, vice-president of NBC, who explained that Mr. Petrillo was in his office demanding this jurisdiction. Among others present at the conference were Robert D. Sweazy, counsel for Blue; George O. Milne, Blue chief engineer; Joseph A. MacDonald, NBC counsel; Mark Woods, Blue president.

Functions Studied The conference broke up, he said, with the understanding that NABET would continue under its present arrangement and that the question of jurisdiction would be taken up when the contract expired May 31, 1944.

Mr. Paradise questioned Mr. Powley regarding the functions of the various engineers in the NABET organization to determine eligibility of members to vote on the appropriate unit for representation.

Charles E. Meter, assistant to the president of the AFM, identified correspondence from the networks confirming negotiations with Mr. Petrillo, on platter turning. When Mr. O'Donoghue was permitted to examine the document he declared he had no objection to their introduction as they only proved "bad faith" upon the part of NBC and Blue.

NABET counsel injected correspondence from CBS, Mutual and WOR and Mr. Padway argued that the letters showed that other networks were willing to employ musicians for platter turning. Mr. Paradise said he was not convinced by the argument, but permitted the material to become part of the record.

Over the objections of Mr. O'Donoghue, a telegram from William Green, AFL president, in 1943 to the effect that there was no agreement between Mr. Petrillo and Ed Brown, president of the International Brotherhood of Electrical Workers, of March, 1944, surrendering IBEW jurisdiction on platter-turners of the musicians, was admitted.

Mr. Motta testified that AFM members operate turntables in several cities beside Chicago but questioned by Mr. Paradise, he admitted that neither he nor Blue has ever employed musicians for this work despite their commitments to do so. He was unable to explain why the musicians would not make their demands upon these companies until last December, despite the fact that Mr. Green had awarded the AFM this jurisdiction many years before.

In a discussion with Mr. Padway, Mr. Paradise asserted that it was apparent that the technical skill in playing at a record at a studio, a function of the technicians, was different from the skill required in playing a record. Mr. Padway said he would show that the playing of musical records requires the skill of a musician.

25 Hours—$90Questioned as to whether he was familiar with the opposition registered by IBEW to the Petrillo-Brown agreement, Mr. Meter said he was not concerned with what the IBEW locals did.

Asked whether he reads broadcasting, he replied he "glances through it".

Edward A. Benkert, recording secretary for Local 10, and Pat Gallicchio, a member of both AFRA and AFM, said platter turners in Chicago required 25 regular hours to do staff musicians, that musical education is an asset in operating a turntable, and that it requires a year to become a good operator.

Mr. McLelrath, NBC operating engineer, told Mr. Paradise that contractual arrangements with unions had influenced the network in the placing of the turntables but conceded that in the interest of scientific engineering practice, the equipment should be placed in the control booths.

Mr. Paradise said the Board will decide that NABET is the appropriate unit, that NABET is the appropriate unit existing in Chicago, or that platter turners in Chicago shall be "globed" (separate election held to determine which union shall have jurisdiction). In reply to a question by Mr. Paradise, NBC and Blue counsel said they would be agreeable to having NABET certified as the appropriate unit without an election, if the Board so decides.

October 2, 1944 • Page 65
Dorothy Lewis to Tour 17 States for NAB Meet

STUDIO NOTES

No Priority?

You don't need one to buy Andrew Type 737

7/8 DIAMETER COAXIAL CABLE

Soft Temper, in 100 ft. coils

Surplus material, released by the War Production Board for sale without priority.

ANDREW CO.

363 East 75th St.
Chicago 19

THE SCHOOL OF RADIO TECHNIQUE

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

8 Weeks' Evening Course

October 16

6 Weeks' Day Course

November 6

Taught by Network Professors, for Beginner & Advanced students, includes:

- Announcement
- Station Routine
- Newscasting
- Acting
- Continuity Writing
- Dialogue
- Commenting
- Voice

Co-ed. Moderate rates. Insure! Call or Write for Booklet B.

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

WANTED

150-Ft. to 200-Ft. Self-Supporting Antenna.

Phone collect ED JACKER

Franklin 0660

Or address

Radio Station WAIT
360 No. Michigan
Chicago, Ill.

WNEW New York is introducing a new method of handling coverage time from public service organizations such as the New York War Fund. Stations is offering its own sustainers for "sponsorship" free of charge, thus giving each group benefit of established coverage and advantages of having appeals handled as regular commercial stations. Station is contributing its music to the War Fund, to take advantage of the offer.

KMTK Hollywood, under contract signed by Kenneth O. Tinkham, manager with American Federation of Musicians in late September, will continue to make its own recordings and transcriptions, thus supplying facilities for bands inactivated through relocations. It is to be expected that ABC will make trillo, AFM president. Station's recording division will make masters and distribute premiums.

KWL Albany, Ore., from its Corvallis studio, will broadcast a series of daily five-minute programs in the interest of Fire Prevention Week, Oct. 8-14. In cooperation with the local fire department, series will climax with half-hour program of music and speaking at a simulated local fire.

CKFI are the call letters of the new 250-watt station to be opened shortly in Fort Frances, Ont. (Broadcasting, Oct. 14.)

CHLN Three Rivers, Que., is now operating on 250 watts, after receiving permission to increase power from 100 watts.

ASSOCIATED MUSIC Publishers Inc., New York, has signed a new music licensing agreements with KREC-TV, WDNW-WMP, WNYE, WBUA, WKBW. Balkan has received extended contracts from 2 stations—KFAB-KOJ, KOUM, KUVR, WPAY, Wlys, WLNC, WMJ, WJY, WHEC, WFL, WQSH, WOL, WCAB, WNBS, WBAJ, KVOD, KSLM, KYQ, KFAC.

TOD WILLIAMS' local news program on WHN New York on Sept. 26 served as a meeting place for 10,000 members of the district council of the Brotherhood of Musicians in Decorators & Paperhangers (AFL), final instructions for turning over paychecks to 25 war agencies, an annual practice. Council is the Western U.S. radio representative of the project in full.

WINS New York has arranged with the New York Daily Mirror for the presentation of Air Edition of the Daily Mirror, beginning Oct. 2 and continuing for 5 weeks. Ten-minute program combining news with a digest of special features will be broadcast six-times each day Monday through Saturday and four-times Sunday.

WMT, FM station affiliated with WJSJ Winston-Salem, and located at Clinch Peak, Mount Mitchell, N.C., has appointed Headley Reed Co., exclusive national representative, effective immediately.

BUFFALO stations WEBB WBEN WKBW WGR are cooperating with Mt. St. Joseph Teachers College, Buffalo, in offering evening courses in creative and applied arts, including radio, speech and music, through the medium of a radio workshop under the direction of James B. Tranter, assistant manager of public relations at Curtiss-Wright Corp.

WOW Omaha was host to 1,100 4-H Club members and their leaders at a party during the recent annual Nebraska State Fair in Lincoln.

INSIDE DOPE by Dick Bray (right) on how he will do the play-by-play descriptions of 10 leading football games for WLB Cinncinati, of which will be pipped to several other stations in the Midwest, is given to George T. Fremer, director, Wisconsin Network; and standing (1 to r): Robert D. Deuville, vice-president of the Crosley Corp., and general manager of WLB; Arthur F. Farr general manager of WJJD Chicago Don Wirth, Wisconsin Network MacGregor - Goldsmith, sporting goods manufacturer, will sponsor the broadcasts. Company's agency is Hugo- Wagensell & Assoc., Dayton [Broadcasting, Sept. 25].

MUKAZ ELECTS ACA

MUZAK TRANSMISSION Corp., New York, elected, on Sept. 26, Anthony F. Tinkham, senior vice-president of the American Communications Assn., as bargaining agent. Election was held by master control and monitored operators and librarians. Negotiations are now in process for a contract covering wage adjustments and improved conditions which will be subject to the approval of the War Labor Board.

First From Helsinki

FIRST U. S. network broadcast out of Helsinki was Finland and Russia signed an armistice was heard on NBC at 8:10 a.m. last Wednes-

day. Bjorn Bjornsen, NBC correspondent, reached the Finnish capital Sunday and arranged for the broadcast, which went by telephone to Stockholm, where RCA repeated it to New York.

WHEB Portsmouth, N.H., constructed a replica of the station's building at the Rochester (N.H.) Fair from which certain programs were origin-
ed.

NEW YORK U., division of General Education, for the tenth year will offer a 15-week course in the techniques of radio programming starting this week. Televised forum, conducted by Josephine Lyons of the radio and television staff of BBBO New York, is also scheduled.

SUCCESSFUL STATION MANAGER

Outstanding record—16 years of radio operation. Well known in the industry. Knows, local operation as well as national sales. Wide contacts with agency executives in New York and Chicago. A man who can run your radio operation efficiently and successfully with maximum results.

Will accept station management contract, or partial or entire interest in station, preferably in the South.

Box 743, BROADCASTING.
WANTED—NBC network station needs experienced announcer immediately. State full qualifications. Wire or write WRAM, Saginaw, Michigan.

Wanted—Station manager to take complete charge of new forthcoming 250 watt station in modern thriving community, Pennsylvania. State background, experience, and telephone number where application will merit our complete confidence. Box 812, BROADCASTING.

Wanted—Announcer-experienced to join recognized medium size Chicago agency in new busi- ness. Must have agency experience, excellent references, good contacts. Manhattan location. Give complete information in first let- ter. Four executions of this advertisement. All applications will be kept in strictest confidence. Box 612, BROADCASTING.

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Wanted—Announcer-experienced to join recognized medium size Chicago agency in new busi- ness. Must have agency experience, excellent references, good contacts. Manhattan location. Give complete information in first let- ter. Four executions of this advertisement. All applications will be kept in strictest confidence. Box 612, BROADCASTING.

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Wanted—Station manager to take complete charge of new forthcoming 250 watt station in modern thriving community, Pennsylvania. State background, experience, and telephone number where application will merit our complete confidence. Box 812, BROADCASTING.

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FCC Approves Sale of WSBC Chicago J. Miller Adv. Agency for $100,000

CONSENT to voluntary transfer for $100,000 of the license of WSBC Chicago from the Gene T. Dyer into the owners of the J. Miller Adv. Agency, Chicago, dealing exclusively in foreign-language advertising, was granted last Tuesday by the FCC. Sale was under the Commission's duopoly regulation (Sec. 3.35).

Assignors are Gene T. Dyer, Evelyn M. Dyer, John A. Dyer and Ethel T. Dyer, and assignees are Julius Miller, his wife, Bertha L. Miller; Oscar Miller, his wife, Gertrude Miller, and Arnold B. Miller who will operate as co-partners. Still pending before the Commission is the application for an exchange of holdings in WAIT and WGES Chicago to give the Gene T. Dyer family a major interest in WAIT and WDEL and Christop and others control of WGES [BROADCASTING, July 10]. Originally the licensees had filed petition contesting the duopoly regulation was not applicable to WAIT and WGES.

WILM, WDEL Extended

In another duopoly action the Commission extended the licenses of WILM and WDEL Wilmington temporarily pending action on the petition of J. Hale Steinman and John F. Steinman to transfer control of WILM to Alfred G. Hill, his wife, Julia G. Hill and the Chester (Pa.) Times for $125,000 [BROADCASTING, Aug. 17]. License of WILM was extended to Dec. 1. No time limit was placed on WDEL.

Under the pending petition Col. Steinman, now WBP Printing & Publishing Division Director and head of the Lancaster (Pa.) Times, and his brother, John F., would transfer two-thirds interest to Hill for 304,400 shares of common stock to Alfred G. Hill for $85,100; making him 51% owner; 60 shares of company and 61,102 shares of preferred stock to Mrs. Hill for $27,475; 40 shares of common and 7 preferred to the Chester Times for $12,425. WILM would be moved to Chester under the agreement.

License of WOWO Fort Wayne was extended to December 1. Pending determination of the application of Westinghouse Radio Stations Inc., for consent to assignment of the license of WGL Fort Wayne to Farnsworth Television & Radio Corp. for approximately $235,000 [BROADCASTING, May 29]. This is a duopoly action.

License of WOW New York was extended to Dec. 1 pending FCC action on the application for renewal and application of Arda Bulova and Maj. Harry D. Henshaw to transfer control of Wodaam Corp., licensee; to Murray and Myer Mester, Brooklyn, for $500,000 [BROADCASTING, Jan. 10]. Hearings on the transfer were held by the Commission last July. An extension of three months from Oct. 1 was granted CBS, licensee of WFP Charlotte, N. C., of which the network, under the chain broadcasting regulations, must divest itself of control. Early in the year a three-phase transaction was announced by the FCC, wherein CBS would sell WBT to KFAB Broadcasting Co., Lincoln, and in turn acquire 45% interest in the KFAB company, for approximately a half-million dollars and certain technical changes would be made [BROADCASTING, Feb. 7].

In June the FCC granted the technical phases, whereby KFAB was given a construction permit to move from the 780 kc channel, on which it has synchronized with WEBM Chicago, to 1110 kc, the WBT channel. WJAG Norfork, Neb., was given a construction permit to shift from limited time on 1090 kc to limited time on 783 kc. The Commission set the financial phases for hearing.

Subsequently CBS and KFAB Broadcasting Co. filed a joint motion to dismiss without prejudice, which was granted [BROADCASTING, Aug. 14, 19]. In its public notice of last Jan. 29, announcing the proposed deal, the FCC said: “Under the FCC’s regulations a rule prohibits networks from owning facilities in any community where network competition cannot acquire competing facilities. Such was the case in Charlotte, N. C., where the Columbia Broadcasting System owned one of the three stations there.”

Searles Succeeds Williams

F. M. WILLIAMS, general installation engineer of the Western Electric Co. retired on Oct. 1 after 35 years with the firm. E. N. Searles, superintendent of records and industrial relations succeeds him.

WGAR Elevates George

CARL E. GEORGE, director of operations at WGAR Cleveland, has been appointed assistant manager of the station, a post that has been vacant since Eugene Carle left in 1942 to serve with the Officer of Ceremony, according to John F. Fatt vice-president and general manager of WGAR. Mr. George joined WGAR as an announcer in January 1934, becoming program director in 1939, a post he held until appointed director of operations in January 1941, a position created at the onset of the war because of the urgency of many problems connected with the war. Mr. George is a graduate of Muskingum College and Western Reserve Law School, and is a trustee of the Cleveland Advertising Club.

WAAT Buys Theatre

PURCHASE of the Mosque Theatre building at 1020 Broad St., Newark, by Bremer Broadcasting Corp., operators of WAAT Newark, and licensee of FM station WAAW, to house both stations was announced last week by Irving K. Rosenbaum, executive vice-president and general manager of WAAT. Because of wartime restrictions on materials, no change is contemplated for the duration from the present setup, with operational phase of WAAT continuing in the Sheraton Hotel, Newark, and executive offices in the Patzler Bldg. Mr. Rosenbaum said the purchase made “with an eye to the great future of radio and television.” The building contains a theatre with a seating capacity of 3,400. Cost of the theatre is reported at $400,000.

OLYMPIC CAMPAIGN FOR ‘SWEATER GIRL’

OLYMPIC KNOTWEAR Inc., New York, is setting out to translate into radio language an established testimonial. For the unit “Sweater Girl” of billboard, magazine and newspaper ad fame, in a radio campaign which it is preparing through Sterling Adv., New York.

First tone of drive is series of six discs starting on a thrice-weekly basis on WMCA WHN NEW YORK. New York. Nov. 15 for 13 weeks, and which also is being offered to 400 dealers throughout the country for placement locally. Aimed to “teen-age” group, Olympic’s one-minute transcriptions feature a young girl “Miss Tish” and jingle type copy by a quartet.

“Miss Tish” offers free of charge an exercise book prepared especially for the campaign and a free Tish “Pin-Up Girl” poster in full color. Campaign is under the supervision of Berne W. Wilkins, radio director of Sterling.

Quaker Network Revived For Democrat Campaign

TIME has been purchased by the Democratic National and State Committees on the Quaker Network for the elections, organized in 1936 by Roger W. Clipp, president of WFIL Philadelphia, to run political radio campaigns. All programs originating at WFIL are fed to WSAN Allen-town, WAGL Lancaster and WLEU Erie, WJAC Johnstown, WKST Unicorn, WAAG Pittsburgh, WBRE Wilkes-Barre, WKVR and WREF York, WEST Easton, WAZL Hazelton, WRAK Williamsport, WCED Dubuque, WJPA Washington, WERC Erie.

WCAU Philadelphia also has set up a statewide network of 20 stations for program and spot announcement campaigns of both the Democratic and Republican parties.

Ful-O-Pep Quiz

QUAKER OATS Co., Chicago (Ful-O-Pep feeds), on Sept. 30 resumed sponsorship of Ann on the Ful-O-Pep, program which originated in a studio built especially for the program adjoining the poultry house at the Ful-O-Pep research farm near Libertyville, Ill. Agency is Sherman & Marquette, Chicago.

The program is broadcast live over WLS and transcribed for the following stations:

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<thead>
<tr>
<th>Station</th>
<th>Call Letters</th>
<th>City/State</th>
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<tr>
<td>WSON KAKE KOSO</td>
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<td>Chicago</td>
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<td>WBSB WBZT WCOC WDQX WDEO</td>
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Lorillard Retains JWT

P. LORILLARD Co., New York which has appointed Lennen & Mitchell, New York, to handle advertising for the tobacco, is doing, Sept. 30, [BROADCASTING, Sept. 18] will retain its present Old Age Group Agency, J. York, to handle local sports broadcasts only in Chicago and New York until the end of the year.

"Her Singing Voice Isn't So Hot, but the Boys Love Her Well-Rounded Repertoire!"

Drawn for BROADCASTING by Sid Hix
ELECTRONS... 
UNLIMITED!

RADIO, standing at the threshold of a wonderland world, faces the future with breathless expectation.

Here is a world of such uncharted magnitude that even the most daring dreamer among us dares not dream too far. Through an almost endless succession of new horizons, into an almost unimaginably tiny universe of electrons locked in vacuum, men of vision will explore and chart the way in the years just ahead. They will untie the bonds that limit man's perceptive powers, and open to man's finite senses an infinity of wonders.

In radio, radar, television, and whatever other unborn miracles may lie before us, there is opportunity unbounded; but the opportunity is fraught with problems of compelling perplexity. It calls for the combined thought and vision and effort of all those to whom the future of the industry has been entrusted.

The Nation's Station looks forward to its share in this magnificent responsibility... with awe, with eager enthusiasm, and with humble confidence.
MORE ADVERTISERS—LOCAL AND NATIONAL—BUY MORE TIME ON KLZ THAN ON ANY OTHER DENVER STATION!