If you are interested in knowing about the Iowa radio audience's listening-habits, station preferences, program preferences—or almost any other factor affecting radio results in Iowa—you will find the 1944 Iowa Radio Audience Survey the most informative and valuable study you have ever read about this sales territory. It is no exaggeration to say that many agencies and advertisers would gladly pay thousands of dollars for the exclusive rights to its use. It is complete and authoritative—compiled by Dr. Forest L. Whan, from interviews and questionnaires in all 99 of Iowa's counties.

Read further details on Page 15 of this issue—then write for your Free Copy Today!

WHO
+ for IOWA PLUS! +

DES MOINES . . . 50,000 WATTS

B. J. PALMER, President
J. O. MALAND, Manager

FREE & PETERS, INC.
National Representatives
The steel plant of the Colorado Fuel and Iron Corporation is located at Pueblo. Its raw materials, coal, iron ore, limestone, fluorspar, and other minerals, come from many points in Colorado, Wyoming, and Utah.

FOR 72 years, the Colorado Fuel and Iron Corporation has been a substantial buyer of raw materials and a feeder for the railroads and industries of the Denver region, and, until this war, was the nation's only steel plant depending entirely on railroad haul of material to and from the plant.

Today, while heavily engaged in war production, CF&I is producing for civilian use: steel forgings, angles, channels, rail, rods, nuts, fence, nails, wire, coke, coal tar, benzol and more than a score of other products. In other words, CF&I steel is going to battle, and some is staying home.

This great plant and dozens of other steel fabricating plants in the Denver region are fixed assets which have taken war orders in their stride.

Other permanent assets which guarantee the basic soundness of this region as war production tap- ers off are the mining, agricultural and livestock industries. They furthermore guarantee the soundness of advertising investments in the Denver market at this time.

Although CF&I is producing a limited amount of products for civilian use today, the backlog of civilian needs when war ends should keep its furnaces going full blast for a long, long time.

TWO WORLD'S RECORDS were set by the Forge Plant of the Colorado Fuel & Iron Corporation within the past thirty days when 4,935 forgings were turned out in a single day's work on a shell of unidentified size, and 27,884 in a six-day period.
It's the talk of the trade that WSIX leads the Nashville daytime listening audience from 8 A.M. to 6 P.M. From Nashville, WSIX reaches the rich area of Middle-Tennessee and a good portion of Southern Kentucky. This station delivers to advertisers the vital industrial area of Tennessee—the heart of the Tennessee Valley Project with no waste coverage. Those who have used WSIX are satisfied with results and renew contracts month after month and year after year.

The remarkably fine programs culled from top flight broadcasts of the Blue and Mutual networks get listener attention. "The Voice of Nashville" is the station to buy for high coverage and low cost. 5,000 Watts, 980 Kilocycles, does a full coverage job of the Nashville trading area. When Five is enough, why pay for more?

THE KATZ AGENCY,
National Representatives
Succotash
Long before Sitting Bull got up, the Indians devised a mixture of corn and beans. They called it succotash. After eating heavily of succotash, the Indians usually went to sleep.

Long moons later, Bill Jenkins of WTOP devised a mixture of corn and music which he called Corn Squeezin' Time. Highly successful, too. It wakes up thousands of people every morning.

Nobody likes to get up early, but thousands of Washington workers have to. Business hours start earlier. For example, almost one-third of all civilian government employees (105,000 of them) go to work well before 8:00 A.M.—or get shot after sunrise.

So Corn Squeezin' Time is the early-morning mixture of patter and platter by which “Uncle Bill” Jenkins makes early rising as painless as possible for these and thousands of other Washingtonians. His formula is straight from the hills and just as old: Joe Miller gags and chatter washed down with plenty of recorded western and hillbilly music. But it’s so effective that Corn Squeezin' Time has a larger audience than any other program on the Washington air at that hour (5:45-6:45 A.M. Monday through Saturday)*.

Bill Jenkins’ brand of 50,000-watt succotash is currently selling for such sponsors as a jeweler, a bakery and a shoe store. At low early-morning rates, it could stir up a mess of sales for your product, too. Powwow with us or Radio Sales.

*CBS Listener Diary Study (November 1943)
When You Think of
NEW ORLEANS

You Think of
107,688 NEW WAGE EARNERS
(Since 1940)

...AND

WWL
NEW ORLEANS

The Greatest Selling Power
In The South’s Greatest City

50,000 WATTS CLEAR CHANNEL

CBS AFFILIATE—REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.
...like finding a 4-leaf clover

48% of W. Va.'s Total Radio Homes
50% of W. Va.'s Total Retail Sales
49% of W. Va.'s Total Buying Power
20 W. Va. Counties Primary Coverage

You're really “in luck” when your schedule is broadcast over

WCHS
CHARLESTON, W. VA.
5000 on 580 • CBS

John A. Kennedy Howard L. Chernoff
President Managing Editor
Represented by THE BRANHAM CO.
"I CAN ALMOST HEAR HIS VOICE.."

Voices have a power that is denied to words. Voices linger, words depart. You remember sounds—you forget words.

Sonovox is profoundly effective because its appeal is based on that fact of the human mind.

Sonovox utilizes unusual voices to make radio commercials more memorable, more lasting, more effective. Use a Sonovox voice to name a brand of Soap Flakes, for instance, and thereafter the very words "Soap Flakes" recall the voice in which they were spoken—and that memorable voice in turn recalls the brand name.

That's not blue-sky sales talk. It works. Take the Sonovox fog-horn, for example. Does anybody in America think it advertises anything other than Lifebuoy Soap?

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

WRIGHT-SONOVOX, INC.
"Talking and Singing Sound"

FREE & PETERS, INC., Exclusive National Representatives

Some Typical SONOVOX PIONEERS

American Chicle Co. (Black Jack Gum)
Budweiser Brewing & Hervey, Inc.
American Industries Salvage Committee
(Steel Scrap Drive)
McCann-Erickson, Inc.
Buck Motors Division, General Motors Corp.
Arthur Kudner, Inc.
Chicago, Milwaukee, St. Paul & Pacific R. R.
Roche, Williams & Cammeyer, Inc.
Colgate-Palmolive Co. (Palmolive)
Ward Wheelock Co. and Wm. E. Ely & Co., Inc.
Delaware, Lackawanna & Western Coal Co.
Ruthrauff & Ryan, Inc.
Walt Disney Productions
Emerson Drug Company (Bromo-Seltzer)
Ruthrauff & Ryan, Inc.
Christian Feigenspan Brewing Company
(Feigenspan and Dobler P. O. N. Beers and Ales)
E. T. Howard Co.
Feltman-Curme Shoes
Russell & Casmer Advertising Co.
Forum Cafeterias of America
R. J. Post-Calkins & Holden, Inc.
Griessnack-Western Brewery Co.
(Stag Beer)
Manon, Inc.
Grocery Store Products Sales Co., Inc.
(Fould's Macaroni Products)
Campbell-Ewald Co., Inc.
Andrew Jergens Co.
(Woodbury's Products)
Lemen & Mitchell, Inc.
Lever Brothers Co. (Lifebuoy Soap)
Ruthrauff & Ryan, Inc.
Lyons Van & Storage Co.
Batten, Barton, Durstine & Osborn, Inc.
National Broadcasting Company
Naval Aviation Selection Board
Navy Seabees (U. S. Navy, Construction Battalions)
Office of Civilian Defense (Region Six)
Pabst Sales Company (Pabst Beer)
Warwick & Legler, Inc.
Pan American Coffee Bureau
Buchanan & Co., Inc.
Purity Bakers Service Corp.
(Tressee Bread, Gremn Cakes)
Quaker Oats Company
Ruthrauff & Ryan, Inc.
Radio Corporation of America
Ruthrauff & Ryan, Inc.
Radio Station KOMA, Oklahoma City
Alvin Ray and his Orchestra
Shell Oil Company, Inc.
J. Walter Thompson Co.
Stanco, Inc. (Mistol)
McCann-Erickson, Inc.
U. S. Treasury Dept.
Universal Pictures Company, Inc.
Warner Brothers Pictures, Inc.
Willards Chocolates, Ltd.
Cockfield, Brown & Co., Ltd.

*Space no longer permits a complete list of Sonovox users.

CHICAGO: 180 N. Michigan Ave., Franklin 6373
NEW YORK: 444 Madison Ave., Plaza 5-4130
SAN FRANCISCO: 111 Sutter St., Sutter 4353
HOLLYWOOD: 6331 Hollywood Bldg., Hollywood 2151
ATLANTA: 322 Palmer Bldg., Main 5667

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CBS Asks More FM Space, 300 mc Video

Witnesses, RTPB Oppose IRAC Plan to Abolish International Shortwave

By BILL BAILEY

FIRST LICKS on proposed re-vamping of the radio spectrum as it affects broadcasting were injected into the FCC allocations hearing last week with the presentation of a statement by Paul W. Kesten, executive vice-president and directoring head of CBS, proposing more than doubled spectrum space for FM, placement of television “stairs” above the 300 mc band, and retention of international shortwave broadcasting on a direct basis rather than by relay.

The second week of the hearings, which began Sept. 28, took a unique turn when Mr. Kesten was denied permission to testify on FM and television, coerced in an integrated statement he had prepared on the theory that spectrum-wide allocations can’t be discussed on a “water-tight compartment” basis because of their interlocking character.

Kesten Highlights

The FCC, however, accepted the full statement, with instructions that the separate subjects treated be inserted in the record at the appropriate points when they are reached on the docket. Mr. Kesten explained he might leave the country (presumably on his long-delayed trip to the European theatre) and preferred to get his statement in the record in one piece. That, however, was ruled out.

Highlights of the Kesten prepared statement were:

1. Maintain the status quo for international shortwave broadcasting, in the total amount of spectrum space devoted to this service.
2. Increase the number of FM channels from the 40 presently authorized and the 75 recommended by the Radio Technical Planning Board to 100, which would make possible the licensing of between 1,000 and 5,000 stations and at least 10 nationwide networks, with 25 or 30 stations operating in the larger markets such as New York, Chicago and Los Angeles.
3. Move television up in the spectrum above 300 mc, where there is room for high fidelity; assign at least 30 channels of 15 mc width, and when improved pictures are fully tested, withdraw the lower frequencies from television service.

Eight witnesses on international shortwave broadcasting presented a united front and were backed by the RTPB in opposing the allocations proposal of the Interdepartment Radio Advisory Committee which would abolish this service.

Chairman James Lawrence Flynn, however, warded off any questions about continued Government operation of the service following the war—one of the more delicate of the issues before the allocations proceedings.

Broadcast Topics Due

With conclusion of the second week of hearings last Friday, the FCC on Tuesday (Oct. 10) gets into broadcast allocations per se. Among the witnesses scheduled for standard broadcast are:

Howard S. Frazier, NAB Director of Engineering and chairman of RTPB Panel 4, who will speak on behalf of RTPB; J. Harold Ryan, NAB President; Paul F. Peter, NAB; W. F. Cotter and Dr. G. E. Town, Stromberg-Carlson Co.; Dr. Frank Stanton, vice-president, and William B. Lodge, general engineering supervisor, CBS.

At the completion of the standard broadcast hearings, the FCC will go into FM, probably Tuesday afternoon or Wednesday morning.

Then comes the noncommercial educational group, whose 33 witnesses are expected to continue two days or more in testimony. That will be followed by television, then facsimile and other broadcast services.

No FM-Video Fight

No fight is anticipated between FM and television for the lower frequency band, by virtue of a compromise already reached whereby FM is accorded 75 channels 200 kc wide in the 50 mc area.

There are signs that FM proponents, aside from Mr. Kesten, will seek additional channels, to accommodate anticipated needs, with as many as 400 channels to be recommended. Engineers have estimated that some 3,000 FM stations can be accommodated on the present bands, but there are questions of interference of both the “burst” and skywave types which may make it desirable to duplicate on these channels at less frequent geographical intervals, thus reducing the capacity of the band.

The testimony last week on international broadcasting was punctuated by frequent clashes, with Chairman Flynn refusing to allow Louis G. Caldwell, Washington counsel for Press Wireless, to cross-examine Elmer Davis, OWI director, as to whether that agency plans to continue operation of shortwave stations after the war.

Davis Urges Shortwave

Mr. Davis opened the international broadcasting phase of the hearing with the observation that “the national interest will require the continuation, after the war, of direct international shortwave broadcasting from the United States. It would be a great mistake for the United States,” he continued, “to abandon facilities that will be needed, merely because plans for their use have not yet been worked out.”

The OWI director didn’t touch on continued Government control after (Continued on page 17)
Changes Loom in Two Top Radio Jobs

Successors Are to Be Named for Fly And Ryan

By SOL TAISHOFF

RADIO'S TWO top jobs—chairman of the FCC and president of the NAB—will change hands during the next few months by election of the incumbents, but with no clear indication yet as to their successors.

According to news reports, Lawrence Fly is expected to leave his FCC chairmanship before the end of the year (Nov. 15 is predicted) to return to private business as a business executive, thus terminating as militant and active a five-tenure in Government as any official of the past and, at the same time, most controversial chairman the FCC or its predecessor Radio Commission has had. He has been praised or condemned alternately by broadcasters. At this writing, he is riding high. He has kept the Commission navigating in Constitutionally safe waters from the start of his tenure in 1939.

But, even his most ardent opponents admit that he has accomplished more than anyone else who has ever held the job and has had the consistent and ready support of President Roosevelt in the clutches. In his tenure, he has been responsible for the change in the NAB presidency earlier this year, having given notice long ago that he was against Neville Miller, who had served as the association's first paid president since 1938.

With Mr. Fly's resignation there will be two vacancies on the Commission, assuming the President does not fill the commissionship left by Comdr. T. A. M. Craven, who joined the Iowa Broadcasting Co. as vice-president last July. The odds are against filling that vacancy prior to elections, since Congress now is in recess.

Mr. Craven, 42, is a 1937 graduate of the University of Wisconsin, where the names being mentioned as possible appointees to the FCC, for either or both of the vacancies:

Paul A. Porter, director of publicity of the Democratic National Committee, long-time friend of President Roosevelt, and former CBS Washington attorney.

Julius Albert (Cap) Krug, 36-year-old chairman of the War Production Board and former FCC chief in the common carrier field. An ardent New Deal and the famed Charlie Craven, he has served as chief of the NAB Board and has served notice he will leave the NAB by July 1 to return to active direction of the Fort Industry, Co., stations, of which he is vice-president.

Tips Abound

In this election year "tips" on changes coming up are given as freely as campaign promises. But it's safe to say at this writing there has been no decision by the Administration as to the Fly succession.

Mr. Ryan and members of the NAB Board are scanning the horizon for an outstanding public figure to head the association. Ordinarily prudence augurs against a decision in either situation before the November elections. There has been speculation, of course, as to the man likely to succeed Mr. Fly, who admittedly has been a controversial figure during his tenure. An asterisk regarding Mr. Ryan's future is the most frequent comment in such discussions.

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John D. Biggers, president, Libby-Owens-Ford Co., Toledo, who has served on various important management production assignments during the last seven years. He is currently serving on the Democratic National Committee.

Rosie H. Hyde, veteran FCC attorney and assistant general counsel of the Commission in charge of broadcasting.

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Leighton H. Peebles, chief of WPB Communications Division.

Mr. Porter, who was 40 on Oct. 6, 1939, was an employee of the Government as any official of the past and, at the same time, most controversial chairman the FCC or its predecessor Radio Commission has had. He has been praised or condemned alternately by broadcasters. At this writing, he is riding high. He has kept the Commission navigating in Constitutionally safe waters from the start of his tenure in 1939.

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HITCH-HIKE RULE IN EFFECT ON CBS

OCT. 1, deadline set by CBS for the elimination of hitch-hike and cowcatcher announcements from pre- and post-rollout programs. In accordance with that requirement, a network spokesman said last week that CBS had announced a year ago. NBC in August announced that its schedule had been freed of all such secondary announcements.

Selection of the successor to Chairman Fly in large measure will be dictated by the outcome of the elections in November. If the President is re-elected, the Fly post may be filled by promotion of one of the incumbents, Mr. G. E. Kinnard, former chief engineer, who was named to the Commission earlier in the year as an Independent, would have strong support on a merit basis. Commissioner C. J. Durr, of Alabama, an acknowledged leader in the CIO-PAC school, is also a possibility.

If, on the other hand, there is a Republican victory, a reorganization of broad scope may be expected. Former Gov. Norman S. Davis, regular code editor and Republican who has served since creation of the FCC in 1934, would have the best chance among the incumbents. The only other Republican now on the Commission is Ray C. Wakefield, of California.

Mr. Fly has more or less openly told his friends that he plans to return to private life after a 15-year tenure in Government. He has had a number of business engagements, but evidently hasn't made up his mind whether to enter business or hang out his shingle as an attorney. It is known he wants to complete the job of postwar allocations before leaving the Commission.

One of the executive positions offered him is that of joining Muzak, a project of the Pacific Mutual Life Insurance Co., which is the largest such operation in the country. The offer was made by William B. Benton, president of Muzak, vice-president of National Gypsum Co., and co-founder of the agency of Benton & Bowles, advertising agency. He has severed his connection with the agency, however.

Fetzer Urges Close Adherence To Broadcast Code Provisions

STRICT adherence to the Code of Wartime Practices until actual German surrender was called for last week by John E. Fetzer, Assistant Director of Censorship in charge of broadcasting and owner of WKZO Kalamazoo.

Wide public acceptance of September predictions that Germany was about to yield has created need for redoubled efforts to comply with provisions of the voluntary code, according to Mr. Fetzer. Although the European war has developed into a long mopping-up process instead of ending in swift and full surrender, all provisions of the code will continue in effect.

The Office of Censorship is operating at its usual wartime level, with no prospect of a let-up in code provisions, possible revisions being considered. This action follows the usual procedure throughout the Government and armed services, which for some time have been laying plans for action after the European war ends.

Even after German surrender, it is believed essential features of the wartime code remain in effect. For example, the news section covers dissemination of material which might be of aid and comfort to the enemy.

The two remaining sections, dealing with the musical and language broadcasts, are giving little trouble. Adherence to these sections is understood to stand at a high level. In event they are dropped the ray will be the result of a reexamination of man-on-the-street programs, request musical numbers and quiz broadcasts on the pre-war basis.
FDR Action Promises to End Disc Strike

**Action of Union's International Awaited**

**FDR TELEGRAM TO PETRILLO**

THE President on Oct. 4 sent the following telegram to James C. Petrillo, President of the American Federation of Musicians, New York City, New Jersey:

"The National War Labor Board has entered directive orders in the dispute between the Electrical Transcription Manufacturers and the American Federation of Musicians. Among the provisions of this directive are the following:

1. The strike is to cease immediately.
2. The company is to pay the union its demands.
3. The strike is to cease immediately.
4. The company is to pay the union its demands.

The President therefore requests you to make a statement to the effect that the strike is to cease immediately and that the union is to receive its demands.

FDR"

**PETRILLO PLEASED**

Mr. Petrillo, pleased that "the Director of Economic Stabilization is of the opinion that the strike unduly impedes the war effort, but pointing out that "this noncompliance may encourage other instances of noncompliance which will impede the war effort."

"In a country which loves democratic government and loves keen competition under the rules of the game, parties to a dispute should adhere to the decisions of the Board even though one of the parties may consider the decision wrong. Therefore, in the interest of orderly government and in the interest of respecting the considered decision of the Board, I request your union to accept the directive orders of the National War Labor Board. What you regard as your loss will certainly be your country's gain."

"in the interest of orderly government", observing that "what you regard as your loss will certainly be your country's gain."

To this Mr. Petrillo replied:

"Your request that the American Federation of Musicians lift its ban against playing for mechanical reproductions of music for commercial use has been received. It is very gratifying to American Federation of Musicians that the Director of Economic Stabilization is of the opinion that we are not unduly impeding the war effort nor are we in violation of any statutory law. This opinion vindicates the position which we have taken throughout this entire controversy. The importance of this matter of necessity requires me to submit it to the International Executive Board of the American Federation of Musicians. Since members of the Board reside in various parts of the United States and Canada, it will take them some time to make their decision. I have issued a call for them to meet in Chicago on Monday, Oct. 9, at which time your request will be given careful consideration."

The President's telegram to Mr. Petrillo virtually admitted that the Government could not force compliance of the NLWB directive of June 15 terminating the recording ban, pointing out that both the NLWB and the OES "have not recommended Government possession and operation" of the RCA and Columbia plants. The President therefore appealed to Mr. Petrillo to lift his ban on recordings if the President so requested.

**FDR Toppis Dewey by 5.5 In CAB Listening Data**

President Roosevelt's speech Sept. 28. His address to the National Broadcasters' Union, broadcast nationally 9:30-10:23 p.m. had a rating of 26.4% in gram, with a cooperative index of 29.4%. Broadcasting's interviewing sample of 81 U.S. cities. FDR's speech was heard by 82.5% of all the radio listeners at an hour when 31.9% of all radio homes had their sets in use.

Gov. Thos. E. Dewey's speech in which he answered President Roosevelt in Oklahoma City on Sept. 25 from 10:10-10:30 p.m. received a rating of 29.9% according to CAB, with 57.9% of the listening audience when the total audience was 35% of all radio homes in the 81 city sample.

**Swank Test Success**

MISS SWANK INC., New York (slips), following a test on a spot basis in 16 major markets last month, in John L. Lewis radio advertising, 24 successful, according to hishion & Garfield, New York that one of the best new Buzz words in music on 30 MBS stations, S-45-10 p.m. Musical program to financial aid to Japan, Bob Barry and Dick Adams and his orchestra. Contract is for 52 weeks.

**POSTWAR RADIO was the topic when Col. Luther L. Hill, on leave as executive vice-president of the Iowa Broadcasting Co., visited his friend and ex-colleague Daniel J. Mahoney, president of the Real of America Broadcasting Co. (WIOD) and vice-president and general manager of the Miami Daily News, Col. Hill, commanding officer of AAF Redistribution Station No. 2 at Miami Beach, and brother of Sen. Lister Hill (D-Ala.), recently returned from an extensive trip to installations in the United Kingdom, France, North Africa, and South America. Col. Hill and Mr. Mahoney became friends during World War II, in which they were officers.**

**GREETING William B. Lewis (left), new vice-president and radio director of Kenyon & Eckhardt, New York, is Dwight Mills, Kenyon & Eckhardt executive vice-president, who toasts Mr. Lewis at a cocktail party in his honor.**

**BROADCASTING**

BROADCAST Advertising

October 9, 1944 • Page 11
Television Sales Prospects Are Shown Store Executives

Watches, Sewing, Cosmetics, Fabrics, Garments Are Subjects at Demonstration Given by GE

TELEVISION program arranged to demonstrate department stores' use of the medium on either a coaxial cable internal system or for general advertising on a regular teletac station, was shown Sept. 29 on WRGB Schenectady to representatives of 25 leading department stores covering the country. Five commercials were used on the one program.

Joseph P. Kasper, president of the Associated Merchandising Corp., which aided WRGB in preparing the program, welcomed the guests. United States Time Corp., maker of Ingersoll and other watches, gave one-minute time signals at the beginning and end of the program, through a clock face on which were silhouetted two soldiers in combat. The commercial stressed split-second precision in battle. Edith Dunn arranged the televised time signals.

The program lasted an hour and showed an average American family watching a video show as it depicts various products. McCall's promoted a method of home sewing. Elizabeth Arden staged a demonstration of cosmetics, using a Powers model. The Fifth Ave. salmon was shown on film. Textron, a synthetic fabric, arranged a contest between three professional women and three housewives, with a commercial explaining manufacture of the fabric.

Carter's Underwear put on a pantomime skit about baby clothes, prepared by Ted Long and Jo Lyons of BBD. To show how department stores can use television for institutional advertising, Bloomington's televised three one-minute spots on employment recruiting and employee relations. After inspecting WRGB's transmitting and relaying facilities the store officials returned to Schenectady for a dinner preceding the demonstration. Speakers were: C. H. Lang, GE vice-president in charge of war projects; R. L. Gibson, assistant to the vice-president in charge of advertising, broadcasting and publicity; D. McLean, commercial engineer; H. A. Cross, GE's Brussels office; W. P. L. Chamberlain, manager of sales, electronic depot, and m.t. of the dinner.

Department stores' participants: Abraham & Straus, New York, John Rosenberg, display manager, A. C. Wesbeck, assistant display manager; Mrs. Dorothy E. Wenstrom, vice-president in charge of publicity; William Tobey, advertising manager; L. S. Ayres & Co., Indianapolis, C. M. Davis, publicity director; G. M. Halverson, merchandise manager, Clifford Bloomingdale Bros., New York, Howard Richmond, display manager; C. E. Greenberg, merchandise manager, William Roggie, publicity director; Mrs. Ruth Auroid, & Fletcher, New York, Metropolitan Television station; Milwaukee, Boston Store, Milwaukee, R. P. Helfert, president; J. A. Doolin, publicity director; Bullock's, Los Angeles, F. R. Morgan, merchandise manager.


From the Associated Merchandising Corp., New York City in addition to Mr. Kasper were: A. G. Thompson, manager, National Retail Employees Union, R. Bergblatt, merchandise manager; and M. Irena Sender, N. Y. publicity.

Sweethart Serial

MANHATTAN SOAP Co., New York, on Nov. 20 starts a five-times weekly serial program, with children's angle, on CBS for Sweet- heart Soap. Program will be heard from 4:30-5:30 p.m. on 26 CBS stations, plus CBS outlets in Albany, N. Y.; Columbus, and Harris- ton, Pa. Soap ran first week renewed Scaramouby on 177 Blue network stations, Wednes- days, 10:30-11 p.m. In addition to these programs, Sweetheart Soap is promoted on some 55 stations throughout the country with 10-minute and quarter-hour bursts. Agency is Duane Jones Co., N. Y.

Tidewater Expands

FURTHER expanding its sponsorship of eastern football games, Tidewater Assoc. Oil Co. is present- ing all home games of Colum- bia U. on WMCA New York, with Steve Ellis and Joe O'Brien alternating on the play-by-play and color description. Each broadcast will be followed by coverage from kick-off to conclusion Oct. 23, Nov. 4, 15, 26. Agency is Lennen & Mitchell, Inc., N. Y.

WEMP Seeks FM CP

MILWAUKEE Broadcasting Co., licensee of WEMP Milwaukee, is preparing to offer a $65,500 week for a new FM station to operate on 48,800 kc with coverage of three states and a market value of $16,000. Partners in the company include Senator La Follette (Pro- Wms.) and Mrs. La Follette.

Pure Oil Spots

PURE oil Co., Chicago, starts sponsorship Oct. 9 of chain-break announcements, three to six times weekly, on WMFG WILB WREAU WJLS WPAR WLOK WHIS KFIZ WWVA WMKO WCAR. The contracts, for two to four weeks, were placed by Leo Burnett Co., Chicago.

Programs Shuffled

BY CBS Sponsors

Many Important Series Come Under Fall Realignments

A GENERAL reshuffling of CBS programs during this month and next will affect shows sponsored by Lever Bros., U. S. Tobacco Co., Procter & Gamble Co., Colgate-Palmolive-Peet Co., and Procter & Gamble Co.

Through J. Walter Thompson Co., agency for Vmmas, Lever Bros. on Nov. 29 shifts Frank Sinatra from Wednesday, 9-9:30 p.m. to Monday 8-8:30 p.m., period now occupied by Gay Nineties Revue which starts Oct. 9. Effective Nov. 29 by U. S. Tobacco Co. Colgate-Palmolive- Peet Co., Nov. 25 plans to shift Inner Sanctum Saturday 8:30-9:30 p.m. to Soap. New P&G Show Procter & Gamble Co. has purchased the Saturday 8:30 p.m. time slot for Love Thy Neighbor by Blow Co. for Lever Soap, effective Dec. 2, thus giving the product a network show of its own after a hiatus of several years. Campbell Soup Co., Oct. 25 through 29 shifts the Jack Carson Show from Wednesday, 9:30-10 p.m. to 8:30 p.m. same night. Latter spot will be left open by P. Lorillard Co., which is discontinuing Alice Faye, to start a new program on the same date in the Wednesday spot vacated by Jack Carson. No decision had been reached last week according to the agency, Lorillard, Leonard Swartz & Mitchell Inc., as to whether of Lorillard's two new shows Which Is Which, and Comedy Theatre would go into the Wednesday 8:30 p.m. period on CBS, and which into its current NBC period Sunday 9:30- 10 p.m. as a replacement for Jackie Gleason Oct. 22.

AAABoard Okays Audit Plan; Awaits ANA Approval Oct. 23

WITH APPROVAL last week by the board of directors of the Ameri- can Assn. of Advertising Agencies of the NAB standard station cir- culation audit plan, only the formal action of the Assn. of National Advertisers, expected later this month, is necessary to complete the entire preliminary structure for the tripartite "yardstick" project.

ANA announced last Friday it had been advised by the AAA Board, AAA president, that his board, at a meeting the preceding Tuesday, had approved the recommenda- tion of its radio committee playing a key role in the action. The plan was to agree to join the NAB in form- ing the proposed bureau, which would provide for the radio medium in the counterpart of the Audit Bu- reau of Circulations in the publica- tion field.

The ANA Board had been scheduled to meet Oct. 5 for the same purpose, but President Paul B. West notified the NAB the meeting had been postponed to Oct. 23. It will go before that Board with a recommendation for approval from the ANA Radio Committee.

With approval of the advertiser and agency boards, these organizations then can proceed with the cost of $1,000,000 for the NAB Research Committee in formu- lating the details of the plan, origi- nally presented to the NAB Execu- tive War Conference in Chicago last April, and ultimately approved by the membership. It entails expendi- ture of $1,000,000 by broad- casters each two years for the biennial mail ballot at an estimated cost of $1 per card. The estimated cost of the bureau is $65,500 the first year, with a managing direc- tor at a salary of $12,500 and an assistant at $8,000.

NAB President J. Harold Ryan and Research Director Paul F. Peter will outline the entire project at the meeting of the Radio Execu- tives Club of New York for today (Oct. 9), season's first session.
Takes guesswork from blind landings

Pilots admit they run into trouble . . . and need help to get where they start out for. It seems reasonable that radio time buyers run into blind spots, too.

Down here in Baltimore we can get rid of any "blind buying" of radio time.

If you'll use the yardstick of coverage, popularity and cost . . . and get the common denominator that shows lowest cost—big results . . . you'll land your client without a bump.

We know that . . . because the figures show that W-I-T-H, the successful independent radio station . . . is the best buy in this, the 6th largest market.

WITH
Baltimore, Md.

Tom Tinsley, President * Represented Nationally by Headley-Reed
FM-Video Progress Seen by Engineers

A plea for science to continue into the postwar era its close cooperation with the Army and Navy was made Thursday by Ralph E. Beal, assistant to the vice-president in charge of RCA Laboratories, in the keynote speech. "If our armies, battlehips and bombers are equipped with the latest devices of science, no nation will be anxious to seek a fight," he declared, pointing out that as science has helped to win the war, it must continue to help in preserving the peace.

Papers Presented
Opening technical session on Oct. 5 was highlighted by the reading of several papers: "Color and Ultrahigh Frequency" by Dr. Paul H. Emmert of CBS, "Science through Reflecting Optics in Projection Television," by Dr. T. E. Maloff, RCA Victor Division, and "Fixed-Frequency Bands," by W. J. Lippincott, Council of the Chicago Technical Societies.

"Our electronics properties can accommodate a station's listening index and promote the sale of radio in competition with other media; more especially the sale of spot and local radio in competition with newspapers. The intelligent and experienced advertiser wants to buy a 'pig-in-a-poke' and the general level of research sophistication has risen materially during the last eight or nine years. This may or may not be important. At present when radio advertising volume is at an all-time high, but if continued, it could have a serious deleterious effect for years to come. When the trend has stabilized and now when media competition promises to be more severe than today."

"Unfair Competition" Dr. Hettinger pointed out there is greatly increased demand for facts and factual selling from all media on the part of agencies and advertisers.

Dr. Hettinger also raised legal aspects connected with "money" programs, pointing out that if it is established conclusively that "money" programs inflate a station's listening index and that this inflation is enabled or made possible by secure advertising from competitors, the element of unfair competition arises.

He expressed doubt that inflated listening results impress any except marginal advertisers not interested in long-term progress. It is true, he pointed out, that the small station with limited resources must practice forms of showmanship and programming not adapted to its larger and more successful competitors; "but these necessity and effort, the 'caveat emptor' principle of blue sky promotion." Dr. Hettinger concluded: "The writer's own opinion is that the 'money' program is of dubious promotional value and that, at best, it will experience the usual rise, decline and near-disappearance which are characteristic of this kind. However, if it should persist, it can be harmful to radio."

Money Programs Said to Bring 'False Reports' on Listening
Hettinger Survey Finds Generated by Giveaway

CONCLUSION that "money" programs in radio listening and result in extreme inaccuracy in radio listener data is reached by Dr. Herman S. Hettinger, economist and radio consultant, in a special study conducted for WSAI Cincinnati during its ownership by Crosley Corp.

The station last month was transferred to Marshall Field ownership.

In an 11-page printed report for Crosley, Dr. Hettinger, now with Crowell-Collier Publishing Co., analyzed information collected in Cincinnati, Detroit, Kansas City, Philadelphia, Baltimore and Washington, but dwelt largely upon the Cincinnati situation. C. E. Hooper audience data were largely relied upon.

Inflated Figures
Based on the Cincinnati experience, Dr. Hettinger concluded that "false reporting, generated by 'money' programs, leads to sets-in-use and station listening index figures." Reported rises in audience during giveaway periods generally were completely out of line with normal program-experience experience. Examination of sets-in-use patterns in other cities reinforces this conclusion, he found.

In the case of WSAI, a listening index before and after introduction of "money" programs was maintained. It revealed that between 8 and 10 a.m., WSAI's station listening index rose 105.5% in eight weeks; 174.5% between 10 a.m. and 12 noon; 229% between 12 noon and 3 p.m.; 85% between 3 p.m. and 6 p.m.; 135% between 6 and 8 p.m., and 168% between 8 and 10 p.m. "The conclusion," Dr. Hettinger said, "fail to meet the test of common sense and radio experience; they are too great."

Until positive proof can be presented to the contrary, Dr. Hettinger said, it must be concluded that station listening indices are inflated "to an indeterminate degree...system which can accommodate with present equipment a frequency band several times the cycle, wide. He also mentioned the recent FCC approval of an experimental radio relay system AT&T plans to install between New York and Boston to determine if the radio system can handle a very wide band of frequencies with sound. Telephones are provided for message telephone service, program circuits and television circuits as is done with coaxial cables.

"If the trial proves successful," he said, "the telephone companies and the future will be open to radio links in program circuits where that method of transmission seems preferable to wire line methods."

Dr. Hettinger said the telephone companies are planning for their future in radio with the thought of low-radiation paths in radio broadcast equipment; and the thought of this kind should be handled to be sure it is not harmful to radio."
Do you GUESS—or KNOW—about Mid-West Listening Habits?

This New Study Gives You Complete Iowa Picture in 15 Minutes!

Which radio stations are heard in Iowa?—and where? What percentage of Iowa radio families listen to each station—urban, village, farm—either as to “listened-to-most”, or “heard regularly”? Do you KNOW?

How many hours do Iowa radio families spend with stations mentioned as “listened-to-most”, compared with stations “heard regularly”? Is it two hours to one? Six to one? Ten to one? Do you KNOW?

What percentage of adults in Iowa radio families listen to the radio at each hour of the day and night? How many hours per week-day does the average adult listen? How have these figures changed each year since 1939?—in cities, towns, on farms?—as between men and women? Do you KNOW?

These and many other questions are answered in the 1944 Iowa Radio Audience Survey. Compiled from interviews in all 99 Iowa counties conducted with generally approved “sampling” methods by Dr. Forest L. Whan, the 1944 Survey is a MUST for every fact-minded executive in the radio and advertising business.

THE 1944 IOWA RADIO AUDIENCE SURVEY contains dozens of facts that almost any research-minded agency or advertiser would pay thousands of dollars to have for its exclusive use. It is literally a guide-book to successful radio advertising in Iowa. 106 pages of vital information, graphically charted and systematized for easy reading and reference, will be mailed to you FREE on request. Print order is limited. Please order by coupon—AT ONCE!

WHO for Iowa Plus!

Des Moines—50,000 Watts

B. J. Palmer, President—J. O. Maland, Manager

FREE & PETERS, Inc., National Representatives

FREE! USE THIS COUPON

Station WHO
Des Moines 7, Iowa

Gentlemen: Please send me, without obligation, my FREE copy of the 1944 Iowa Radio Audience Survey.

Name ........................................
Company ....................................
Street ........................................
City ........................................... State .........
Proposal to Equalize Scales Delays AFRA Net Negotiations

New York Executives Unwilling to Act on Union Demand for Parity Throughout Country

NEGOTIATIONS between American Federation of Radio Artists and the networks and advertising agencies for a new code for network commercial programs to succeed the one which is set to expire in July are at an impasse. For although network executives can of course make agreements covering their owned and operated stations throughout the country, they do not want to make a sustaining agreement that AFRA could use as a precedent for the commercial code. Otherwise, sustaining negotiations are progressing satisfactorily, it was said.

Vociferous opposition was expressed to the AFRA demand that sound effects men be placed on the same scale as actors or announcers, working on a per program basis rather than as staff employees as at present. It was pointed out that the amount of work a performer can do is limited by the strain on his vocal cords and by the fact that listeners will not accept the same voice on successive programs, but that these limitations do not apply to a sound effects man, who, when working on four daily serial shows at AFRA scale could earn about $25,000 annually.

To avoid delaying negotiations at this point, this question has been set aside to be taken up as part of the staff contract discussions, scheduled to start when the sustaining code has been settled.

Stewart Joins McGillvra Heads Chicago Office

ASSOCIATION of Jack Stewart, veteran broadcaster, with Joseph Hershey McGillvra, Inc., as manager of Chicago operations, was announced last Friday by Joseph H. McGillvra.

Mr. Stewart becomes an associate member of the firm. The Chicago organization otherwise remains unchanged, Mr. McGillvra said, with Roy Rainwater named as sales manager and Jack Klamser on the sales staff. Larger offices were taken over Oct. 1 in the Pure Oil Bldg.

Mr. Stewart resigned as general manager of KCMO Kansas City on Sept. 1, and was named to station. A pioneer in radio, he was vice-president and general manager of WABC New York. He joined Providence on Sept. 28, 1942. Commissioned a 2nd lieutenant in March, 1942, he was promoted to a 1st lieutenant in January 1943. He sailed overseas with the 29th Division in October 1943 and was in France from D-Day.

Lt. Case was seriously wounded Aug. 30 in action in France. His injuries are of a minor nature.

World Series to Troops

FIVE powerful transmitters beamed a play-by-play description of the World Series games to troops in England and the European Theatre, Italy, Alaska, the Aleutians, South and Central Africa, the Caribbean and the Southwest Pacific. Theaters where the time difference would make direct listening impractical heard the games rebroadcast on transmissions. Because of atmospheric conditions, rebroadcasting transmission to Iceland and Central Africa, resulted of the games were transmitted and rebroadcast to those locations. China—Burma—India and the Persian Gulf Theatre received the games through BBC relay.

Lt. John W. Case, 1ST LT. JOHN W. CASE, Field Artillery, son of FCC Commissioner and Mrs. Norman S. Case, died Sept. 19 in France as a result of wounds received in combat, according to official notice given his parents on Oct. 4.

Lt. Case was born A pr 21 in Rhode Island and attended the Henry Barnard School in Providence.

Lt. Case was woundiously Aug. 10 in action in France. His injuries are of a minor nature.

Wire Recorder Plan

STROMBERG-CARLSON Co. has contracted with Armour Research Foundation to develop the holder of the patents covering a wire recorder, for its use in future operations in radio broadcasting. Plans include this device in its postwar home radio receivers, Dr. Ray H. Marvin, vice president and general manager of Stromberg-Carolson, announced last week. His company is one of the first licensed.

500 More Radio News Writers, Editors Needed, Says NAB-Journalism Survey

A MARKET for some 500 additional radio news writers and editors, to supplement the 1700 now employed in broadcast stations, is indicated by a joint survey conducted by the American Assn. of Teachers of Journalism and the NAB, results of which were released last week.

One-third of the stations will not employ women newsmen and more than two-thirds will not use women for reading news over the air. The postcard survey, conducted during July and August, covered 577 NAB member stations, with replies from 317—55% of the nation's stations. The 317 stations responding reported they employed 654 news people, and this figure is planned to be increased for various stations in station class, indicated the 1700 fulltime news writers and editors figure.

To the question whether many new people will be likely in 1945, 251 responding stations said they expected to need 151 people. Projection of this figure in terms of all stations in the country indicated a total of 500 news writers and editors.

Charter Heslep Named By MBS To Head Capital Operations

APPOINTMENT of Charter Heslep as representative in charge of operations of Mutual Broadcast Service of New York was announced Friday by Mill McClinstock, network president. Hereetofore, Washington activities have been handled from New York and through WOL, MBS outlet in Washington. WOL changed ownership Oct. 1 when the Cowles Broadcasting Co. took over.

Mr. Heslep has for the last two years been radio news editor with the Office of Censorship, under the direction of Byron Price. Before that he was night news editor and special events representative of NBC in New York. For 12 years prior to his broadcasting connection he had varied and intensive newspaper experience having risen from a reporter to managing editor of the Washington Daily News. Commenting upon the appointment, Mr. McClinstock said: "The Mutual Broadcasting System's expansion in all of its activities has necessitated the appointment of a fulltime representative in the establishment of a regular office representing the network in Washington."

Mr. Heslep's duties will be especially directed toward news and program activities. Louis G. Caldwell, head of the Washington office of Kirkland, Fleming, Green, Martin & Ellis, will continue representing MBS in all matters connected with legal and related activities, Mr. McClinstock said in making the announcement.

Barnes Succeeds Wood As MBS Sales Manager

REPRESENTATIVE of MBS in Los Angeles, succeeding Mr. E. W. Wood, is H. C. Barnes, who has been general sales manager of WPIX and KFMB in Los Angeles. The suspension of the station, with which he has been associated for over 10 years, by the Board of Broadcast Governors of Los Angeles, has been met by the appointment of Mr. Barnes.

Mr. Barnes takes over the Los Angeles operations of MBS on October 1st, and his charge will be the sale of advertising on MBS in Los Angeles and the adjacent market. He will also represent the MBS in Hollywood for a period of one year.
BEGINNING -- With new and powerful merchandising and promotion operations geared to each client's individual problems ... WIBC is producing highly effective results for its advertisers.

POWER -- WIBC covers the rich Indiana, eastern Ohio and western Illinois markets with 27% more coverage than the second Indianapolis station, 33% more coverage than the third Indianapolis station and 49% more coverage than the fourth Indianapolis station. (Data from survey of 0.5 MV/M nondirectional contours measured January 1943 by Jansky & Bailey of Washington, D. C.)

POPULARITY -- The best spot on the Indianapolis dial is WIBC's 1070 ... a far lower frequency than any other Indianapolis station. WIBC's staff of twenty-one live talent radio artists provides ample material for top flight local programs.

PRICE -- 29% less than the highest priced Indianapolis station, 27% less than the second, 10% less than the third.

Represented nationally by John Blair & Company

© MUTUAL ©

1070 * CLEAR CHANNEL * 5000 WATTS
For Identification—Gimmie a Gimmick

Impressing Listeners With Sponsor's Name Vital

By SAMUEL E. GILL
Director of Research
Blow Co., New York

RADIO programs, their success or failure, are often judged by their "rating" or relative audience size. But the question is sometimes raised, "What good is a high rating if no one knows the sponsor?" What good, indeed! I would certainly rather have a program which rated 10 with a sponsor identification of 80%, than a program which rated 30 with a sponsor identification of 20%.

It is significant that the really successful programs, the Take It or Leave It, the Lux Radio Theatre, the Hit Parade, consistently have a sponsor identification in the 80s. This sponsor identification in the 80s is a far cry from what most showmen believe is a good sponsor identification. The Sept. 15 Hooper report gives sponsor identification for 161 shows, the average being 38.9% (median 36.8). Requisite for Success

Of course, it is difficult to generalize about anything as nebulous as radio, since almost invariably there is an exception to any rule which is set. Therefore, it cannot be said that sponsor identification in every case bears a direct relationship to sales, but it probably is valid to assume that without a good sponsor identification a program cannot be said to be successful.

What are the chances of obtaining a high sponsor identification?

An examination of the accompanying chart, based upon a study of 118 sponsored network programs from October 1938 through August 1944, shows the chances of a program with a sponsor identification. Notice these significant facts.

A. Of 10 programs that started with a sponsor identification of less than 29.9%, only one reached a high of 50 (Cresta Blancas Carnical). Five went over 40.

B. Of 10 programs that started with a sponsor identification between 20 and 29.9%, only six reached a high of 50 and only three others ever exceeded 40%.

C. Of 24 programs that started with a sponsor identification between 30 and 39.9, only three ever reached 60 and only six others exceeded 30%.

D. Of 36 programs that went out on the air with a sponsor identification of between 40 and 49.9, only two went over 50, Take It or Leave It (which reached a high of 87.3, and Horace Heidt who got 58.3), and only four ever reached a sponsor identification of between 70 and 79.9.

E. Of 20 programs that started with a sponsor identification of between 50 and 59.9, only one program ever reached 80. (Ketoons for Canada Dry), and only seven ever reached the 70s.

F. Of eight programs that started with a sponsor identification of between 60 and 69.9, only one ever went over 80.

G. Of five programs that started between 70 and 79.9, none ever reached 80 and only two made any changes whatsoever. They were the Good Will Hour, which moved from a beginning sponsor identification of 72.5 to a high of 88.6, and Ginny Simms who had an initial sponsor identification of 71.6 and moved to a high of 85.5.

It is obvious that a program starting with an extremely low sponsor identification has a better chance of moving into a higher range, but if we set up a criterion of 20 points, we find that there is very little chance for the usual program to move to more than 20 points.

For example, of the 10 programs starting below 20, only five or 50% ever got to more than 40. Of the 19 starting between 20 and 30, only six reached 50% ever got above 50. Of the 24 starting between 30 and 40, only three or 12% ever got above 60. Of the 32 starting between 40 and 50, only six or 19% ever reached a point higher than 70. Of the 20 starting between 50 and 60, only one or 5% ever got above 80, and of five programs with an initial sponsor identification higher than 60 ever moved more than 20 points out of its starting range. Thus, of the 118 programs, less than one in five ever moved more than 20 points higher than its original range.

If we examine those programs which did move more than 20 points, we will find in most instances, that the program used a "gimmick" to attract attention to its sponsor and to its plugs. Such a "gimmick" can be defined: "Anything designed to impress the sponsor's name or product upon the listening audience." It could consist of such attention getters as Cresta Blancas's musical background; the name of a program as, Lux Radio Theatre; Philip Morris's Johnnie; Jack Benny's "Jello Again!"; Phil Baker's, "Write With Eversharp" and the "$64 Question". This is not to say that well written, well delivered radio commercials can never be successful, but the sponsor who wants to increase his odds to better than one in five of moving more than 20 points, could well say to the producer, "For my money, gimmie a gimmick!"

Y&R Names Ackerman

HARRY ACKERMAN, associate director of the radio department of Young & Rubicam, has been named vice-president of the agency, with charge of all radio broadcast productions. It was announced last week by Y&R president, Sigurd S. Larson.

Mr. Ackerman joined Young & Rubicam in 1936, serving since that time as assistant radio director, director, and supervisor of such programs as the Kate Smith Hour, Aldrich Family, and Screen Guild show. In 1933 he was made head of all radio production for Y&R and early in 1944 became an associate director of radio.

KMOX Fetes Jones

MERLE S. JONES, former manager of KMOX St. Louis, who left the station Oct. 6 to his new post as manager of WOL Washington (Broadcasting, Oct. 2), was feted Oct. 6 by his KMOX colleagues who gave a farewell party in his honor.

Out-of-town guests at the party, which was held at the Peaches (the Canadas Dry), and only seven ever reached the 70s.

Atlass, CBS central division vice-president, has picked up the Chicago, and Jack Van Volkenburg, assistant general manager of WBBM.

Mr. Ackerman is now in charge of the network department of NBC's Pacific Coast Network and is a native network station as erroneously reported in the Sept. 25 Broadcasting.

KFSF on NBC Coast

NBC's San Diego outlet bears the call letters KFSF and not KSF and on Oct. 1 becomes a basic part of the NBC's West Coast network and not a basic network station as erroneously reported in the Sept. 25 Broadcasting.

Treasury Readies Sixth Loan Discs

Quarter-Hour 'Salutes' Sent To More Than 600 Stations

THREE-FOURTHS of the series of 24 sponsorable quarter-hour Treasury War Loan Drive programs have been produced and the first six programs are being mailed today, Oct. 9, to more than 600 stations which have requested them so far, it was announced last week by Robert J. Smith, chief of the Treasury War Finance Division Radio Section. Also in preparation for the $14,- 000,000 War Loan War Drive scheduled for Nov. 20 through Dec. 16, are two other sponsorable series, War Bond Briefs and Horace Heidt Musicals; a series of four quarter-hour programs by William Robson and Arch Oboler similar to the Four for the Fifth series of the Fifth Loan, and a dozen musical War Bond jingles, recorded parades of popular songs.

The Salutes, patterned after those previous drives and written by Hector Chevigny, Pete Lyon and Forest Barnes, honored war heroes. Bond Briefs, each four minutes long, with open ends for sponsor's message, feature Bond appeals by leading Americans. There are 24 planned for the series. The Horace Heidt series of four quarter-hour programs, which will be musical with an occasional interview with a war veteran, have musical fades at 4:30 and 9:30 for sponsor's messages, and open and close each program as a separate five or ten minute segment. These portions can be used individually or inserted into regular feature programs.

List of talent slated for the Robson-Oboler series, details for which still are lacking, include: John Conte, Frank Lovejoy, Elizabeth Morgan, Margaret McDonald, Barry Kreuger, Joseph Julian, Ted Osborne, Willard Water, Walter Kinsella, Johnny Gibson, Jackson Beck, Larry Haines.

A special meeting sponsored jointly by Treasury and the War Advertising Council was held in New York last Thursday before 200 advertising representatives. Preview of plans for the Sixth Loan were presented by Thomas H. Lane, WFD director of press, radio and advertising, and Ted R. Gamble, WFD national director. Regional meeting was also slated for Atlantic City. The meeting's agenda and additional meetings will be held in Chicago, Oct. 9-10; New Orleans, Oct. 11-12, and Los Angeles, Oct. 13-14. Regional OWI and state WFD representatives will attend. Also to be present are local news men, advertisers and broadcasters.

Addresses at regional meets by Sec. of Treasury Morgenthau are scheduled to be carried by certain local stations.

NBC has chosen Nov. 23 (Thanksgiving Day) as Bond Day for the Sixth War Loan, and Dec. 7, anniversary of Pearl Harbor, with Blue and Mutual still to be heard from.
AVERAGE 1943 CASH INCOME PER FARM:

For WOWLAND STATES:
$5613
$3242

For U.S. as a whole:

Advantage of WOWLAND FARMER
$2371

Over Average U.S. Farmer

SOUTH DAKOTA
$1690 MORE CASH INCOME Than Average U.S. Farmer
$4932*

IOWA
$1137 MORE CASH INCOME Than Average U.S. Farmer
$4379*

SOUTH DAKOTA
$1690 MORE CASH INCOME Than Average U.S. Farmer
$4932*

IOWA
$1137 MORE CASH INCOME Than Average U.S. Farmer
$4379*

Nebraska
$2442 MORE CASH INCOME Than Average U.S. Farmer
$7672*

Kansas
$1446 MORE CASH INCOME Than Average U.S. Farmer
$4688*

Figure are from the U.S. Department of Agriculture

WOWLAND FARMERS' Cash Income for 1943 is Better than the U.S. Average by 35% to 250% (AND 1944 LOOKS EVEN BETTER!)

Radio Station WOW covers the western third of Iowa; the eastern two-thirds of Nebraska; half of So. Dakota and rich areas of Minnesota, Kansas and Missouri

Ask Your Blair Man for Availabilities

RADIO STATION WOW INC.
OMAHA, NEBRASKA
590 KC - NBC - 5000 WATTS
Owner and Operator of KODY AT NORTH PLATTE

JOHN J. GILLIN, JR., PRES. & GEN.'S. MGR.
JOHN BLAIR & CO., REPRESENTATIVES
Important Ownership Changes Traced to Wartime Influences

SINCE the 1940 Census, more than 10,000,000 men and women have joined the armed forces; marriage and birth rates have been accelerated and the family unit has changed in size; war manufacturing has produced population shifts; increased income and the increased need of people for news and entertainment have created a new peak in radio ownership.

As a result of these events, significant changes have occurred in the county-by-county pattern of radio ownership, changes which are revealed in a new study, "U. S. Radio Ownership, 1944"; made by the CBS research department. From population data given in War Ration Book No. 4 and analysis of Government data on changes in family size, CBS has established family totals for each county.

Studies of locations of war industry centers and of such factors as the increase in individual incomes, in telephone homes and in electric-wired homes and of their interrelationships, applied to the national increase of 3,700,000 radio homes since April 1940, enabled the production of new state data. County radio family figures were then derived from studies of the internal growth patterns in each state. Accompanying data for each state and geographic area show the population, families and radio homes for April 1, 1940, and Jan. 1, 1944, released last week by CBS. Breakdown by counties will be released shortly, together with a detailed explanation of the techniques used in securing them.

Bob Hope Heads Evening Hooper List

BOB HOPE heads the list of "First Fifteen" evening programs included in the Sept. 30 report on evening network Hooper ratings, released by C. B. Hooper Inc. Walter Winchell is in second place, followed by Charlie McCarthy, third. The list continues: Radio Theatre, M. J. District Attorney, Take It or Leave It, Joan Davis, Screen Guild, H. V. Kaltenborn, Your Hit Parade, Phil Harris (1st ½ hour); Burns & Allen, Frank Sinatra, Mr. & Mrs. North and Palmolive Party.

Sammy Kaye had the largest number of women listeners per listening set (1.10); Gabriel Heather (Sunday), the largest number of men listeners (1.11); and Lone Ranger, largest number of children listeners (1.22).

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>Sammy Kaye</td>
<td>1.70</td>
<td>0.81</td>
<td>0.86</td>
<td>3.37</td>
</tr>
<tr>
<td>Quiz Kids</td>
<td>1.01</td>
<td>0.86</td>
<td>0.40</td>
<td>2.27</td>
</tr>
<tr>
<td>Gay Lombardo</td>
<td>1.05</td>
<td>0.95</td>
<td>0.33</td>
<td>2.33</td>
</tr>
<tr>
<td>Take It or Leave It</td>
<td>1.54</td>
<td>0.95</td>
<td>0.33</td>
<td>2.82</td>
</tr>
<tr>
<td>Lone Ranger</td>
<td>0.98</td>
<td>0.74</td>
<td>0.19</td>
<td>1.91</td>
</tr>
</tbody>
</table>

Take It or Leave It has the highest sponsor identification index, with 83.8 naming the correct product; 3.1 giving the wrong identification; and 13.1 unable to name a sponsor.

President Rates 26.4

PRESIDENT ROOSEVELT’s speech before the Teamsters Union, broadcast 9:30-10:23 p.m., Sept. 23, on NBC and CBS, rated 26.4 in the Cooperative Analysis of Broadcasting interviewing sample of 81 cities, with 92.8% of all listeners at a time when 31.9% of all radio homes were using their sets, the CAB reported. Gov. Dewey’s answering speech, on NBC and Blue, 10:10-11:00 p.m., Sept. 26, got a CAB rating of 20.9, pulling 69.7% of the listening audience when the total audience was 35% of all radio homes.

BOOKLET on "How Radio Can Support Our Great War Effort" has been sent to stations, agencies and advertisers by the National War Finance Committee. In the foreword Finance Minister J. C. Halsey states that "in previous wars, the radio industry has been a powerful factor in our promotional activities."
TABLE I

<table>
<thead>
<tr>
<th>Geographic Area and State</th>
<th>April 1, 1940*</th>
<th>January 1, 1944**</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Population</td>
<td>Total Families</td>
</tr>
<tr>
<td>(U. S. Total)</td>
<td>(131,699,276)</td>
<td>(34,864,302)</td>
</tr>
</tbody>
</table>

**New England**

- Massachusetts...
- Rhode Island...
- Connecticut...
- Middle Atlantic
- New York...
- New Jersey...
- Pennsylvania...

**East North Central**

- Ohio...
- Indiana...
- Illinois...
- Michigan...
- Wisconsin...

**West North Central**

- Minnesota...
- Missouri...
- North Dakota...
- South Dakota...
- Nebraska...
- Kansas...

**South Central**

- Texas...

**South Atlantic**

- Delaware...
- Maryland...
- District of Columbia...
- Virginia...
- West Virginia...
- North Carolina...
- South Carolina...
- Georgia...
- Florida...

**West South Central**

- Arkansas...
- Louisiana...
- Oklahoma...
- Texas...

**Mountain States**

- Idaho...
- Wyoming...
- Colorado...
- New Mexico...
- Arizona...
- Utah...
- Nevada...

**Pacific States**

- Washington...
- Oregon...
- California...

**TABLE II**

By Interstate Commerce Commission Time Zones

<table>
<thead>
<tr>
<th>U. S. Time Zone</th>
<th>April 1, 1940*</th>
<th>January 1, 1944**</th>
</tr>
</thead>
<tbody>
<tr>
<td>(U. S. Total)</td>
<td>(131,699,276)</td>
<td>(34,864,302)</td>
</tr>
</tbody>
</table>

**Eastern Time Zone**

- New York...
- New Jersey...
- Pennsylvania...
- Ohio...
- Indiana...
- Illinois...
- Michigan...

**Central Time Zone**

- Missouri...
- Kansas...
- Nebraska...
- Oklahoma...
- Texas...

**Mountain Time Zone**

- Colorado...
- New Mexico...

**Pacific Time Zone**

- Washington...
- Oregon...
- California...

**TABLE III**

By Counties in Eight Size Groups Based on Size of Largest City within County

<table>
<thead>
<tr>
<th>Size of Largest City within County††</th>
<th>April 1, 1940*</th>
<th>January 1, 1944**</th>
</tr>
</thead>
<tbody>
<tr>
<td>(U. S. Total)</td>
<td>(131,699,276)</td>
<td>(34,864,302)</td>
</tr>
</tbody>
</table>

*Population and Families (Occupied Dwelling Units) as established by the U. S. Census. Radio Families as projected by CBS from basic Census results.

**Census Population, as established by War Rations Book No. 4, November 1, 1943. Families and Radio Homes, as estimated by CBS for January 1, 1944, using methods described in the Introduction and Appendix of this book.

†Includes all counties which had at least half of their population in a Census Metropolitan District in 1940.
That's why "JUST FOR YOU," conducted by Kay Morton over KXOK p.m. to 1:30 p.m., Monday through Friday, is the ideal medium for selling message directly into the thousands of homes located in the prosperous-Mississippi Valley area covered by KXOK.

Sparkling with Miss Morton's charming personality, with interesting music and interviews with prominent people, "JUST FOR YOU," assures unusual "woman interest."

Kay knows her radio as the result of years of experience. Her contacts with local, regional and national personalities assure a constant parade of interesting "names" as guests on her show. That's why "JUST FOR YOU" is the type of program that women everywhere "go" for!

If you would like to reach a tailor-made audience of women... of housewives... with a program that's sure to have unusual home acceptance from an extensive audience of appreciative and responsive listeners... then "JUST FOR YOU," should be YOUR PROGRAM.

Ask a KXOK or JOHN BLAIR Representative for complete details — NOW.
FCC Would Label Program Sources

Proposed Rule Requires Full Identity; Oral Argument Nov. 10
(Test of Order on page 26)

A PROPOSED rule to require identification not only of sponsors of commercial programs but of those providing "free" material of any kind for broadcast has been promulgated by the FCC, with oral argument set for 10:30 a.m., Nov. 10, it was disclosed last week.

Complaints Reach FCC

At its meeting Sept. 26 the Commission adopted the proposed rule, but no announcement was made until Sept. 30, after the Oct. 2 BROADCASTING went to press. According to Commission sources, the rule is designed to prevent time-chiseling on the part of several organizations and groups which of late have submitted to stations for broadcast "without charge" certain so-called "public interest" programs.

It is known that the CIO has complained to the FCC, informally, about the National Assn. of Manufacturers transcribed series, Businessmen Look to the Future, alleging that several stations have aired the series without announcing they were sponsored or arranged by the NAM. On the other hand, complaints have reached the Commission of other organizations, particularly those under such names as "Citizens Committee," "Civic Leagues," etc.

In nearly every instance the so-called citizens' committees actually have been political organizations formed to promote the campaigns of certain candidates or political issues, it was said. Although the proposed rule, if adopted, would affect such organizations, oral argument is not set until after election.

The FCC has set Nov. 1 as a deadline for filing requests for oral argument in the proposed regulation. Each request must be accompanied by a brief. Listed as Docket No. 6672, the proposed rule was adopted under Sec. 367 of the Communications Act of 1934, as amended. Sec. 317 provides:

"All matter broadcast by any radio station for which service, money, or 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 individually.

Under the rule, "in the case of each program for which money, services or other valuable consideration is either directly or indirectly paid or promised to, or charged or received by, any radio broadcast station," stations must announce at the beginning and conclusion "that the program is paid for or furnished, either in whole or in part".

Where programs are five minutes or less, one such announcement will suffice, either at the beginning or conclusion. "The announcement shall fully and fairly disclose the true identity of the person or persons by whom or in whose behalf such payment is made or promised or from whom or in whose behalf such services or other valuable consideration is received," the proposed rule provides.

Going a step farther the Com-
(Continued on page 26)

Canada Tourist Plan

CANADIAN Federal and Provincial governments plan to spend from double to ten times as much advertising in the immediate post-war period as they did in the pre-war years it was revealed at a meeting of the National Tourism Advisory Committee at Windsor, Ont. They may spend close to $2,000,000 a year on tourist advertising, judging from budget figures. How much of this will go to radio is not known, but the Ontario Provincial government in 1940 and 1941 had large CBS and Blue network programs in the United States, and had such good results that it is likely a good portion of the tourist advertising appropriations will be spent on network programs in the United States.

Two Join Blue

WHOT Sound Bend, Ind., and WHBU Anderson, Ind., joined the Blue network as basic supplementary stations Oct. 6 bringing the total number of Blue affiliates to 196. Owned by South Bend Broadcasting Corp., WHOT operates full time with 250 w on 1490 kc. WHBU is owned by Anderson Broadcasting Corp. and operates full time with 250 w on 1240 kc.
ONE-WORD DEFINITION
of WMFM listeners!

Why? They are an audience that differs from other audiences only in their degree of discrimination. But that difference is important. They flock to quality things... better things.

Proof? Witness the manner in which they turned to WMFM and Frequency Modulation, even in its early days. They like WMFM because it delivers quality programs... better programs. They have found the responsive... that one word describes the intensely loyal WMFM audience.

answer to their radio desires in WMFM'S outstanding schedules, and the miracle of static-free, crystal-clear FM broadcasting.

The Point? National and local advertisers are finding WMFM is essential to deliver this valuable audience... an audience that cannot be reached through any other combination of programs or stations.

And you? Make plans now to include this "plus" station and its audience in your fall schedules.

WMFM
THE MILWAUKEE JOURNAL FM STATION
(Continued from page 24) Commission interprets "valuable consideration" to include "the furnishing, either directly or indirectly, of records, transcriptions, talent, script material, performing rights, or any other material or services of any kind for use in connection with such programs."

It was pointed out by Commission officials that for years the newspapers have been plagued with commercial publicity handouts, under the guise of news, offered "without charge" and that radio, too, has become victim of similar tactics, under the guise of "public service" programs. In many instances such handouts or "programs" have been found to be cleverly-worded advertising.

 Denied Commercial Station CKUA. Edmonton, Alta., has been refused a commercial license it was announced at Ottawa by the Dept. of Transport. The station is owned by the U. of Alberta, and has a restricted license confining it to educational activities and prohibiting commercial programs.

**TEXT OF SPONSORSHIP ORDER**

At a session of the FCC held at its offices in Washington, D.C., on the 26th day of Sept. 1944:

WHEREAS, The Commission is of the opinion that public interest, convenience and necessity may be served by adoption of the following proposed rule:

Section — Sponsored programs, announcement of

(a) In the case of each program for which money, services or other valuable consideration is either directly or indirectly paid or promised or from whom or in whose behalf such payment is made or promised or from whom or in whose behalf such services or other valuable consideration are received, where an agent or other person contracts or otherwise makes arrangements with a station on behalf of another, the announcement shall disclose the identity of the person or persons in whose behalf such agent is acting.

(b) Valuable consideration for the broadcasting of any program, as used in this section, includes the furnishing, either directly or indirectly, of records, transcriptions, talent, script material, performing rights, or any other material or services of any kind for use in connection with such programs.

Whereas, The Commission is of the opinion that it will best serve the proper dispatch of business and to the ends of justice that all interested persons be given an opportunity to file

**RADIO has changed her world—**

To youngsters, a world without radio would be inconceivable. In the schools, radio is part of their curriculum with CBS-WDRC programs like the American School of the Air. At home, they listen with their parents to WDRC, for superb news coverage of the world, for entertainment, and for advertising.

Because radio is a family medium, WDRC has refused many products and much advertising which could be termed "objectionable". This is a service to the listening public. It is also in the interest of advertisers on WDRC, whose message is consistently in good company.

Connect in Connecticut by using WDRC!

**DOUBLE-PLAY celebration**

marked the renewal for the 10th consecutive year of newscasts sponsored by the Fred Davis Furniture Co. on KLZ Denver. Following a special program on the occasion of the anniversary, Hugh Terry, KLZ manager (l), presents Fred Davis with a platter while Main Morris, KLZ sales representative (r), receives the furniture company's renewal contract.

beliefs and to appear before the Commission and argue only why the above proposal should not be adopted or why it should not be adopted in the form proposed by this order.

Now, therefore, it is hereby ordered, that upon the written request of any interested person, oral argument be held before the Commission on the above, on Nov. 10, 1944, at 10:30 a.m., as to why the above proposed rule should not be adopted or why it should not be adopted in the form proposed by this Order. Such requests for oral argument shall be filed by all persons desiring to appear on or before Nov. 1, 1944, and such each request shall be accompanied by a brief.

Folger Replaces Davis

RESIGNATION of Donald D. Davis, vice-chairman of field operations of WPB, was accepted "with regret this week by WPB chairman, J. A. Krug. Mr. Davis, who left the presidency of General Mills Corp., in 1943 to serve the WPB successively as director of the program bureau and vice-chairman for field operations, did not announce his plans. James Folger, president of Folger Coffee Co., San Francisco, succeeds Mr. Davis.

**GE Meetings**

DR. W. R. G. BAKER, General Electric Co. vice-president and chairman of the Radio Technical Planning Board, and A. A. Brandt, general sales manager of the company's electronics department, will discuss the latest developments in television, FM and other electronic fields at a meeting to be held by GE Oct. 31-Nov. 1 at the Waldorf-Astoria, New York, and at subsequent meetings scheduled for Atlanta and Chicago.

**Quaker Places**

QUAKER OATS Co., Chicago (Aunt Jemima pancake flour), on Oct. 5 began sponsorship of transcribed five-minute shows, Monday through Friday, on KNX KFRC WIND WBAI WWJ WNEW WGAR WIP KDKA; station break announcements on WBBM, six days weekly, and WJZ five days weekly. The 24-week contracts were placed by Sherman K. Ellis & Co., Chicago.

DISTRICT of Columbia Dewey Bricker Club is using announcements on WOL and WRC Washington to get out the absentee vote. Tom Stone is radio director of the club.

DOUBLE-PLAY celebration

marked the renewal for the 10th consecutive year of newscasts sponsored by the Fred Davis Furniture Co. on KLZ Denver. Following a special program on the occasion of the anniversary, Hugh Terry, KLZ manager (l), presents Fred Davis with a platter while Main Morris, KLZ sales representative (r), receives the furniture company's renewal contract.
Who's Art Ford? Ask the "all-night" audience. THEY KNOW! He's the MILKMAN! What's he do? He Sells—on *The Milkman's Matinee*.

Yes...more people of the "all-night" audience have listened to WNEW than to any other station in the country.

Think what this can mean to you.

Today, hard-hitting, low-cost selling on the MILKMAN'S MATINEE reaches new thousands of listeners...*men and women* with new command of buying power...listeners who *want to buy and do buy*.

Your sales message on this top-flight program reaches an audience already attentive to Art Ford's friendly conversation...responsive to music from America's largest collection of popular records.

And WNEW "listener confidence"...WNEW "Impact"...do the rest!

Who does the MILKMAN'S MATINEE sell to? Who make up the night-owl audience? The answers are *yours* for the asking. Let us give you the interesting facts *today*.
Godley Sees Room for 150 Locals on 3 Frequencies

USE OF THE three longwave channels below the present broadcast band (520, 530 and 540 kc) for low-power local stations, which would accommodate about 150 additional services within presently unserved or inadequately served areas, is advocated by Paul F. Godley, consulting radio engineer, of Montclair, N. J., and Washington.

In an informal address before the annual dinner of the Federal Communications Bar Assn. in Washington Sept. 29 Mr. Godley projected his views as to prospective allocations in the broadcast band in the light of the general allocation hearings being held before the FCC. A member of Panel 4, dealing with broadcast services, of the Radio Technical Planning Board, he had been assigned to a study of improving upon and enlarging the broadcast services through use of the longwave channels between 200 and 400 kc and the inclusion of the 520, 530 and 540 kc channels within the present broadcast band. He also discussed FM, and reiterated previous views at the NAB Executives War Conference in August that it will be a long time before FM displaces AM.

Among those present at the banquet were FCC Commissioners Fly, Walker and Jett; Chief Engineer George P. Adair; Acting Broadcast Chief John A. Willoughby; General Counsel Charles R. Denny; Assistants General Counsel Rose R., Hylas, Harry M. Plotkin and Benedict P. Cottone; Chief Accountant William J. Norfleet, and other FCC officials.

More Room for FM

At the same dinner, T. A. M. Craven, former FCC member and now vice-president in charge of operations of the Iowa Broadcasting Co., and Everett L. Dillard, owner of KOZY Kansas City FM station, and head of Commercial Radio Equipment Co., talked informally about allocations, with particular reference to FM. Condr. Craven thought the allocations for FM should be increased far beyond the 75 channels tentatively agreed upon by FM Broadcasters Inc., while Mr. Dillard, former chairman of the FBI engineering committee, predicted that the interference phenomena associated with present phases of FM would be entirely overcome.

Mr. Godley felt there is small possibility of selling the industry and the public on 200-400 kc operation now—even though an approximate band is being used on the Continent for broadcasting. He saw no insurmountable technical problems, but felt that the objections to FM now attaching to FM and television makes it doubtful that the "required enthusiasm" could be raised within radio circles to put the idea across. He felt the time is not now propitious for "disinterment" of this band.

He urged strongly that the 520, 530 and 540 kc channels be promptly added to the broadcast band and that their most effective application probably lies in their restriction to low-power local operations. He continued along this line:

"The well-known propagation characteristics of these frequencies permit of a day- and-night coverage which is, respectively, the equivalent of and superior to that of the average, local, frequency, 250 w station, with a power of but 50 w. The unattenuated r.m.s. one-mile field of such a 5 w station would be but about 20% of the 250 w station or 30 m/m. "Protection required for 500 kc ship-to-shore service would be had with fields of this order, and stations could be assigned to any point within the Continent, excepting, perhaps, in very close proximity to ship-to-shore traffic centers."

"Due to the low fields of stations such as 50 w, geographical spacings for co-channel stations could be about the same as upon present local channels provided the daytime protected areas were held to about the same size of the present average "local" station. Such an arrangement would find about one millivolt at the edge of the service area, instead of one-half millivolt as at present. In other words, fields delivered at the edge of the 50 w, 520-640 kc area would be as strong as those of a 1000 w station operating on the average local channel."

Adapting Receivers

"Sixty-three stations are, if we take an average, now accommodated on each of the present local channels; it would appear possible, therefore, to inject 150 or so additional services for use, more particularly, it is suggested, within presently unserved or inadequately served areas.

"Examination of the skywave propagation characteristics of frequencies at the lower end of the broadcast band makes further considerable encouragement for the idea. Here, it is enough to say that the present local area is merely greater than that of the present average "local" by the surprising amount of from 500 to 800%, depending upon the standard fixed upon for (1) radiated field, and (2) geographic separation."

Manufacturers' data indicates that the great majority of the receivers made during the five-year period preceding the war included the police-band broadcast band. Insular as my observation goes, this has not meant much to broadcast listeners. Postage-stamp paddling condensers for the two or three variable tuning elements of these receivers will at once exclude the police band and include the 500-540 kc channel; cost of such an operation is nominal, and any wide-spread operation of these new services would recognize, instantly, the "smartness" of converting all receivers within his area gratis. On receivers to be manufactured in the future, the problem would be simplified greatly. The overall wavelength ratio becomes a little smaller, merely the police band is dropped."

As to FM, Mr. Godley said he did not harbor the view of "throwing away an only pair of pants, lacking satisfactory assurance that the new pair is as advertised and that it is going to fit." For about eight years, he pointed out, talk has gone on that AM broadcasting is "obsolete." It was his studied opinion,

(Continued on page 32)
WBAL promotion is building more and more listeners for your advertising
The book "heard" by millions

It's read by only a few hundred program managers at broadcasting stations. But the contents of this book are heard by millions. It's the Music Catalog of the World Library of electrical transcriptions. It's a pretty thick volume, because the World Library contains over forty-four hundred separate selections.

World gives program managers material to match every mood of their audiences. Popular songs and patriotic marches, college bands and carols, hill-billies and hymns—they're all included in the World Library. Fifty or more new selections are added each month to keep the Library fully abreast of current favorites.

The talent recorded by World is drawn from the top brackets of the entertainment world. These artists and orchestras are directed by experienced showmen in World's own studios, where the world's
finest technical facilities insure acoustical perfection.

A further help to program managers is the World Continuity Service. It gives them at least two and a half hours daily of expertly written program continuities. These shows are suitable for sustaining or sponsored broadcasting.

The quality of the reproduction on World transcriptions is acknowledged throughout the radio world. A recent survey showed that a majority of radio engineers considered World's Vertical-Cut Wide-Range transcriptions to be "the highest quality reproduction."

* * *

Complete information about World's specialized services to radio stations, advertisers and advertising agencies will be sent upon request. Address World Broadcasting System, Inc., 711 Fifth Avenue, New York 22, N. Y.

Transcription Headquarters

WORLD BROADCASTING
SYSTEM, INC.
A SUBSIDIARY OF DECCA RECORDS, INC.

NEW YORK • CHICAGO • HOLLYWOOD • WASHINGTON
12 Minutes in the Life of an Old-Fashioned Wringer...

A few days ago the Jefferson Hospital asked us to broadcast an appeal for wringers, to be used in connection with the miraculous Kenny treatment of infantile paralysis. We started broadcasting the worthy appeal at 4:16 p.m. . . . at 4:28 Jefferson called and asked that we stop, as they had far more wringers promised than they could use.

RESULTS: We think it speaks volumes for the selling power of Philadelphia's Pioneer Voice. What we can do for a civic, humanitarian cause, we can assuredly do for advertisers.

AVAILABILITIES?
Yes, a few!

Represented Nationally by
GEORGE P. HOLLINGBERY CO.

MEMBER OF THE MUTUAL BROADCASTING SYSTEM

(Continued from page 28)

he said, that it will be "with us for a long time, if for no other reason than that it will take a long time to replace 80 million radio receivers; and until at least 95% of them are replaced."

He urged that FM be allocated and applied at an early date. But he admonished that time should be taken to accumulate data "before we speak of AM in terms of super-sedure". He said ample quantitative data on the ionospheric action throughout the sun-spot cycle upon the 40-50 mc emanation is lacking; but qualitative data has "raised flag which at times looks very red."

"What we see is a good deal more than that which is connoted by the use of the term 'burst'," he added, "and the experiences of the amateurs over a long period—and that of others more recently—show that signals from stations at distances of several hundred miles have, upon thousands of occasions, been bounced into the 'listener's local area with sufficient intensity to take complete control of the channel for continuous periods of two hours, or longer.

Will such a sky-wave performance, or will it not, discommodulate an allocation structure? It seems to me to be necessary that we find the answer to that question, or a satisfactory means of allocating the high-frequency facilities so as to side-step the embarrassments which such a phenomenon could, under some circumstances, develop."

Booster Stations

Mr. Godley also urged synchronized co-channel booster stations in the standard bands. Expressing disappointment over the cold view of synchronized operation by former Commissions, Mr. Godley said there are many situations where booster stations will materially improve and enlarge broadcast service upon the standard band, such as, for example, within those sometimes rather thinly populated areas now being denied service at night, when many of our regional-channel stations shift to directive pattern.

"At that time, a synchronized booster station, of very low power (say 10-100 w), could carry on and supply evening service to several areas without fear of aggravating the skywave interference to co-channel stations operating at distant points. Without detailing them, it may be said that many cases of a somewhat different character may be found throughout the land where the service of individual broadcast stations could be materially improved within some areas without impairment to the operations or service of other co-channel or adjacent-channel stations; and this being true, it appears to me that some plan should be made for an allocation procedure to cover their use—and such use should be encouraged."

"Even with FM operation, Mr. Godley said, it has been found that the expected coverages are not to be uniformly had. The shadowing effect of hills and the like, or re-

BROADCASTS of U. of Wisconsin football games are used to recruit workers for the Leathem D. Smith Shipbuilding Co., Sturgeon Bay, Wis., under a contract signed by Mr. Smith, president of the company (r), with Don C. Wirth, managing director of the Wisconsin Network. Games are carried over 10 stations affiliated with the network, with Don Unfort, sportscaster, at the mike. Company is building ships for the Maritime Commission as well as for the Navy.

Tuxedo Feeds on Six

EARLY & DANIEL, Cincinnati (feed and poultry supplies) has begun sponsorship of Hymn Time, starring "Smilin' Ed" McConnell, transcription series, for its product, Tuxedo Feeds, heard twice weekly on WSM WIOD WHAS WSB WJAX WCHS starting Oct. 19. Contract, which runs for 28 weeks, was placed by Charles Michelson of Charles Michelson Radio Transcripts, New York.

Mission Bell Jingles


Reflections from hills and the like, may develop small and important zones within the service areas which receive unsatisfactory service. The KTBK FM panel, he declared, found it necessary to give serious consideration to the idea that booster stations would be desirable for "plugging up" such holes in the service picture.

Asserting this appeared to him to be practicable, Mr. Godley said he felt such procedure should not be barred to present AM operations, so long as its use can be shown to definitely improve and enlarge the service of present facilities. A great number of cases could be cited where injection of synchronized AM booster stations "would be very greatly in the public interest". He advocated that once the booster station technique has been agreed upon as effective, "present AM broadcast stations should be required to 'plug up' the so-often holes in their coverage pictures, so long as that appears to be sensible and practicable from the technical and economic standpoint."
Pacific islands... Inside Europe ...

Today's battle-history with the speed of sound. KGW believes accurate news from A.P., I.N.S., and U.P., clearly interpreted, is a public service requisite in wartime.

Two members of KGW's ace new staff—Bob Thomas, editor, Lawson McCall, newscaster.

AUBREY R. WATZEK... VOLUNTEER CHAIRMAN
RED CROSS BLOOD DONOR COMMITTEE

SAYS... Up to the minute news broadcasts and commentaries are of the utmost importance to every phase of the war effort, and to none more so than blood donations. The high plasma quota assigned last fall to the Portland area, 2500 pints a week, was an honor, but it has also been a constant challenge. News broadcasts, and their interpretation, bringing home to civilians the pressing need for more and more plasma as each new front is opened, help us meet the challenge. As in all its public service programs, the newscasting service of KGW has set a high mark of distinguished achievement.
House Probe Group Moves to New York
For Inquiry Into News Commentators

MOVING his entire staff to New York last week, John J. Sirica, general counsel of the House Select Committee to Investigate the FCC, began the task of reading scripts of commentators and analysts, as well as guest speakers, on the four major networks and WMCA and WHN, following the service of subpoenas [Broadcasting, Oct. 9].

scripts delivered

Rep. Richard B. Wigglesworth (R-Mass.), Committee member and moving spirit of this phase of the inquiry, declared the Committee would investigate all news commentaries and analyses to determine whether the Hatch Act or the Corrupt Practices Act had been violated. He alleged that two New Deal spokesmen had broadcast as guests of a commentator on WWDC Washington, and that several commentators broadcast "politically biased" material.

Robert B. Barker, chief investigator, will supervise the probe. Mr. Sirica said. Assisting are Joseph Machugh and Louis J. Russell, attorneys-investigators, and a staff of special investigators.

Mutual, through Louis G. Caldwell, Washington counsel, delivered its scripts to the Committee last week, although subpoenas called for delivery on Oct. 9. In New York, according to Committee staff members, all of the major networks offered full cooperation, each providing desk space and stenographers, if needed.

Frank E. Mullen, vice-president and general manager; Frank M. Russell, Washington vice-president, and A. L. Ashby, vice-president and general counsel of NBC, offered their network's facilities, according to Mr. Barker. At CBS Paul W. Kesten, executive vice-president; Julius Brauner, general counsel, and Earl Gammons, Washington director, offered full cooperation while similar aid was rendered by Mark Woods, president; Kenneth H. Berkeley, Washington director, and Robert D. Swezey, general counsel, of the Blue. Miller McClintock, president of Mutual, tendered the assistance of his network.

Mr. Barker said John Shepard 3d, chairman of the board of the Yankee Network, also subspensed, informed the Committee that Yankee had no commentators, but carried only Mutual newscasters.

Plans are to complete the investigation in New York, where the bulk of scripts are on file. Whether the Committee will hold a special session prior to mid-November depends on the probe's outcome and the staff's recommendations, according to Committee members.

Rep. Wigglesworth said if the investigation disclosed "political bias," he would ask Chairman Lea to call a special session of the Committee this month to air charges.

Meantime the Committee is going ahead, with plans to investigate station transfers, among them the sale of WMCA in 1940 by Donald Flamm to Edward J. Noble, now chairman of the board of the Blue. The WMCA case was dropped last February after two days.

It was postponement of the WMCA hearings that led to the resignation of Eugene L. Garey as general counsel, and to a split between the majority and minority members that threatened to halt the Committee's work. With the appointment in April of Mr. Siricas, hearings were resumed.

Reports were heard in Washington last week, however, that the investigation into radio newscasts may lead to another political split within the Committee.

Safeway on Coast

SAFEWAY STORES, San Francisco, on Oct. 1 started sponsorship of 11 weekday and three Sunday operas by the San Francisco Opera Co. from the stage of the Opera House. The broadcasts, in addition to being carried on all 38 stations of the Don Lee Network, are also being heard over CKWR Vancouver, Canada. The series will conclude Oct. 28. Agency is Foote, Cone & Belding, San Francisco.

KJAN Joins NBC

KJAN Monroe, La., owned and operated by KNOE Inc., identified with the ownership of WNOE, New Orleans, with 250 w on 1450 kc, on Oct. 4 joined NBC as a supplementary station to the KWW group [Broadcasting, Aug. 28].
THINKING ABOUT TOMORROW... Charting Your Course to Satisfy Postwar Demands? Frankly, so are we, without hazarding one stride in our War Production Program. But, the time is now, and OUR EXPERIENCE RECORD... in Peace, in War... means ACCURACY to You in the PREPAREDNESS FOR PEACE that You Are Now Blueprinting. Our time schedule, at present, permits the acceptance of a Limited Number of Standard, FM and Television Applications.

ASSEMBLY ACCURACY—Last Assembly Operation of IF Filter Crystals Before Baking Process Preceding Final Electrical and Sealing Tests.

Write, Wire or Call

COMMERCIAL RADIO EQUIPMENT COMPANY

EVENETT 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"
Alert radio's opportunities for public interest broadcasts are as numerous as the people—as exclusive as the Union Station! Wherever thousands go to "see"—millions listen free! And they bring along a billion dollars* spending-money!

Population: two million.
Radio homes: a half million.
Retail sales: a billion.
This is a billion dollars talking. You can't "talk back" to a billion—but you can talk to it!
At the fights or at a fire, at the football games or meeting famous personalities—
Cleveland area's millions of people turn to WJW for their invitation to "visit" the scene of action!
Wherever crowds gather and things happen of special interest to the people, WJW microphones are standard equipment on the job—bringing "Cleveland" closer to Clevelanders—bringing Clevelanders closer to WJW.

Biggest morning audience in metropolitan Cleveland—and after only eight and a half months on the air!
BOTANY MILLS BUYS PROGRAM ON BLUE
BOTANY WORSTED Mills, Passaic, N. J., using network radio for the first time, will sponsor Lisa Sergio, commentator, on 190 Blue stations Monday, 10:45-11 a.m. beginning Oct. 30. Botany is expanding its over-all budget for cosmetics and fabric products through the addition of radio, supplementing the magazine and newspaper schedules.

Mills Sergio has been sponsored for the past five years on WQXR New York by Botany and other advertisers. She will continue her analysis of world affairs on the latter station but will do a different type of program on the Blue Network, sitting feminine opinion on questions of interest to women, such as juvenile delinquency. Title is One Woman's Opinion.

Designed primarily to promote Botany lanolin cosmetics, the program will also promote Botany men's ties, fabrics for home-sewing, ready-to-wear merchandise, knitting yarns, rebes and "suit" suits for men. Discs are being offered to dealers for local placement in half of the "500 suite" broadcasts ready for release Sept. 15.

Modern Romances... warmly human love stories... slices of real life...from the pages of one of America's most popular magazines... expertly dramatized... excitedly acted... skillfully produced...156 quarter-hours...women love...find helpful, inspiring...in the tempo of today.

STAR CHRISTMAS TIE-INS!
Happy The Humbug...whimsical adventures of that fanciful beastie and his fascinating animal pals...brimming with experiences of little boys and girls. 15 quarter-hours for Christmas promotion with follow-up series of 39 programs, to start Jan. 1. Series available separately or in combination.
The Christmas Window... dramatizing Children's stories... both old and new. A Visit from St. Nicholas and The First Christmas; favorite tales with a Christmas setting. The Discontented Fir Tree (Andersen) and The Shoemaker and the Elves (Grimm) and others...12 quarter-hours, for a 3-week broadcast four weeks preceding Christmas.
The Weird Circle...modern dramatizations of the eerie masterpieces of such writers as Poe, Balzac, Dumas and Victor Hugo. 13 brand new adventures bring program total to 65 suspense-filled half-hours.
Stand By For Adventure...exciting happenings in far places among strange people...as told by—a retired army officer, a star reporter, a New England sea captain and a South American scientist. 52 quarter-hours for one- or two-week broadcast.

All you have to do is pick your show... your station... create your selling message and take to the air with a show that will stir up and hold the attention that means sales. Write today for full information, availability and audition records.

GIVING THE ONCE OVER to contract signed by the M. M. Cohn Co., Little Rock department store, for the Tome magazine program, The World and America, now being broadcast on KLRA, is Tony Ward (center), advertising director for the sponsor. At right is Arthur Phillips, president of M. M. Cohn Co., with Sheldon Vinsonhaler, KLRA manager. Program consists of two weekly episodes, running 26 weeks, which started Sunday, Oct. 1.

Canada Boosts<br>FOUR more Canadian stations have been authorized to increase their power to 5 kw, the Radio Branch, Dept. of Transport has announced. This brings the total to 38 stations authorized [BROADCASTING, Sept. 26], the latest stations authorized being CJOR Vancouver; CFXJ Yorkton, Sask.; CFPJ London, Ont.; and CKBK Kitchener, Ont., provided a frequency can be found for this station. A new 100 kw station has been established by the Canadian Broadcasting Corp., at Halifax, with call letters CBH and operating on 1240 kc.

Discs for Film<br>PARAMOUNT PICTURES, New York, is offering transcribed announcements to exhibitors for use in promoting showings of National Barn Dance, film version of the Saturday night NBC radio program sponsored by Miles Labs. Spot announcement copy and ideas for contests to be used for radio promotion are also included in the 16-page exploitation book put out by the picture company. Picture will also be available on all of the NBC network programs [BROADCASTING, Sept. 26].

McGillivra Chicago Move<br>JOSEPH HERSHEY McGILLIVRA, national station representatives, Oct. 1 moved Chicago offices from the Palmoile Bldg. to larger quarters in the Pure Oil Bldg., 35 E. Wacker Drive. New phone is State 5282.

OWI PACKET, WEEK OCT. 30

Check the list below to find the war message announcements you will broadcast during the week beginning Oct. 18. OWI transcriptions contain six 30-second segments suitable for sponsorship and three 30-second breaks on each side of disc. Tell your clients about them. Plan schedules for best timing of these important war messages.

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<th>WAR MESSAGE</th>
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<th>STATION ANNOUNCEMENTS</th>
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<td>Nursing Aides</td>
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"Pulling Teeth" in a Zinc Plant. Cathodes are "Pulled" from Electrolytic cells in one of the Inland Empire's modern smelters. Mining, Lumbering, Farming and Manufacturing all add to this area's effective buying income of $908,942,000. Sales, too, are "Pulled"—at the cost of only one Medium—when you take advantage of KHO's Complete Coverage, Popularity and Consumer Confidence. (Photo Courtesy Sullivan Mines.)
CBS SURVEY SHOWS MANY FM BENEFITS

If the operator of every full-time standard station were to enter the FM field with the same type of station, more than 80% would get increased daytime coverage and more than 90% would increase nighttime coverage, according to a study made by the CBS engineering department under the supervision of William Lodge, CBS general engineering supervisor.

All local stations and most regional stations would be benefited coverage-wise by switching to FM, he reported, while the clear channel 50 kw stations and a few regions would lose coverage.

Study was made on the basis of half-millivolt contour lines for AM and 50 microvolt lines for FM stations. Mr. Lodge explained, adding that while mail maps and other systems of coverage measurement might not show exactly the same results there is no doubt about the trend being correct.

Twin City Outlet Sought by Cowles

Fly Praises Chicago U.

In a letter to Sherman H. Dryer, WGN producer of The Human Adventure, WGN educational series in cooperation with the U. of Chicago now beginning its second year on Mutual, James Lawrence Fly, FCC chairman wrote: "May I congratulate the University of Chicago on the anniversary of its educational program, The Human Adventure. It is good to know that, along with its manifold other functions, the American system of broadcasting can find time also for educational material of wide popular appeal, and that educational institutions are alert to the need for such programs. May The Human Adventure continue to flourish."

Hygrade Expands

BOILED FOOTBALL

Not only does KABC carry the finest of Blue Network, regional and local programs, but it also believes in letting the radio public know that these programs are on the air!

Each month the station uses an average of 5,000 lines of space in San Antonio newspapers to feature its offerings ... another factor which has helped earn for KABC its reputation as "The Fastest Growing Radio Station in San Antonio!"
You Can Buy National Network Radio Programs
FOR YOUR LOCAL USE

Blue Network Co-operative Programs can sell for you—and you pay only for your own area

The Blue Network broadcasts a group of important coast-to-coast network programs—which can sell your merchandise or services—locally. Each of these programs is for sale locally—you pay for each program only in the area in which you use it. Thus, you can sponsor a major network program in your territory, and at a practical price.

HOW BLUE NETWORK CO-OPERATIVE PROGRAMS WORK:
The Blue Network broadcasts coast-to-coast. At a given signal—at the opening, in the middle and at the close of each Co-operative Program—the announcer at your Blue Station identifies the program as yours and does your selling. Result—your audience hears you sponsoring a major Blue Network Program and hears your substantial selling story told against this important background. Hundreds of prominent local advertisers have successfully used Blue Network Co-operative Programs, during the past two years. The names of these local advertisers are yours for the asking.

Blue Network Co-operative Programs are an exceedingly fine and effective group. Each series is heavily merchandiseable and for sale separately.

HERE ARE THE BLUE NETWORK CO-OPERATIVE PROGRAMS:

Baukhage Talking—Direct from Washington. Baukhage gets his news from the men who make it. He is in daily touch with the White House, Secretaries Hull, Stimson, Forrestal and other Cabinet members, as well as Speaker Sam Rayburn, Joe Martin, Senator Vandenberg and other congressional leaders. Baukhage is a top Washington figure. Midday, Mondays through Fridays, 15 minutes.

Kiernan’s News Corner—Direct from New York, Walter Kiernan. One of the outstanding human interest reporters of our time. Has had famous interviews with many of the world’s great, including Pope Pius XII (when Cardinal Secretary of State), Winston Churchill, the King and Queen of England, Madame Chiang-Kai-Shek, General Eisenhower, Jimmy Doolittle, etc. Kiernan has an informal slant that has endeared him to millions of listeners. Early afternoon, Mondays through Fridays, 15 minutes.

Martin Agronsky—Direct from Washington. One of the world’s great war correspondents. Got out of Singapore 6 days before the Japs marched in—was with General Montgomery in battle, with General MacArthur in Australia, and has been under fire on most of the fighting fronts. Martin Agronsky has broadcast from hot spots all over the world. Early morning, Mondays through Saturdays, 15 minutes.

The Mystery Chef—Direct from New York. Tells women how to cook luxurious meals at low cost. Has the largest audience of any cooking expert in the United States. This is a highly merchandiseable program and can create substantial, traceable store traffic. The Mystery Chef personally will endorse an acceptable product or store and recommend it to his responsive audience. Daytime, Mondays through Fridays, 15 minutes.

The Green Hornet—One of radio’s best adventure shows, 30 minutes of concentrated excitement. A great cast and highly-skilled network writing, direction and production account for the vast audience throughout the country that listens regularly to the Green Hornet. Evening, half-hour program, once a week.

The Blue Network furnishes merchandising support for all of its Co-operative Programs. The personal attention and advice of Blue Network executives is available to all Blue Network Co-operative sponsors. By sponsoring a Blue Network Co-operative Program you get its full value in your area but only pay a small part of the total talent cost, because other sponsors in other cities pay their share. Outstanding local businesses from coast-to-coast are successfully using Blue Network Co-operative Programs. You can get complete sponsor lists upon request and can then contact other sponsors direct, asking their experience with Blue Co-operative Programs. THERE ARE HUNDREDS OF SUCCESS STORIES.

For all information ask any Blue Network Radio Station, or the Co-Operative Program Division of

The Blue Network
30 ROCKEFELLER PLAZA, NEW YORK, N. Y.

This Advertisement Appears In:

Women’s Wear Daily
Men’s Wear
Retailing Home Furnishings
The Jewelers’ Circular-Keystone
Chain Store Age
Ice Cream Review

BROADCASTING • Broadcast Advertising

October 9, 1944 • Page 41
or their press agents try to muscle in on radio.
As the war progresses, it gets worse. It is a
low, obnoxious business.
Self-acclaimed heroes shouldn't be accepted
at face value—particularly if they have press
agents. There is a simple formula. Ask for

KENYON BROWN, general manager
of KOMA Oklahoma City, has been
elected president of the newly organ-
ized Oklahoma City Plaohna

Halpin Quits Censorship
For Former KOIN Post
LESTER A. HALPIN, for the past
two years assistant director of

JACK PETRIE, former commercial
manager and announcer of WDLP
Panama City, has joined WCOA Pen-
sacola, Fla. as newscaster.

PATRICIA MURPHY has been pro-
moted to sales promotion director

Our Respects To —
Army Placement Section
Headed by Maj. Baruch
You Can Buy National Network Radio Programs
FOR YOUR LOCAL USE

Blue Network Co-operative Programs can sell for you—and you pay only for your own area

The Blue Network broadcasts a group of important coast-to-coast network programs—which can sell your merchandise or services—locally. Each of these programs is for sale locally—you pay for each program only in the area in which you use it. Thus, you can sponsor a major network program in your territory, and at a practical price.

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For all information ask any Blue Network Radio Station, or the Co-operative Program Division of The Blue Network

30 ROCKEFELLER PLAZA, NEW YORK, N.Y.

AMERICAN BROADCASTING SYSTEM, INC.

THIS ADVERTISEMENT APPEARS IN:

Women’s Wear Daily Baker’s Weekly
Men’s Wear Baker’s Helper
Retailing Home Furnishings National Carbonator & Bottler
The Jewelers’ Circular-Keystone Modern Brewery Age
Chain Store Age The Milk Dealer
Ice Cream Review

BROADCASTING • Broadcast Advertising

October 9, 1944 • Page 41
If it's a Fort Industry Station you can Bank On It!
Time has Changed

It used to be quite something for New York to tune in San Francisco, or Bangor to pick up Miami. But now the program is the thing.

More stations in more towns toughens the going for the big fellows and challenges the smaller fellows to make it so!

Result: "Time has changed" from just 60 minutes to the hour to something worthwhile in every single one of those 60 minutes. So have Fort Industry Company stations grown and kept fully abreast the sensational forward trend in American Broadcasting.

**WWVA**
- 50,000 Watts
- Wheeling, West Va.

**WAGA**
- 5,000 Watts
- Atlanta, Georgia

**WSPD**
- 5,000 Watts
- Toledo, Ohio

**WHIZ**
- 250 Watts
- Zanesville, Ohio

**WMMN**
- 5,000 Watts
- Fairmont, West Va.

**WLOK**
- 250 Watts
- Lima, Ohio

**WFTL**
- 10,000 Watts
- Miami, Florida
Jimmy’s Opportunity

THE AFM “strike” against recording for radio could be termed, with perhaps a little exaggeration and without ad hominem, the act of the President in appealing to AFM President James C. Petrillo to send his musicians back to work as a patriotic move.

The AFM head has called a meeting of his executive board this week to give “careful consideration” to the President’s plea. We think there can be only one answer to the Chief Executive in wartime—prompt and graceful acquiescence.

Till now, Jimmy has defied all comers on the recording ban, which has been in force since Aug. 1, 1942. The War Labor Board certified the case to Director of Economic Stabilization Vinson four months ago, after the AFM czar had defied its directive that recording be resumed. Even the WLB had taken anything but a strong position, and turned juridical hand springs in trying to placate Jimmy.

The alternative might have been Government possession and seizure of the RCA-Victor and Columbia recording plants, following the precedent of the Montgomery-Ward case. This course, however, was not recommended by NWLB or Justice Vinson, because there was no finding that the noncompliance unduly impeded the war effort. We differ with that view, though admittedly certain of the facts have changed since the majority of the recording companies capitulated to AFM demands.

The President sets forth the facts clearly in his strong telegram. AFM’s noncompliance, he said, may encourage other instances of noncompliance which “will impede the war effort”. On Jan. 12, 1943, the AFM President told a Senate investigating subcommittee considering legislation to outlaw strikes in wartime, that he would grant the request of the President that musicians go back to work after the Chief Executive was told the facts. The President has made the request—after a review of the facts by his closest advisers.

It’s now up to James Caesar Petrillo.

‘Hero’ Epidemic

WITH EVERY important development, occurrence or event, whether in peace or war, there evolves the parasite bent upon aggrandizing himself by winning public favor or sympath. This grim war is no exception. Radio in some instances has been taken in.

Take the case of the radio singer on a New York station billed as a wounded ace, who, by dint of plastic surgery, was rehabilitated. He was picked up for appearance on a national network documentary. A check revealed it was a hoax. He had been an aviation cadet, but had never been discharged because of a skin disease and had never seen a fighting front. It was a press agent’s pipe dream.

There are other instances of participation shows wherein men in uniform, bedecked with service ribbons, medals, turned out to be pure phonies seeking kudos and cash. The FBI is turning in such fakes daily.

Usually it is found that these phony heroes or their press agents try to muscle in on radio. As the war progresses, it gets worse. It is a low, obnoxious business.

Self-acclaimed heroes shouldn’t be accepted at face value—particularly if they have press agents. There is a simple formula to check the subject’s military record. Get his serial number, his name and his home town. Then check with the nearest public relations office of the particular service branch. With that information, a check at Washington personnel headquarters is swiftly made.

Time for a Change

FOR SEVEN years Atlantic Refining Co. has followed an unusual policy in meeting request of stations, not on its sponsored schedule, for the right to broadcast games to which Atlantic has exclusive rights. The policy is simple: Grant the right to stations, and provide the lines, on condition they carry the Atlantic commercials gratis.

But there lies what most broadcasters call a violation of advertising ethics—a sustaining program with free commercials.

WGAR Cleveland ran into the policy when it tried to get rights to three Notre Dame football games on the Atlantic schedule, offering to substitute public service announcements. Atlantic originally scheduled other games on its Cleveland station, WTAM, leaving Cleveland without Notre Dame games. In those days it is a red hot Notre Dame town.

Seven years ago the policy may have been expedient. Today Atlantic’s policy is outmoded. Abuse of exclusive rights by suppression of broadcasts desired by a large audience eventually will backfire on sponsors.

Newspaper Bites Network

IN THIS radio age, precedents topple like duck-pins. Networks (and stations) buy newspaper space, but for the first time in our memory, a newspaper has purchased nationwide network time to promote itself and its market and at the same time perform a public service.

The St. Louis Post-Dispatch, one of the nation’s top journals (which had the foresight to get into radio early with KSD) has bought a full NBC network for highlight reunions of the world’s best jazzmen, Grantland Rice, sports columnist, Luke Sewell, manager of the Browns, Billy Southworth, manager of the Cardinals, and J. Roy Stockton, the P-D’s baseball expert, provide a 134-minute commentary with only 45 seconds at the beginning and end for the commercial. There are no mid-song interruptions.

The program is being carried over 90-odd NBC stations and to men overseas via the Armed Forces Radio Service. The time budget probably will exceed $50,000.

This “first” is significant in several ways. Radio is chosen as a commercial medium by an important newspaper entity. The commercials are the briefest possible, obviously designed to stem the effort of advertisers to overload, and to set an example (in keeping with the incessant campaign of George D. Burkach, KSD general manager and P-D official).

Here is a newspaper big enough to recognize and use the wisdom of its contemporaries regard as competitive (hark back to the New York newspaper advertising survey). The P-D deserves acclaim for its enterprise and wisdom. It will profit in prestige.

Our Respects To—

JOHN ALBERT MARTIN

J OHN ALBERT MARTIN, advertising manager for Montgomery Ward & Co., Chicago, has a collection of pipes that A. Conan Doyle would have envied for Sherlock Holmes, but just when Mr. Martin can find time to light any of his smoking equipment is cause for conjecture among those who know his many duties.

Martin’s title, director of media of one of the nation’s greatest mail order companies, belies his task in its simplicity, for he is not only in charge of advertising for all of the company’s 640 outlet stores and 200 office facilities but also signs all contracts personally after investigating and analyzing the markets and choosing the media to be used. In this capacity he spends nearly 8 million dollars in advertising annually, a half-million of that going into radio advertising for Montgomery Ward in 1944 with a greater amount scheduled for radio in succeeding years.

He believes no campaign is complete without radio, which, he says, “serves as a supplementary medium to newspapers.”

Martin recently declared that companies with unavailable products were advertising mainly to keep their names before the public. He added, “Merchandising methods are definitely undergoing a change. In spite of the fact that companies are advertising miraculous new products to combat out of fear the war, the public will not be much surprised to learn that these products will not be available immediately.”

“The well-known establishments are continuing with their usual radio programs, and recent entrants into the business world have snatched the available advertising media.”

Martin was born in Monice, Ind., July 3, 1904, the son of the town’s dentist. He, however, decided against a profession, graduating in 1927 from Wabash College, Ind., with a degree in Liberal Arts, a “W” for swimming and a reputation for being up to that time the only business manager of the college’s publications who didn’t write his annual reports in red ink.

Following graduation, Martin worked for a time on the Crawfordsville (Ind.) Review, now the Journal-Review, and then joined the sales staff of the Chicago Mill & Lumber Corp. In 1929 Martin opened his own business as a newspaper representative in Chicago for 17 midwestern papers. He joined Montgomery, Ward & Co. in 1936, where his record in radio advertising placement soared from nothing to the half-million dollars placed in 1944 and where he now deals with some 800 U. S. newspapers.

Not a joiner, Martin’s only social affiliations (Continued on page 46)
...the Northwest has one-half of the nation’s merchantable timber!

Lumber and forest men, like radio men, think in terms of the future. In helping protect and utilize our community’s forests, KOIN uses:

**REGULAR WEATHER INFORMATION...**
**24-HOUR DAILY EMERGENCY SERVICE**
**SPECIAL PROGRAMS, such as...**

**TILLAMOOK BURN** Judged the nation’s outstanding war effort show of 1943 at the Institute for Education by Radio, 1944, Columbus, Ohio. Released to nationwide CBS audience.

**PISTOL BUTTE** 1944’s tribute to the men who protect our forests. Released to CBS. H. J. Andrews, Regional Forester U.S. Forest Service wrote:

“You have added another bright star to the string of forestry radio shows for which your station has been responsible. This show was educational and interesting, and represented the kind of outstanding public service we have come to expect from KOIN.”

This has been the Northwest’s best fire season. Foster Steele, Assistant Supervisor of Mt. Hood National Forest, says: “We have had no man-caused fires during this period since KOIN started helping us.”

KOIN is firmly a part of the Northwest’s vibrant present and inevitable future!

KOIN
PORTLAND, OREGON
FREE & PETERS, INC., National Representatives
Our Respects to
(Continued from page 44)
are as an honorary member of journalistic fraternities. In the pursuit of his favorite outdoor pastime, golf, he prefers to play on different nearby courses. He married Mrs. Martin, a native of Austria, in 1933 in Chicago. They have a daughter, Joyce, 9, and son, Bruce, 21 months. They live in an Evanston (Il.) apartment where Martin contents himself of evenings with occasional wood-working and devotion to his vari-shaped smoking collection.

Video Council Formed
CREATION of the National Television Council, to keep the public informed of the latest developments in television was announced last week by Richard H. Hooper, regional manager of advertising and promotion for the RCA Victor division of RCA, and newly elected president of the Council. Group has set up permanent headquarters in the La Salle Hotel, Chicago, and is composed of representatives of all branches of thinking in the television industry. Members of the NTC include Comdr. William Eddy, USNR, Chicago, vice-president of the Council; Ros Metzger, vice-president and account executive of Ruthrauff & Ryan, Chicago, secretary-treasurer; Don McNell, mc of the Blue’s Breakfast Club; Burr Tillstrom, television puppeteer; Charles Lyon, announcer; F. K. Starbird, Firestone Tire Company official.

"Your Western New York Salesman"

ROCHESTER, N. Y.
50,000 Watt... Clear Channel... 1180 on Dial... Affiliated with the NATIONAL BROADCASTING COMPANY
National Sales Representative: GEORGE P. HOLLINGBERY CO.

"The Stromberg-Carlson Station"
Betty Mahan, popular waitress at the East Park Restaurant in Ravenna, Ohio, told us..."we listen to WGAR every evening now that it comes in so grand".

Bob Hood, auto service man of Medina, Ohio, says..."seems that most of the car radios around here are tuned to WGAR now that you're on 1220".

Anthony Petoskey, radio service man in Lorain, Ohio, says..."since WGAR shifted to 1220, it is heard here much better. We have many calls to change push buttons to WGAR".

Jennie Leksan lives in Barberton, Ohio, near the rubber town of Akron, Ohio. "We hear WGAR just as clear as a bell since you changed to your new wavelength", she says.

Earl Henderson, favorite druggist in Oberlin, Ohio, says..."WGAR comes in here like a ton of bricks, and there's even more demand for the products advertised over WGAR".

V. C. Thompson, on the staff at Youngstown Library, lives in Warren, Ohio. "WGAR comes in fine here," he says, "since the change in position on the dial".

NEW 1220 DIAL POSITION MEETS APPROVAL OF WGAR LISTENERS
KENYON BROWN, general manager of KOMA Oklahoma City, has been elected president of the newly organized Oklahoma City Playhouse, amateur theatrical group. The new organization is the first amateur theatrical effort attempted in Oklahoma City in two years. Plans call for a radio workshop as part of its activities.

MORTON LOWNES of the sales staff of WTTM Trenton, N. J., is the father of a boy.

HERMANN D. MYSING, who has headed a group of RCA engineers serving the Army Signal Corps on an engineering development contract concerned with combat radio communications problems, has been appointed manager of sales and engineering service for RCA's auto radio dept.

R. S. (Dick) GRESHAM, formerly associated with Chicago advertising agencies, has joined KGFJ Los Angeles as account executive.

GEORGE LASKER, general manager of WORL Boston, was honored at a meeting of the Jewish War Veterans of the U.S. on Oct. 1 for his "unfailing cooperation and public spiritedness."

SIDNEY J. FLAMM, vice-president and general manager of WPAT Paterson, N. J., on Oct. 16 will be tendered a testimonial dinner by the WPAT baseball team.

NADINE AMOS, secretary to Don E. Gilman, recently resigned Blue western division vice-president, has been appointed manager of the network's new general service department in Hollywood. Miss Amos has been with the network for the past 14 years in San Francisco as well as Hollywood.

NORMAN C. BROWN, has joined CJBCToronto as commercial representative, following his discharge from the Royal Canadian Air Force, in which he served five years.

FULTON LEWIS JR. is Hedge-Hopping again

Fulton Lewis jr. is now on a cross country tour, gathering news, compiling public political reactions to get a cross section of the opinions of the men and women who count in America. Lewis' conclusions are broadcast Monday thru Friday over 210 Mutual stations, with over 130 sponsors.

For sponsorship in your city, write, wire, or call WM. B. DOLPH, BARR BULIDING, WASHINGTON, D. C.

ORIGINATING FROM WOL WASHINGTON, D. C. Affiliated with the MUTUAL BROADCASTING SYSTEM

Army Placement Section Headed by Maj. Baruch

MAJ. ANDRE BARUCH has been named officer in charge of the new Placement Section, Army Service Forces Group, Radio Branch, Bureau of Public Relations, War Dept.

Unit will be the liaison between Army service men and radio. Through the placement section, agencies and networks may secure personnel for shows. Section may also place certain Army personnel on programs, or make them available for use on the air. This clearance was formerly handled by Radio Branch, BPR. Under Col. E. M. Kirby, just returned from a tour of Army hospitals all over the country from which he originated the weekly Visiting Hour program on CBS, Maj. Baruch was formerly in charge of American Expeditionary Stations in the North African Theatre. Prior to joining the service, he was a well-known announcer.

Bernard Lichtenberg

BERNARD LICHTENBERG, 52, well-known public relations counsel and past-president (1929-30) of the Assn. of National Advertisers and its chairman in 1930-32, died last week at his home in New York City. An author of such books on advertising as Advertising Principles, Advertising Campaigns (on which he collaborated with Bruce Barton), Mr. Lichtenberg won a gold medal from the Advertising Club of New York for his "valuable contributions to advertising education." Mr. Lichtenberg was an alumnus of New York U. from which he received a B.C.S. degree in 1914 and in M.C.S. in 1916. He is survived by his widow, two married daughters, and a son, M. J. Lichtenberg, West Point cadet.

Downing on Leave

TOM DOWNING, commercial manager of WSB Atlanta, is on leave from the station until after election and has joined the staff of the Democratic National Committee, New York, as assistant to Leonard Reinsch, radio director of the committee, who is also on leave from his position as managing director of the Cox stations. WSB WIOD Miami and WHIO Dayton.

Far from being dream-eyed idealists, we at WAVE are realists of the old school. We simply know that Coin (Ky.)—and all the rest of the villages in this State—can't half match the radio potentials of the Louisville area. So we bang our 5000 watts at cash, and let the Coin (and credit) go!... If you're a realist, too, you'll know WAVE is your best bet in Kentucky.

LAWRENCEVILLE'S WAVE

5000 WATTS... 192 K. C... B.B.C.

FREE & PETERS, INC.
National Representative

Page 48 • October 9, 1944
In good dancing, intricate footwork soon becomes "second nature."

It is "second nature" for the people of Southern New England to turn to WTIC because, for more than nineteen years, WTIC has provided the type of radio programs they prefer. Thus, there is a constant audience for your sales message when you use WTIC—an audience that possesses an effective buying income 60% greater than the average for the entire United States. Let WTIC's 50,000 WATTS sell your product in Southern New England.

**IN SOUTHERN NEW ENGLAND**

**PEOPLE ARE IN THE Habit OF LISTENING TO WTIC**

**DIRECT ROUTE TO AMERICA'S NO. 1 MARKET**

The Travelers Broadcasting Service Corporation
Member of NBC and New England Regional Network
Represented by WEED & COMPANY, New York, Boston, Chicago, Detroit, San Francisco and Hollywood
Durham
North Carolina's third largest city. City and county are compact and easily sold as one unit. Durham County, 1940 U. S. Census—80,244.

Tobacco
Big chunk of Durham's $23 million industrial payroll goes to tobacco workers. Durham makes 25% of all the cigarettes made in U. S. It's truly the tobacco.

Center
Of the world. And what an inexpensive market to reach. You can dominate at 250 watt rates. Don't fuss the cigarette shortage. Cash in by scheduling

WDNC
OWNED BY DURHAM HERALD-SUN PAPERS
Represented by Howard H. Wilson Co.

Halpin Quits Censorship For Former KOIN Post
LESTER A. HALPIN, for the past two years assistant director of censorship under Byron Price, in the press and radio section of the Office of Censorship, Washington, D. C., has resumed his former position as news editor of KOIN Portland, Ore., it was announced last week by C. W. Meyers, president of the station. Dale Denny, who had charge of the KOIN newsroom in Mr. Halpin's absence, continues as assistant news editor.

Mr. Halpin's assignment in Washington entailed guarding against premature release of vital war information. In resigning from that post he commended radio and the press for their "magnificent record" in observing the voluntary code of censorship.

T/S DON CHOWN, former WJR Detroit announcer, has been transferred from the Army Air Corps to the Army Service Forces, Boston, where he is writing and producing radio shows for WAC recruiting.

ERNIE NEFF has rejoined the announcing staff of WCAE Pittsburgh.

NELSON KING, director of special events for WKRC Cincinnati, has been promoted to sales promotion manager.

Jack Petrie, former commercial manager and announcer of WDLP Panama City, has joined WCOA Pensacola, Fla., as newscaster.

Patricia Murphy has been promoted to sales promotion director for Frederic W. Eir Co., production firm.

Alfred Wallenstein, musical director of WOR New York, has received a leave of absence to conduct the Los Angeles Philharmonic Orchestra for the 1944-45 season. He will return to New York May 1. His WOR broadcasts will be taken over by guest conductors.

Jonathan Snow, WBBM Chicago promotion manager, is the father of a boy.

George Whitney, sales manager of KPI Los Angeles, is in New York for three weeks contacting agency executives and advertisers.

Dick Joy, returned from the Navy, has returned to Hollywood radio as freelance announcer-newscaster.

William Reid, announcer of CKWX Vancouver, recently married Mabel Van Boven, a former member of CKWX, at Vancouver.

Fernand Robidoux, formerly of CKAC and CBP Montreal, has joined CKOH Hull, Que., as program director.

John Collingwood Reade, Toronto news commentator, has received a contract to conduct a thrice-weekly evening news commentary.

Barbara Binns, formerly with the Blue Network, New York, has joined WSAZ Huntington, W. Va., replacing Irene Bruce as conductor of 850 Club women's program.

Leith F. Abbott, former advertising agent for the northern division of Southern Pacific Co., and widely known throughout the northwest where he has been associated with local stations as an actor for the past 12 years, has been named director of publicity and public relations for KALE Portland, Ore.

Elliot Broza, son of Stan Lee Broza, program director of WOAU Philadelphia, will become musical director of the station in January 1945 succeeding Johnny Warrington. Mr. Warrington will tour under the direction of Music Corporation of America.

Lowry Longstreth, formerly of WFTC Kinston, N. C., released from the Navy, and Alexander L. Paternotto, until recently an Army lieutenant, have joined the announcing staff of WFMJ Philadelphia.

Hugh Sanders, formerly on the production staff of WNKE New York, has joined the producing-announcing staff of WOR New York.

To make sure of getting the audience of Nova Scotia's most thickly populated area it is hardly necessary to stress the fact that the station is...
SOMETIMES IT'S BETTER TO BE BUILT FOR THE JOB!

KTSA was engineered and built to REACH and SATURATE San Antonio's wholesale trade area.

San Antonio's wholesale trade area is booming and progressive. It's a rich market now... and postwar plans will make it even richer... KTSA's 64 county primary coverage area delivers 23.11% of the effective buying income in the State of Texas... 22.06% of the retail sales....

This is KTSA's primary market... the territory KTSA was DESIGNED and BUILT to serve, and which KTSA DOES serve, as proved by every recognized standard of measurement and survey. This is the market that KTSA's programs are built for. This is the field of KTSA's community service.

This is what KTSA has for sale. It is all that it offers, charges for, or claims. If you buy your radio time to do a specific job in a specific market... you'll be interested in the complete KTSA story.

REPRESENTED NATIONALLY BY TAYLOR - HOWE - SNOWDEN RADIO SALES NEW YORK - CHICAGO - DALLAS - AMARILLO
PERSONNEL SHIFTS EFFECTED AT KTBS

FOLLOWING approval by the FCC early last month of the exchange of KTBS Shreveport, sister station of KWKH, for KTBS Hot Springs, John C. McCormack, former KTBS-KWKH general manager and head of the group which takes over the operation of KTBS from the newspaper interests of John D. Ewing, last week announced new personnel appointments for KTBS.

B. G. Robertson, former KTBS program director, has been named assistant general manager to Mr. McCormack. Mandell Weisman, formerly in the sales department, has been appointed commercial manager. Due to restrictions on construction materials, KTBS will continue to share studios with KWKH for the duration, but KTBS offices have been moved to new quarters in the same building.

BOB STOREY, former announcer at WOWO Ft. Wayne, Ind., has joined the announcing staff of WHIO Dayton. Sig Roux has been named chief announcer at WHIO and Don Wayne, former chief announcer, will take charge of production on sustaining shows.

DR. ROBERT BRAND, formerly with WTMA Charleston, S. C., has joined the announcing staff of WPTF Raleigh, N. C. Dr. Brand instructs Spanish and French at Meredith College.

TODD BRANSON, announcer at WJW Cleveland for the past year, has resigned to enter television work in New York.

CONSTANCE QUEEN, former assistant head of the script routing division of the Blue Network, has been appointed manager of the division, replacing Louise Lentz, who has resigned because of illness. Margery Hawkinson, a member of the division's staff, replaces Miss Queen as assistant head.

WALTER GORMAN, formerly with the Army Transport Service in England and France as a civilian aide, has joined the Blue Network's personnel staff. Before joining the ATS, Mr. Gorman was with the radio department of Young & Rubicam in New York and Chicago.

JERRY STRONG, early morning announcer at WINX Washington, is the father of a boy.

JANET DALTON, women's editor of WSPA Spartanburg, S. C., has been appointed to the public relations committee of the women directors of the NAB.

W. GORDON SWAN, program manager of WBZ-WBZA Boston-Springfield, celebrated his 21st year on the station's staff on Oct. 2.

FLEETWOOD LAWTON has resumed his three-times weekly broadcasts on NBC after eight weeks in the South Pacific. He brought back 80 recordings made on a Soundscorer.

EDITH KELLY has joined WRGB, General Electric's television station in Schenectady, as program producer.

JIM WILLARD, conductor of Philadelphia children's programs, returns to the air Monday through Saturday, 5:15 p.m. on WBBG Philadelphia.

DICK OSGOOD, m.c. for WXYZ Detroit's Children's Theatre of the Air, is now program director of WXYZ and the Michigan Radio Network.

EARL WITHEROW, formerly with George H. Hartmann Co., Chicago, has joined WAIT Chicago as a copywriter.

CAROL MOODY, former director of women's programs for WHCU Ithaca, N. Y., has joined WBBM Chicago as junior producer.

CLAIRE JUMPHER, formerly of KROD El Paso, has joined WIND Chicago as assistant to Fred Wilson, program director.


DAVID GLISSMAN, announcer at KOMA Oklahoma City resigned to attend the School of Music, Northwestern U.

TRAVE BAYLY, announcer at WHIO Dayton, is the father of a boy.

REACH THE WOMEN OF THE OHIO VALLEY WITH......

OHIO VALLEY WOMEN'S BUSINESS ASSOCIATION

50,000 WATTS 

WCKY 

THE L.B. WILSON STATION
Is it time to change?

Is your transcribed library as fresh and useful as it used to be... as it should be, to be worth renewing? Or would it be better business to make a change as soon as you can?

Or... have you considered the value of stepping up your program power with an additional library?

Check up now — and check on ASSOCIATED!

Most hours of the best radio music: — not just a few “peaks,” but consistently high listener appeal throughout the library...for real usefulness throughout the months and years. That’s because associated music is radio music... big-time, big-audience production music... surefire for more listeners and clients.

The “Million-Dollar” library: — sparkling with headliners from today’s top network shows!

Incomparable reproduction quality: — because associated transcriptions are vertically-cut, pressed on pure Vinylite... unmatched for life-like sound. A “plus” for AM, a “must” for FM!

There’s real reason why associated has gained more new subscribers in the past few months than in any comparable period in its history. Now’s the time to find out how it fits your needs!

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

Most hours of the best radio music... represented by Loren Watson of Spot Sales, Inc.
Dunbar Named
DR. WILLIS F. DUNBAR, Kalamazoo educator, writer and news commentator, has been named director of program operations for WKZO Kalamazoo, it was announced last week by John E. Petzer, managing director of the station. Dr. Dunbar has taken a leave of absence from his post as director of the history department of Kalamazoo College to assume his new duties. He has broadcast news commentaries on WKZO since 1942. The station's news division will be under his supervision.

CKRC Staff Changes
Staff changes have been made at CKRC Winnipeg with Charles Skel-ling promoted from announcer to chief announcer; Jack Wells to nighttime supervisor, a promotion from sports newscaster. Orrin Botsford, on the sales staff for the past two and a half years, is new supervisor of local sales. George Retzlaff has been promoted to chief operator. Gordon Pollon, formerly of CFAC Calgary, and All-Canada Radio Facilities, has been named office manager. Beatrice Paretteau, formerly of CKRC Montreal, is sales promotion director. Maurice Bunn has been appointed feature editor and John Jackson continuity editor. Additions to the announcing staff are Clyde Hamilton and Ted Savage, both formerly of CJRL Kenora, Ont., and Spencer Smith, formerly a govern-ment radio instructor.


MORRIS NOVIK, director of WNYC, New York's municipal station, rises to acknowledge tribute from representatives of New York's commercial stations at a testimonial luncheon given in his honor. Tribute was occasioned by Mr. Novik's work in coordinating local programs concerned with war activities, aerial and civilian defense as coordinator of the New York Radio Committee. Among the guests were (left) G. W. (Johnny) Johnstone, director of news and special events of the Blue Network and (right) Arthur Hull Hayes, general manager, WABC New York.

William Guyer
WILLIAM GUYER, 40, advertising manager of Schenley Import Corp. since 1940, died last week at his home in New York City. Mr. Guyer, an alumnus of New York U., was for several years an account executive with Blaine Thompson Co., and Paris & Peart prior to his association with Schenley. Surviving are his widow, Mrs. Gwendolyn Guyer, his parents, Mr. & Mrs. Nathan Guyer of Los An-geles, a brother, Arthur, and two married sisters.

DR. L. D. H. WELD, director of research, McCann-Erickson, New York, was made a life member of the New York Chapter of the American Market-ing Assn. at the first luncheon meeting in New York Sept. 25.

LEWIS M. WILLIAMS, with Gel-hardt & Brookson, Chicago, since 1942, has been named a vice-president.

C. B. STENNING, formerly vice-president of Walsh Adv. Co., Toronto, and since early in the war assistant to H. J. Garriuch, coordinator of production, Dept. of Munitions and Supply, Ottawa, has joined Cockfield, Brown & Co., Toronto, as account executive.

HOWARD TULLIS, former man-ager of KWEW Pasaden, Cal., has joined Glaser-Galley & Co., Los An-geles agency, as account executive.

PATRICIA BEERS has shifted from Hollywood radio department of Foote, Cone & Belding, to Los Angeles office as time buyer for all accounts service-d by the agency in that area. Bess Har-rison continues as Hollywood radio de-partment business manager.

JOHN CORBALEY has joined the production staff of Lockwood-Shack-elford Adv., Los Angeles.

HARRY B. FINE, formerly headed his own advertising agency, and W. P. Rodman, formerly of Heinte Pick-ering Co., have joined Garfield & Guild Adv., Los Angeles, as account execut-ives.

ESSIG Co., Los Angeles agency, has discon-tinued its San Francisco office.

ANN BROOK BASTOW, assistant radio director with BBDO, New York, has announced her engagement to L. (J. g.) Samuel D. Brown Jr., USNR.

KERMIT KAHN, formerly of Foote, Cone & Belding, New York, has joined the copy department of J. D. Tarcher & Co., New York.

ALFRED C. HOUSER, formerly with Cruttenden & Eger, Chicago, has joined the Agency Service Corp., as vice-president in charge of merchandising and creative service.

KARL MARK, director of radio for the Al Paul Lefton Co., New York, has been appointed instructor of radio production, dramatics and announcing at City College of New York.

ROBERT HAYES, former account executive of Young & Rubicam, New York, has joined Dunne Jones Co., New York, in charge of the Sweatt Co. of America account.

J. WALTER THOMPSON Co. on Nov. 15 will move from their recently opened-temporary quarters at 909 Lafayette Bldg., Detroit, to permanent

Agency

MORE LISTENERS
than any other Dayton station

Ask us...
Ask Hooper

...and we can
PROVE IT

WHO IS
THE DAYTON MARKET

5000 WATTS • BASIC CBS
G. P. HOLLLINBERY CO., Representativdes
HARRY E. CUMMINGS, Southeastern Representative

Page 54 • October 9, 1944

Broadcasting • Broadcast Advertising

"—but WFDF Flint reports a tire shortage back home."

25 MILLION Dollars
—will be poured into the pockets of growers who sell their tobacco in WINSTON-SALEM during the next three months! They'll spend a lot of that money for products we tell 'em about!
There's a "hot" spot in every market

Two-shift war-industry markets have special listening habits. It's easy to cover them for maximum listeners with Spot Broadcasting. Rural audiences have their own timing, too—to be solved at least expense with Spot Broadcasting.

Spot Broadcasting doesn't mean merely one-minute spots or chain breaks. It means programs of any length...on any station...in any market—selected by you. And the ones you want—no compulsion about groups, chains or combinations.

Maybe you ought to know more about Spot Broadcasting while there are still good availabilities. A John Blair Man is a good fellow to know.
SNAPPED AT the "Aunt Jenny-Kate Smith Friendship Cocoa Cake Party" are (l to r): Wesby R. Parker of General Foods Corp.; Harry Harding, account executive at Young & Rubicam, Inc.; Kate Smith; Joseph A. Proctor of Lever Bros. Co.; Aunt Jenny; and Ray Sullivan, vice-president, and Cal J. McCarthy Jr., account executive from Ruthrauff & Ryan, Inc. Cake was made with Swansdown Cake Flour, product advertised on the General Foods noon-day program, Kate Smith Speaks, handled by Y & E, and Spy Shortening, product advertised on Lever Bros.' Aunt Jenny's Real Life Stories, daytime serial, handled by Ruthrauff & Ryan. Both of these programs are carried on CBS.

New Los Angeles Agency
FORMATION of Smalley, Levitt & Smith, advertising agency, with offices at 412 West Sixth St., Los Angeles, has been announced by Jack Smalley, president. Telephone is Vandike 0372. Mr. Smalley for the past seven years has been Hollywood manager of BBDO and prior to that managing editor for Fawcett Publications for 10 years. Charles Levitt, recently returned from a two-year assignment as program manager of OWI Washington, and formerly head of his own Los Angeles agency, has been named vice-president and general manager. Ray W. Smith, manager of Los Angeles Downtown Men's Business Assn., assumes added duties as secretary-treasurer of the new agency. Activities will include special department under direction of Mr. Levitt, devoted to development of civic and industrial promotional programs and public relations.

WINN Transfer Asked
APPLICATION was filed with the FCC last week for involuntary transfer of control of WINN Louisville, Ky., from D. E. (Plug) Kendrick, deceased [BROADCASTING, July 31] to his wife, Nelle M. Kendrick, as executrix of his estate.

PHOTO STUDIO

Yes we have “Womanpower” to do Merchandising

Requests for merchandising help still get HELP... from this station. Our staff of alert and capable gals will effectively merchandize your KGLO program to dealers... to listeners. Call on them for dealer letters, newspaper tie-ins, personal calls or confidential surveys.

IDEAL TEST MARKET
No war-swollen population here in the "PORK BARREL" market! Just about the same number of urban and farm listeners... but, all have MORE TO SPEND than ever before. A swell spot to test those new plans and programs.

FREE—A copy of this complete "Study of Listening Habits—Mason City, Iowa Area", will be sent on request. Write KGLO or ask any Weed & Company man.

Dip into THE PORK BARREL MARKET

kglo
5,000 Watts—1,200 K.C.
MASON CITY, IOWA
F. C. Esthawey, Gen. Mgr.
CBS Affiliate
WEED & COMPANY, Rep.

National Representatives
HEADLEY-REED COMPANY
New York, Chicago, Detroit, Atlanta, San Francisco

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SNAPPED AT the "Aunt Jenny-Kate Smith Friendship Cocoa Cake Party" are (l to r): Wesby R. Parker of General Foods Corp.; Harry Harding, account executive at Young & Rubicam, Inc.; Kate Smith; Joseph A. Proctor of Lever Bros. Co.; Aunt Jenny; and Ray Sullivan, vice-president, and Cal J. McCarthy Jr., account executive from Ruthrauff & Ryan, Inc. Cake was made with Swansdown Cake Flour, product advertised on the General Foods noon-day program, Kate Smith Speaks, handled by Y & E, and Spy Shortening, product advertised on Lever Bros.' Aunt Jenny's Real Life Stories, daytime serial, handled by Ruthrauff & Ryan. Both of these programs are carried on CBS.

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PHOTO STUDIO
You are cordially invited to help millions of listeners learn about

THE WORLD and AMERICA

World events have shaped U. S. History, from its beginning (see map). The events that have turned America from a narrow strip of quarreling colonies into the world's mightiest nation have flowed along together in one mighty stream, the stream of our one world. This is the theme of a radio series (52 fifteen minute transcribed programs) called "The World and America," produced by the Radio Programs Department of TIME Magazine and already scheduled in 16 cities.

A PUBLIC SERVICE EDUCATIONAL PROGRAM

produced by TIME the Weekly Newsmagazine

Leaders of all America's parties agree that to keep out of war ourselves we must help keep the whole world out of war. And that we can do this only by taking a guiding part in world affairs. To make this national policy work, our citizens must understand the influence of world events on America's past and its future.

"The World and America" tries to get this important information into the heads of busy, intelligent Americans—and make it stick and make it interesting too! In a series of 52 broadcasts, it aims to teach U. S. history by letting you eavesdrop on the conversation of two everyday Americans who like the country they live in and want to find out how it got that way.

The premieres of this educational historical program series was aired over WQXR, New York, about three months ago. Approval has been spontaneous from educators as well as listeners. Typical is the comment of Winifred Fisher, Executive Director of the New York Adult Education Council, Inc., who writes:

"I have heard many enthusiastic comments about your program. For example, Dean Langmuir, an investment counselor and brother of the electrical Irving, said recently, "The World and America, is perfectly wonderful. I wouldn't miss it for anything. I ought to know those things but I don't. If I have ever known them, I have forgotten them, but they interest me exceedingly."

"The program must be pretty good since its appeal to so sophisticated a person is just as strong as to some of the much less sophisticated people with whom I have discussed it."

Available in areas not already reserved. Write

HARRY S. GOODMAN
19 East 53 Street
New York 22, New York
CONVERSION of the Vanderbilt Theatre, 145 W. 47th St., New York, into a broadcasting studio for the Blue network has been completed and five Blue programs weekly are now originating from the theatre. Conversion includes location of the control booth in the balcony instead of the ground floor, and a stage that can be enlarged or reduced in size as necessary. For better acoustical control, studio walls have movable panels and the ceilings over the stage can be pivoted.

WABC New York, which last May discontinued broadcasting from 6 a.m. to 8 a.m. Sunday, on Oct. 1 reverted to 6 a.m. as the start of the broad-

Second cycle of Yankee in the Orient, transcribed quarter-hour series produced in the Far East by a special team assigned to the task by the War Department, started on the Blue Network Oct. 2. New Series of 26 discs will again tell the story of actions of our troops in the China-Burma-India area, starting off with a description of a visit to the southeast Asia Command with General Stilwell participating in the program. Included in sub-

KFWI Philadelphia has resumed its educational broadcasts with six different programs devoted to the public, parochial and private schools in the Philadelphia area. Included are: Our Public Schools, Listen to Wartime, Know Your Schools, and Once Upon a Time.

KTRW Emporia, Kan. has added the special AF radio wire through Press Asso-

KMYR Fun Club TO HELP combat juvenile delin-

KRGV Austin, Tex. has developed a series of five half-hour programs weekly for radio stations in the five states of the southwest, which will be transmitted from"Studio Notes"

WABC New York, which last May discontinued broadcasting from 6 a.m. to 8 a.m. Sunday, on Oct. 1 reverted to 6 a.m. as the start of the broad-

WINX

The Washington Post
Station Washington, D.C.

The Best Test Market at MINIMUM COST

LET US HELP YOU IN TEXAS AND SOUTHWEST

We KNOW the markets and radio in Texas and the Southwest, and we want to assist you in every way possible to obtain the best results from this rich and responsive market. Don't hesitate to call on us at any time. There's no obligation on your part.

New York—Murray Hill 2-2485 * Chicago—State 5260 * Dallas—Riverside 5663

NOTE: The following programs are being broadcasted by WINX:

Classics of Letters, Weekdays 3 p.m.

Living in Wartime, Know Your Schools, Weekdays 10 a.m.

Postwar Series of the Blue network, Weekdays 10 a.m.

New for CBS "School" Classics, and contemporary literature will be dramatized on Tales of Far and Near, Weekdays 10 a.m.

Here is Coverage!

Washington's radio audi-

ence is composed of folks from every state in the Union. Eventually some of them will wend their way homeward. Then they will ask for the products they learned to know and use while in Washington. Doesn't that give you National coverage at the low WINX rates?

The Blue Network REPRESENTING

KTOK—Oklahoma City, Okla.

KOGC—Amarillo, Tex.

KFTO—Los Angeles, Calif.

KCTA—San Antonio, Texas

KVOV—Weber, Texas

KBOO—El Paso, Texas

KDFM—Abilene, Texas

KRMN—Shreveport, Louisiana

The Lone Star Chair

The Oklahoma Network

The Metropolitan District MORE LISTENERS PER DOLLAR Ask HEADLEY-REED

New York, Chicago, Detroit, Allentown, San Francisco

BROADCASTING - Broadcast Advertising
MEET YOUR NEW TRAVELING SALESMAN

...He travels with the speed of light, he sells like a ball of fire!

Alec Electron is the symbol* of a tremendous new world force—selling by television!

Selling by sound alone—radio—has brought great results. Now, to have sight added, to have your product seen in use as well as "sales talked," is to gain the multiplied salespower of the most successful kind of selling—sampling and home demonstrations! Multiple personal calls!

Alert advertisers and their agencies are learning to guide the terrific impact of sight-plus-sound salesmanship. They are learning by producing experimental commercial programs week after week over stations like DuMont's pioneer New York television station—WABD.

We believe this experience in telecasting and program-building can be very useful to you in your postwar planning. May we help you? May we keep you posted on television's progress?

*DuMont's Alec Electron began life as the physicists' symbol for an electron (q); became animated to personify the showmanship of Television!
FCC Interest in Television Future Seen in Prompt Relay Station Grants

WITH a view towards postwar network television, applications filed by Philco Radio & Television Corp. for seven television relay stations in the areas of Philadelphia, Baltimore, and Washington, were granted by the FCC last week within a week of original filing. Although uncommon procedure, the immediate action is considered significant of the Commission's interest in the development of network transmission by radio for television.

Philco operates WPTZ Philadelphia and has pending applications for commercial television stations in New York and Washington. The company now operates a relay station at Mount Rose, N. J., which relays television programs to and from WPTZ and WBNTB New York.

No specific sites have been requested in the current applications as Philco plans to identify the most suitable locations through experimentation with the portable-mobile units. Areas and facilities are: Harve de Grace, Md. (two stations)—channel 12 and 17, A5 and A6 emission, 15 w visual and 10 w auroral; and channel 16 and 17, A5 and A6 emission, 15 w visual and 10 w auroral; District of Columbia—channel 16 and 17, A5 and A6 emission, 15 w visual and 10 w auroral; Sappington, Md. (two stations)—channel 17 and 18, A5 and A6 emission, 15 w visual and 10 w auroral, and channel 18 and 19, A5 and A6 emission, 15 w visual and 10 w auroral; Honey Brook, Pa. (two stations)—similar to Sappington.

To operate as a reversible relay system between Washington and Philadelphia, project will be used in connection with WPTZ. Estimated cost for the system is approximately $75,000.

At the same time the Commission granted the applications of Radio Corp. of America for a new experimental television relay station, to operate as portable or portable-mobile, for the area of Camden, N. J., and a new experimental television outlet for Camden. The relay will operate on the frequency 321,000-327,000 kc, with 500 w auroral and visual power. The experimental television broadcast station will use channel 5 with a maximum power of 30,000 w visual and auroral.

Universal Plans

UNIVERSAL MICROPHONE Co., Inc., in the October issue of "Micro Topics," firm's house organ, announced it will resume making professional recorders, dropped five years ago, when war bars were eased.

76,450 DAIRY FARMS

IMAGINE a community* with 76,450 dairy farms, 1,545,000 dairy cows, and 24,985,000 head of other livestock! There you have the picture of the kind of farm area WGY serves in central and eastern New York and western New England. The animals don't listen to WGY, but their owners DO—and their owners value their farm products at $458,000,000 annually.

And WGY is the ONLY station that can combine this vast market into one coverage area.

*WGY's primary and secondary areas contain 20,881,000 acres of farm land; 18 cities of over 25,000 population; 39 cities of over 10,000, and 40 incorporated towns and villages of over 5000 population.

Statement of The Ownership, Management, Circulation, etc., Required by the Acts of Congress of August 24, 1912, and March 4, 1933

Of Broadcasting Combined With Broadcasting Advertising, published weekly at Washington, D.C., for October 9, 1944. District of Columbia.

Before me, a notary public in and for the District of Columbia, personally appeared Maury Long, who having been duly sworn according to law, deposes and says that he is the business manager of Broadcasting Combined With Broadcasting Advertising, and that the foregoing is, to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily paper, the circulation), etc. of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, as amended by the Act of March 3, 1933, embodied in section 657, Postal Laws and Regulations: 1. That the names and addresses of the publisher, editor, editorial director, managing editor, and business manager are:

Publisher and Editor—Sol Taishoff, Washington, D.C.; Betty Taishoff, Washington, D.C.

Editorial Director—Robert K. Richards, Washington, D.C.

Managing Editor—J. Frank Beatty, Silver Spring, Md.

Business Manager—Maury Long, Washington, D.C.

2. That the owner is: [If owned by a corporation, its name and address must be stated and also immediately thereafter the names and addresses of the stockholders owning 1 percent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given.]

[Name and address of owner or owners if owned by a firm, company, or other unincorporated concern, its name and address, as well as those of each individual member, must be given.]


3. That the known bondholders, mortgagees, and other security holders owning or holding 1 percent or more of total amount of bonds, mortgages or other securities are: [If there are none so state.] None.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold title and from such capacity only, as in the case of a bona fide owner; and this affiant has no reason to believe that any other person, corporation, or organization holds any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

Maury Long

Said to and subscribed before me this 2nd day of October, 1944.

Nathan Sinno
Notary Public
(My commission expires October 18, 1948.)

IT Doesn't Take Magic to Get Results From the Magic Valley

50,000 wats—NBC—22 years of service. Represented Nationally by NBC Spot Sales

GENERAL ELECTRIC

BROADCASTING • Broadcast Advertising
FOR
Distinguished Service
AGAIN!

U.S. NAVY
Certificate of Achievement
Radar Radio Industries of Chicago Inc.

FOR ITS UNENDING EFFORTS IN ORGANIZING THE ELECTRONICS INDUSTRY TO SPEED THE PRODUCTION OF VITAL WAR MATERIAL FOR THE UNITED STATES NAVY.

24 August, 1944
Secretary of the Navy

Men and women of Hallicrafters are privileged to receive from the United States Navy further recognition for distinguished service on the war production front. They have been given a special “Certificate of Achievement” - first award of its kind - for outstanding service with the radio-radar industries of Chicago in speeding vital war material to the Navy. Added to the four Army-Navy "E" awards, this makes five times Hallicrafters workers have been cited for distinguished service. They promise that this kind of service will be continued until the total victory is ours.

hallicrafters RADIO
★ BUY A WAR BOND TODAY

THE HALLCRAFTERS CO., MANUFACTURERS OF RADIO AND ELECTRONIC EQUIPMENT, CHICAGO 16, U.S.A.
AMERICAN CYANAMID Co., New York, in a test for Aero-Defoliant, a weed killing chemical, is using one-minute live spot announcements at varying intervals on some 20 stations throughout the country. More stations may be added at a later date. Agency is Donahue & Coe, New York.

STERLING DRUG Inc., New York, has acquired the stock of James F. Ballard Inc., St. Louis, manufacturers of Campno-Phenique, Odorless Disinfectant and other drug products. No change is contemplated from the present advertising set-up, with business placed direct through Jimm Danguirty Inc., St. Louis. Sales staff will be merged with that of Dr. W. B. Caldwell Co., Monticello, Ill., Sterling division.

HENRY M. FREDE & Co., Chattanooga, manufacturers of disposable diapers, will use radio after Jan. 1 in Atlanta, and Chattanooga to create wider demand for the product and to large distribution. Approximately 100 stores in the two cities are now selling the diapers. Agency is B. D. Iala Co., New York.

ATLANTIC BREWING Co., Chicago (Tavern Pale beer), on Sept. 30 began sponsorship of quarter-hour Football Warm-Up Time immediately preceding the ten collegiate football games on WJJD Chicago. Agency is Campbell-Mithun, Chicago.

SEMLANCE OF SERIOUSNESS is assembled as this group gathered to lunch and talk over the new five-minute news show sponsored by the Fair store, Chicago, on WMAQ Chicago [Broadcasting, Aug. 28]. Standing (1 to r): Jules Herbeyeaux, program manager, Paul McElwee, sales manager, and Rod Neubauer, account executive, all of NBC central division; and Ivan Hill, head of Ivan Hill Adv., Chicago. Seated: J. E. Ellington, v-p, H. Suyker, president, and J. M. Sammet, v-p, all of the Fair store.

ALL SHINE SHOE Co., Brooklyn, which heretofore has concentrated on newspaper and magazine advertising, in a radio test on Sept. 28 for 26 weeks started sponsorship on WHN New York of weekly half-hour audience participation program Walk-Your-Party. Those who break off the long end of the wish bone get a start in the career of their choice. Agency is Winer Co., New York.

NATIONAL CELLULOSE OF CANADA, Hamilton, Ont. (Excelsior tissue), has started transcribed musical programs weekly on a number of Ontario stations, and plans to use network early in 1945. Account is placed by Ferev Adv. Service, Hamilton.

SAMUEL HIGBY Camp Institute for Better Posture, New York, has appointed Frank H. Kaufman & Co., New York, to handle advertising. Radio may be used in about six months.

WASHINGTON STORES, Chicago, started sponsoring Sept. 24 quarter-hour football Musical Scoreboard, featuring Rog Underhill and football scores on WIND Chicago following the Chicago Bears football games on Sundays.

CHICAGO MOTOR CLUB, Chicago, currently sponsoring Jim Blade and His Music, on WMAQ Chicago, three times weekly, has expanded to five times weekly. Order, was placed by the Agency Service Corp., Chicago.

CHRISTIE, BROWN & Co., Toronto (chain bakers), has started Musical Town 5 times weekly on CFRB Toronto. Program features music of countries where Canadian services are stationed. Account was placed by Cockfield, Brown & Co., Toronto.

HUDSON JEWELERS, Los Angeles, has started sponsoring five-weekly half-hour audience quiz show, Name It and You Can Have It on KMPC Hollywood. Contract is for 13 weeks. Agency is The Enag Co., Los Angeles.

The Worcester Committee for Economic Development reports on its first year's action. Worcester's hundreds of smaller businesses will receive post-war from this Committee — production accounting and sales engineering counsel; help in intriguing financial credits; assistance in the development of foreign trade. Expert personnel to handle this work will be assigned. This compact, industrialized Central New England area will increase its importance as a big market — a rich market tapped only from the INSIDE, by WTAG, a big station.

PAUL H. RAYNER Co. National Sales Representatives

WTAG-WBC 1070

OWNED AND OPERATED BY THE WORCESTER TELEGRAM-GAZETTE

BROADCASTING • Broadcast Advertising
'WOW' is the direct result of variation in turntable speed.
Its positive elimination — particularly at the critical 33.3 rpm speed — calls for the positive Fairchild drive.
The Fairchild turntable is driven direct from the center. The 33.3 rpm speed is obtained by a 54 to 1 gear-and-worm reduction of the 1800 rpm synchronous motor speed. The evenness of the speed is obtained by a carefully calculated loading of the drive mechanism to keep the motor pulling constantly; by careful precision control of all drive alignments that might cause intermittent grab and release; by carefully maintained .0002" tolerances in all moving parts.

The 33.3 rpm speed is translated into 78 rpm by a precision friction-ball-race stepup.
The Fairchild No. 539 Portable Recorder is equipped with the positive Fairchild drive. It was developed to meet the exacting needs of radio and communications for studio-quality recording in the field. And it is built with mechanical skill — skill long practiced in .0002" tolerance production of aerial cameras, aircraft sextants and aircraft computing gun sights.

Descriptive and priority data are available. Address New York Office: 475 — 10th Avenue, New York 18; Plant: 88-06 Van Wyck Boulevard, Jamaica 1, N. Y.
BUFFALO'S GREATEST REGIONAL COVERAGE

PENN FIFTH AVENUE Corp., New York, this week expands its radio schedule to include two transcribed musical programs weekly. Firm also sponsors "Midnight Sonata," a six-week 25-minute transcribed musical program on WJZ New York. Agency is Albert Frank-Guenter Law, New York.

PETER FOX BREWING Co., Chicago (Fox Deluxe Beer), starting Oct. 9, sponsors Morgan Beatty's quarter-hour NBC news show on a local basis on WMAQ Chicago, Monday through Friday. Contract is for 48 weeks through Schwimmer & Scott, Chicago.

SO-LO Works Inc, Consumers Division, Loveland, O. (compounds and repair materials), has named the Walker R. Hincliffe Adv. Agency, Cincinnati, to handle its advertising.

The South Bend area stands alone. It cannot be dominated from Chicago any more than Philadelphia can be dominated from New York. The South Bend territory is just as much of an independent market as is Philadelphia.

Moreover, the latest Hooper showing—Hooper Listening Index, July-August, 1944—proves that the area can only be adequately covered by using WSBT, an affiliate of the Columbia network. It has almost half the radio listeners in South Bend morning, noon and night.

WSBT is 22 years old—1,000 watts at 960. WSBF, its FM station, already has been operating 16 months.

SOUTH BEND IS AS FAR FROM CHICAGO AS PHILADELPHIA IS FROM NEW YORK

PHILADELPHIA

NEW YORK

The South Bend area stands alone. It cannot be dominated from Chicago any more than Philadelphia can be dominated from New York. The South Bend territory is just as much of an independent market as is Philadelphia.

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ALES & FISHER, Boston (J-A, '63 cigars), now sponsors Lester Smith, commentator, on quarter-hour J-A Journal that weekly over WNUA Boston and WEAN Providence.

FRASER ENTERPRISES, St. Paul, Minn., on Oct. 2 began sponsorship of a quarter-hour portion of Record Reville on WGN Chicago six days weekly, and transcribed quarter-hour shows on WGN and WNEW New York, six days a week. The 12-week contracts were placed by O'Neil, Larson & McMahon, Chicago.

MONTGOMERY WARD & Co., Chicago, on Oct. 2 began sponsorship of a quarter-hour Rhythm & Jive Monday thru Friday on WGN Chicago, and 15 five-minute newscasts weekly for 13 weeks on WJJD and WIND Chicago. Agency: Foote, Cone & Belding, Chicago.

COICILANA Inc., Brooklyn, sponsors Elmer Newton Edby, commentator of The World Situation on Tuesday and Thursday evenings starting Oct. 10 on WIZZ-WIZA Boston-Springfield. Other nights Mr. Edby is heard on a sustaining basis.

ATLANTIC COAL Co., Boston, now sponsors Washington Plaza and Interviews featuring Barnet Nover, Sunday 1-15 p.m., on WIZZ-WIZA Boston-Springfield. Series is for 52 weeks.

SALERNO-MEGOWEN BISCUIT Co., Chicago, began sponsorship Sept. 23 of a quarter-hour program featuring Capt. Michael Fielding, commentator, Saturday on WGN Chicago. The 52-week contract was placed through Schwimer & Scott, Chicago.

LEVY BROS., Louisville (clothings), has started three-weekly Buried Treasure over WINN Louisville. Program presents case records of unclaimed money in local financial institutions. Hess Furniture Co., Louisville, has started six newscasts weekly on WINN and Pierce's Proprietaries Inc., Buffalo, through Duane Jones Co., New York, has signed for 225 transcribed announcements.

DWIGHT EDWARDS Co., San Francisco (coffee), on Oct. 1 started Rhythm Jax on 16 CRS stations, Sunday 6-30-5-35 p.m. (PWT). Station list includes KKNX KARM KQW KROY KQYK KGDM KTUC KUSN KXO KFDB KOVO KGGM KSDF KROD KIRO. Contract is for 52 weeks. Musical variety program stars Britto Wood, comedian, with Kitty Crawford, featured vocalist and the Edward's Cholisters. McCann-Erickson, Hollywood, services the coffee account.

NORTHPROP AIRCRAFT Inc., Hawthorne, Cal. (employment), in a 30-day campaign which started Oct. 2 will use an average total of 350 spot announcements on eight Los Angeles area stations. List includes KKNX KTRM KPDC KFAC KKRD KNX KFOX KIEV. Agency is J. Walter Thompson Co., Los Angeles.


FOREMAN & CLARK, Los Angeles (chain clothes), expanding West Coast radio advertising, on Sept. 29 for 52 weeks started sponsoring five-weekly quarter-hour newscast on KSFD San Diego. Firm has similar weekly schedule on KGO KQW KROY KJB KOMO WHB. Thrice-weekly quarter-hour Today's War Heroes is also sponsored on KFI, Agency is Botsford, Constantine & Gardner, Los Angeles.

NADAI PARFUMS Co., Los Angeles (Shamless Eau de Parfum), has appointed Glaser-Ganey Co., Los Angeles, to handle advertising. No immediate radio advertisement.

SOIL-OPF Mfg. Co., Glendale, Cal. (paint cleaner), has appointed McCann-Erickson, Los Angeles, to handle advertising. Firm will continue its heavy schedule of newcosats on stations nationally.

GENERAL BREWING Corp., San Francisco (Lucky Lager beer), on Oct. 1 for third consecutive year reserved Lucky Lager Dance Time on KFAC Los Angeles. Series comprises 30 minute program of recorded music six times per week and an hour and a half broadcast on Sunday. Placement is through McCann-Erickson, San Francisco.

BEAUMONT MEANS BUSINESS!

Radio Station
KEDM
Blue Network—Beaumont, Tex.

Announces the Appointment of
Taylor-Howe-Snowden
Radio Sales
as National Representatives

WITH OFFICES AT

19 West 44th Street
New York 18, N. Y.

360 N. Michigan Ave.
Chicago 1, Ill.

805-6 Tower Petroleum Bldg.
Dallas, Texas

Studio Building
Portland, Oregon

681 Market Street
San Francisco 28, Calif.

6362 Hollywood Blvd.
Hollywood 28, Calif.

FL

Hazleton, Pa.

NBC Mutual

Sell the Booming Hard Coal Region!

COLUMBIA

WKBW

1520

K.C.

BUFFALO'S ONLY

50,000 WATT

STATION

DAY and NIGHT

BUFFALO BROADCASTING CORPORATION

BAND BUILDING, BUFFALO, NEW YORK

National Representative:
FREE & PETERS, INC.

RAND BUILDING, BUFFALO, NEW YORK
WHO Des Moines
Smith Bros., Poughkeepsie, N. Y. (cough drops), 5 a week, 12 weeks, thru J. D. Flaherty & Co., N. Y.


Nutrena Mills, Kansas City (feeds), 3 a week, 52 weeks, thru Broc. H. B. Brewer & Co., Kansas City.

Willard Tablet Co., Chicago, 6 a week, thru First United Broadcasting, Chicago.

Omnia Inc., Omaha (Bunche House cake flour), 3 a week, thru MacFarland-Aveyard & Co., Chicago.

Litt. Legion, Reading, Pa. (cough drops), 5 a week, 26 weeks, thru J. M. Mathes Inc., N. Y.

Bunte Bros., Chicago (cough drops), 2 a week, 26 weeks, thru Freeb., Fellers & Freeb., Chicago.

WGY Schenectady
Lambert Pharmacal Co., St. Louis (Lia-terine toothpowder), 15 a week, 13 weeks, thru Lambert & Fessley, N. Y.

Procter & Gamble Co., Cincinnati (Duz), 250, 52 weeks, thru Compton Adv., N. Y.

Marvel Co., Cleveland (Musterole), 120, thru Erwin, Wasey & Co., N. Y.

Stroh Mfg. Co., Chicago (Zinc Fads and Dr. Scholl foot powder), 1 a week, thru Donahue & Co., N. Y.

Reader’s Digest Assn., Pleasantville, N. Y., 50 a week, thru BDDO, N. Y.

Penick & Ford, New York (My-T-Fine Dentamel), 260, 52 weeks, thru BDDO, N. Y.

Seck & Kade, New York (Fortesin), 35 a week, thru Erwin, Wasey & Co., N. Y.

WJZ New York
J. C. Enye Covington, J. (suites), weekly, thru Atherton & Currier, N. Y. E. S. New York (ovelettes), 2 a week, 12 weeks, thru J. M. Korn & Co., N. Y.

Beachy Advertising Co., Canajoharie, N. Y. (Beechnut Gum), 3 a week, thru C.F. & Co. (N. Y.), N. Y.

Walt & Bond, Newark, N. J. (Blackstone Cigars), 2 a week, thru BDDO, N. Y.

Ex-Lax Inc., Brooklyn, N. Y., 8 a week, 13 weeks, thru Joseph Katz Co., N. Y.

Father John’s Medicine Co., Lowell, Mass., 6 a week, thru John W. Queen, Boston.

Curtis Publishing Co., Philadelphia (Saturday Evening Post), 7 a week, thru MacFarland-Aveyard & Co., N. Y.

Vick Chemical Co., New York (all products), weekly, 26 weeks, thru Morse International, N. Y.

Maryland Pharmaceutical Co., Baltimore (Rem), 5 a week, 26 weeks, thru Joseph Katz Co., N. Y.

CKAC Montreal
Living Room Furniture Manufacturers. Montreal, 5 weekly, direct.

Vincent Lab, Montreal (proprietary), 6 a week, direct.


Imperial Tobacco Co. Montreal (Sweet Caporal), 2 a week, thru Whitehall Broadcasting, Montreal.

Kool Co., Canada, Toronto (cigarettes), 5 a week, thru J. Walter Thompson Co., Toronto.

Mastercraft Clothes, Montreal, 6 weekly, direct.

WXR New York
Tourneau Watches, New York, 2 a week, thru J. Chasen Adv., N. Y.

Health Foods, Brooklyn, N. Y., 5 a week, thru Winston Adv., N. Y.

Pepico, Ford, New York (My-T-Fine Dentamel), 7 a week, 52 weeks, thru BDDO, N. Y.

WAGM Presque Isle, Me.
Hubbard Milling Co., Mankato, Minn. (Mother Hubbard flour), 3 a week, thru BDDO, N. Y.

Ex-Lax Inc., Brooklyn, 5 a week, thru BDDO, N. Y.

Miles Labs, Elkhart, Ind. (Alka-Seltzer), 3 a week, thru Joseph Katz Co., N. Y.

WENN Chicago
Olive Tablet Co., Columbus, Ohio (Dr. Edward’s Olive Tablet), 5 a week, 26 weeks, thru Chicago G. & C. Mfg. Co., N. Y.

Presco-O-Lite Battery Co., Indianapolis, 2 a week, 26 weeks, thru Routhaff & N. Y.

Schedules Begun
By Fashion Firm
Hirshon & Garfield Handles Radio Spot Campaigns
AN advertiser in the fashion field is making its debut in radio with long-term spot schedule through Hirshon & Garfield, New York. The agency is also releasing a new radio promotion, and is now expanding the schedule for a shampoo. All radio activities are under the direction of Jerry Law, recently appointed radio chief for the agency.

Edith Lances, New York, started Sept. 10, for 52 weeks is promoting brassieres on stations in six major markets—Chicago, San Francisco, Fort Worth, Dallas, and Cleveland. The agency has a five-minute musical disc, Classics in Miniature, with Thomas Hayward, singer, and Bernard Dud-ley. Series will run at the rate of three a week, on NBC and CBS stations. Whether wherever possible, it will also be placed adjacent locally to the Philharmonic Symphony, sponsored on CBS by U. S. Rubber; and to the General Motors NBC Sweepstakes, Off the Air.

Lektrotile Corp., New York, manufacturers of lightings including Electrolite and accessories, Oct. 15 starts 15-second live chain breaks Saturday and Sunday in 15 markets calling attention to a series of ads appearing in This Week, syndicated Sunday supplement.

For Eggnoog Shampoo, M. Louis Products Co., New York, now sponsoring five-minute music programs Voice of Romance in Philadelphia, Washington and Baltimore, is expanding its spot campaign through 1944 until the end of the year, when delivery of the product in distribution this year, the account plans to go into network radio. Spot expansion calls for sponsorship of Romantic Essay Radio Spot Campaigns.

N. Y. Club Resumes
J. HAROLD RYAN, NAB pres-ident, will open the 1944-45 season of the Radio Executives Club of New York, Oct. 2 at the Roosevelt Hotel. Mr. Ryan, assisted by Paul Peter, NAB research director, will discuss the NAB's plan of standard measurement of station circulation. REC meetings, formerly held Thursday noon, have been moved to Monday this year.

Canada Output Up
CANADA is producing $200,000,-000 worth of communications equipment, including radar, this year. Radio broadcast and communica-tion equipment manufactured in Canada before the war amounted to $10,000,000 annually. As a result of the expansion of the industry, there has been a standardization of radio component parts with the resulting increase in production.
Southern farmers like WLAC, because this Nashville radio station provides them with diversified entertainment of the type they like to hear.

In addition to the programs listed here, WLAC's schedule is geared to the listening tastes of the people of the vast TVA-rea.

WLAC's Lucky 7 for Southern Farmers

5:00 A.M. Daybreak in Barnyard
6:00 A.M. NEWS
6:15 A.M. Tennessee Hoedown
6:45 A.M. Fairfield Four
7:00 A.M. Hillbilly Highlights
7:15 A.M. Renfro Valley Folks

Just One of These Programs Brought 40,000 Orders in 12 Months

Farmers wrote from virtually all of the 921 counties in 12 Southeastern states! More than 1,000 letters came from each of these states... Tennessee, Kentucky, W. Va., N. C., S. C., Texas, Arkansas, Louisiana, Mississippi, Alabama, Georgia, and Florida. This is proof that they're listenin'... to WLAC.

For Availabilities, Call Paul H. Raymer Company

National Representatives
Feather Series
PROGRESS FEATHER Co., Chicago, starts spot announcement campaign for the fourth consecutive year on 11 stations, 5 to 12 times weekly. The 13-week contracts were placed by Lieber Adv. Co., Chicago.

Joseloff to Blue
STANLEY JOSELOFF, head of the radio talent department of Young & Rubicam, New York, has resigned to join the staff of the Blue network. It is understood that Mr. Joseloff will probably become director of talent for the network.

NAB Code Group to Hear Frankensteen Statement
PROPOSALS to amend the NAB voluntary Code of Ethics, particularly with reference to the ban on sale of time for discussion of controversial issues, will be considered at a meeting of the NAB Code Compliance Committee in New York Thursday and Friday pursuant to instructions of the NAB Executive War Conference in Chicago last August.

Richard Frankensteen, vice-president of UA-W-CIO, who was invited to address the Committee, will submit a statement, but will not appear personally. He was largely responsible for the proposal of the code issue, which resulted in the hearing on the license renewal of WHC Columbus before FCC, on complaint that the station refused to permit him to deliver a prepared address dealing with political candidates for public office.

Little Tot Test
LITTLE TOT Food Products Co., makers of children's foods, has appointed Byron Keating Co., Cincinnati, as advertising agency and will begin test radio and newspaper campaign in three major markets for Little Tot Peanut Butter. The test programs will consist of three-minute dramatizations of the cartoon adventures of Johnny Week and Junny Strong; one-minute testimonials recorded in Hollywood by the children of radio and screen celebrities; and a quarter-hour dramatization based on youthful heroes in history. George Guilbert, head of the Keating Co.'s newly organized radio department, will write and produce the quarter-hour program.

Tele Lighting
TELEVISION lighting and photography was demonstrated by Henry Blustone, director of photography of Pogo Inc., New York photographic studio, last Thursday at the monthly meeting of the Television Producers Assn. in New York. Mr. Blustone, formerly in charge of lighting for Metro-Goldwyn-Mayer studios, with two models demonstrated how changes in lighting can create various moods of film television. He showed how "Hollywood technique" can effectively be used to eliminate shadows.

Consolidated Change
CONSOLIDATED Adv. Agency, New York, last week changed ownership with Charles L. Rothschild, president, treasurer, radio director and account executive, selling the agency to Maxine Cope, formerly copy chief. Agency name will remain the same. Mr. Rothschild, who last week joined Frank in Bruck Adv. Corp., New York, as account executive, retained five accounts, including Adler Shoes for men, leaving 18 accounts with his former agency.

Union Oil Mystery
UNION OIL Co., Los Angeles, on Oct. 16 starts sponsoring a new comedy-mystery detective series, "Michael Stone," on 38 Don Lee Pam-\n\ic stations, Monday, 8:30-9 p.m. (PWT). New series replaces the weekly Point Sublime. Mindre Lord and Richard de Graff will write radio adaptations. Bob Nye has been assigned Hollywood producer of "Peter, Cook & Belding," agency servicing account.

'Mystery' Film Plan
COLUMBIA PICTURES Corp., New York, has secured film rights to "I Love a Mystery" from Carleton E. Morse, owner, writer and producer of the program and on Oct. 9 will start production on a series of pictures. Tie-ins between film and CBS program, which is sponsored by Procter & Gamble, is agency to Compton Adv., New York.

To Pay Musicians
FOLLOWING a meeting with AFM officials, Democratic and Republican national committees have agreed to pay musicians employed on radio programs cancelled for the political broadcasts, it was learned last week. AFM Local 849 in New York had protested the inclusion of political broadcasts for which stations are paid, under the classification of public service programs, which are usually in time donated by the broadcasters. Union demands no payment for members who would have worked on programs cancelled for straight public service broadcasts.

Renollet to KOA
HARLEY C. RENOLLET, former farm editor of WOW in Fort Wayne, Ind., has been appointed farm director of KOA Denver. He has an extensive background in farm and ranch development and is a former county agriculture agent. Mr. Renollet has been with WHIO and WING Dayton, WLW Cincinnati and WOSU Columbus, Ohio, in farm program work.

Meet WHB's John Schilling — a Radio Veteran ... and our Genial General Manager!
To pioneer in radio, you begin as a "ham" about 1914 ... instruct in the Naval Radio School at New London, Conn., during World War I ... then work for JT&T and the "Father of Radio," Dr. Lee DeForrest, in New York. You cruise some 75,000 miles as "sparks" on a tanker ... then install a transmitter for an oil company at Tampico, Mexico. Along about April, 1922, you and a chap named Sam Adair build WHB in Kansas City — originally known as the "Sweeney Automobile School" station, one of the great pioneers in American broadcasting. You manage WHB uninterruptedly through the years ... 1922 to 1944 ... and you learn a lot about how to give radio advertisers sincere service. "Sincerity" is the word for WHB's John T. Schilling ... sincerity, plus modesty, ability and being always-on-the-job to serve WHB listeners and advertisers. If you want to sell the Kansas City Market, WHB is your happy medium!

For WHB Availability, 'Phone DON DAVIS
KANSAS CITY — Scarritt Building — HARRISON 1161
NEW YORK CITY — 507 Fifth Avenue — VANDERBILT 6-2550
CHICAGO — 333 North Michigan Blvd. — CENTRAL 7900
HOLLYWOOD — 5855 Hollywood Blvd. — HOLLYWOOD 6211
KEY STATION for the KANSAS STATE NETWORK
Kansas City • Wichita • Salina • Great Bend • Emporia
Missouri
Kansan • Kansas • Kansas

IN WBNX SERVICE AREA THERE ARE:
2,450,000 Jewish Speaking Persons
1,522,946 Italian Speaking Persons
1,236,758 German Speaking Persons
661,170 Polish Speaking Persons
200,000 Spanish Speaking Persons

A Proven
Sales
Medium

WBNX broadcasts daily to Metropolitan New York's racial groups which comprise 20% of population. These millions, with millions to spend, have their own churches, newspapers and radio stations. They respond to WBNX programming and purchase locally, the products of the country's largest advertisers today are using WBNX co-op advertising. Your products are mentioned in Greater New York. WBNX should be on your list. Write WBNX, New York 51, N. Y., for availability. Or call BROADCASTING • Broadcast Advertising

**Gates BC-10**

5-10 KW BROADCAST TRANSMITTER

Here is one of the new things to come from Gates! Our engineers have already developed and approved engineering designs for this transmitter to be produced as quickly as the demands by the military on Gates' production no longer exist. The “BC-10” may be used for either 5,000 or 10,000 watt carrier. It is high level modulated and will be available complete with built-in phasing equipment.

May We Send You Details Regarding the Gates Priority System for Prompt Post-war Delivery?

*(Wartime restrictions do not allow the sale of new broadcasting equipment without priority; therefore, this equipment is presented merely to acquaint you with Gates' developments.)*

RADIO and Supply CO.
QUINCY, ILLINOIS, U.S.A.

MANUFACTURERS OF RADIO BROADCAST TRANSMITTERS, SPEECH EQUIPMENT, RECORDING APPARATUS AND ALLIED EQUIPMENT IN THE ELECTRONICS FIELD
Democratic State Group
Using Nets, Disc Shows

The Democratic State Committee, under the direction of Joseph Cohn, radio chief, is using both network and transcribed programs, the Committee allotting funds for individual program projects as the occasion arises. "Unmasking Dewey" is the title of a series of talks being delivered by Paul E. Fitzpatrick, state committee chairman, each Monday, 6:30-6:45 p.m., on a statewide CBS hookup of WABC WKBW WORK WKNY WHCU WNNY WNBF WMBD WBTA, with playbacks on WHEC WMFF and WOLF. Series began Oct. 2 and continues through Nov. 6.

In cooperation with Farmers for Roosevelt groups, the state committee is sponsoring on 14 stations a series of 13 quarter-hour discs featuring interviews with "dirt farmers," and Democratic leaders. Program is in addition to New York Farmers for Roosevelt series, broadcast on three New York State stations. John L. Halpen Adv., Schenectady, placed the live network and farmers programs.

Virginia Dare on 28

Garrett Wine & Co., New York (Virginia Dare), starts a series of one-minute spot announcements Oct. 16 on the following stations: WTMJ WPFL WATL WGES WSBE WINN XWXY WWJ KOMO WIRE WIBC WISH WLOL WIBA WJMS WTAQ WHFB WSAU WIND WTMJ WROK WXOW WWK WIBS WIBS WWOS WTTTS. The eight-week contract was placed by Ruthrauff & Ryan, Chicago.

GOP Plans Spots, Added Broadcasts

Seven More Net Programs
Are Slated to Date

Four broadcasts by Gov. Dewey, three by Gov. Bricker and one each by Congresswoman Clare Booth Luce (R-Conn.), Warren Atherton, past commander, American Legion, have been scheduled by the Republican National Committee for the remainder of the campaign. To these may almost certainly be added several special wind-up broadcasts on Nov. 4 and 6, Saturday before election and election eve, and it is probable that other talks will be aired on short notice as the party's political strategy demands. Just as last week the GOP Presidential candidate made a Tuesday evening talk on Mutual, decided on only the day before, in addition to his previously scheduled Saturday CBS broadcast.

Gov. Dewey will be heard Oct. 18, 9:30-10 p.m., on the Blue from the New York Herald Tribune forum; Oct. 24, 10:30-11 p.m., on NBC from Minneapolis; Oct. 26, 10-10:30 p.m., on CBS from Chicago; Nov. 1, 9:30-10 p.m., on NBC from Davenport, Iowa; Nov. 14, 9:30-10 p.m., on NBC from Des Moines, Iowa; Nov. 20, 9:30-10 p.m., on NBC from Kansas City, Mo.

Gov. Bricker's schedule includes broadcasts: Oct. 11, 10:30-11 p.m., over MBS from Tacoma; Oct. 17, 11:11-11:30 p.m., Blue from San Diego. Oct. 20, 10-10:30 p.m., on NBC from Kansas City, Mo. Mrs. Luce will speak Oct. 13, 10-10:30 p.m. over the Blue from Chicago. Mr. Atherton will broadcast on Oct. 12, 10-10:15 p.m. on Mutual from New York.

In addition to the network broadcasts, the Republicans are using spot radio on some 400 stations in more than 20 states. Transcribed one-minute and station break announcements, prepared by the Committee's radio staff under the supervision of Henry R. Turnbull, radio director, and announced by Ford Bond, "Republican Radio Reporter," are distributed to the party's state committees for placement by them.

Copy on the four discs released to date is partly designed to urge people to register and to vote and partly strait campaigning, with punch messages stressing the Communist support of President Roosevelt's campaign for reelection and other New Deal weaknesses from the Republican viewpoint. A fifth series of recordings is now in preparation.

The District of Columbia Dewey-Bricker Club bought a special eastern group for an Oct. 9 speech by Gov. Saltson of Massachusetts. Stations are WOL, WNAC WPIL WFBR WHN WTC.

Democratic Party Begins Spot Drive

Democratic National Committee last week launched its series of five-minute political speeches, which will be broadcast on a national network each night that a major Democratic broadcast is not scheduled, giving the party a voice on the air nightly from now until election day.

Leading speakers of the party are featured on the brief broadcasts, the series being opened by Sen. Truman, vice-presidential candidate, with Quentin Reynolds taking the second spot. Following each speaker, the "Democratic Reporter," a device initiated by the Republicans, reported on conflicting statements made by Gov. Dewey, GOP Presidential nominee, concluding with the comment: "This is to show that sometimes the Republican elephant does forget."

This week's schedule includes the five minutes in the usual time of Information Please, NBC, on Monday; Bob Hope, NBC, Tuesday; College of Musical Knowledge, NBC, Wednesday; Four Meeting of the Air, Blue, Thursday, with Friday and Saturday times not set.

How You Can Join the "Blue Book" of Radio on the Pacific Coast!

A mid-afternoon fifteen minute strip is available on the Pacific Blue Network of sixteen stations. Ask us to give you the details. This is more than an availability...it is virtually a franchise.

New York • Chicago • Hollywood
San Francisco • Detroit • Pittsburgh
Dewey Gets Edge

NETWORK commentators "gave Dewey the edge" in the "Roosevelt-Dewey opening slugfest (air opinion agreed generally that's what it was)," according to the Sept. 30 issue of Weekly Digest of Radio Opinion, published by Radio Reports, New York. During the week ending Sept. 28, however, the 12 network commentators whose broadcasts were analyzed devoted less than 18% of their time to polities, giving 42.5% to the war, 24.7% to world affairs, 3.2% to miscellaneous news and 26.6% to national affairs, of which classification politics got 59.5%, with wages, reversion and Washington news dividing the remainder of the national affairs time.

Earl Browder Declines Bid to Appear on Forum

EARL BROWDER, president of the Communist Political Asso., last Tues-day notified the American Economic Foundation that he would be unable to appear on Sunday's Wake Up America broadcast due to "reasons beyond his control." George E. Sokolsky, syndicated newspaper columnist and a bitter critic of the Roosevelt Administration, who had been scheduled to debate with Mr. Browder the question, "Is the Time to Be Won Without Roosevelt?" stated that he "had been given to understand" that Democratic pressure caused his opponent's withdrawal.

At AEP headquarters in New York it was stated that they had no evidence in support of Mr. Sokolsky's charge.

Henry J. Taylor, Blue Commentator, and Leon Henderson, radio speaker and former OPA administrator, were scheduled as replacements. Programs, under Foundation auspices but available for local sponsorship, are broadcast live on WMCA New York each Sunday afternoon and recorded for about 180 stations.

Donaldson Appointed

JOHN DONALDSON, former radio time-buyer for McCormick-Ericson, New York, and radio director of the Red Cross 1944 War Fund of Greater New York, has been appointed to handle radio schedules and programs for the All-American Division of the Republican National Campaign, New York headquarters. Mr. Donaldson supervises campaign broadcasting on all foreign language stations in the Eastern states. Negotiations for broadcasts on foreign language stations are in progress.

Kesten Statement

(See Petrillo story on page 11)

STATEMENT of Paul W. Kesten, executive vice-president of CBS, for Columbia Recording Corp., during last week's sessions of President Roosevelt's telegrams to James C. Petrillo, AFM president:

"We sincerely hope that Mr. Petrillo will honor President Roosevelt's request to permit the musicians to go back to work. We believe he will, because we believe Mr. Petrillo is a man of his word, and he gave his word publicly and repeatedly that he would call off the strike if the President asked him to.

"We are disappointed and puzzled by the failure of the War Labor Board to stand firmly on the ground that this strike impedes the total war effort. It is a brazen act not only against the making of all musical recordings, whether for commercial use, home use, or use by and for our troops. The War Labor Board's present position in this respect is completely at variance with its own record in this case, which contain testimony from such outstanding figures as Elmer Davis of the Office of War Information and Chairman James L. Fly of the Federal Communications Commission, both of whom informed the Board officially of their views as to the importance of the war effort of recorded music.

"Of course no one confuses ballads with bullets, least of all our armed forces, but everyone who has visited army camps behind the lines, army bases, and military hospitals knows of the overwhelming demand for the records. NBC, the primary supplier of new music recordings. Their morale value has been emphasized again and again by those who know the facts. CBS has first-hand knowledge of this from its own staff of war correspondents in every theater of war. And every performing artist who has returned from a personal entertainment tour of overseas camps knows it well.

"The Columbia Recording Corporation is eager to resume new recording. So are the outstanding artists who have patiently waited a lifting of the ban. So are the musicians whom, we hope, Mr. Petrillo will now allow to resume their livelihood."

Folsom Statement

COMMENT of Frank M. Folsom, RCA vice-president in charge of RCA Victor Division, regarding President Roosevelt's telegram to James C. Petrillo, AFM president, continues:

"We are gratified that President Roosevelt has taken such a strong position in the two-year dispute between the recording companies and the American Federation of Musicians by sending a telegram to James C. Petrillo, requesting that he authorize the musicians to resume making recordings. We are hopeful that Mr. Petrillo will comply with the President's request and the dispute can be quickly settled to the satisfaction of all concerned."

Football Video Stopped

ATTEMPTS to delay telecasts of football games from Philadelphia to New York to Schenectady have been halted after the first program on Sept. 30 because of poor signal reception in New York, blamed chiefly on prewar equipment which cannot be replaced at this time.
HOW TO SELL YOUR PRODUCT TO THE 5,000,000 PERSONS IN CUBA

Many national advertisers have found that the most effective way of stepping up distribution and increasing sales in Cuba is by using RHC Cadena Azul, the dominant network in Cuba. For RHC, day-in, day-out, delivers the largest audience in Cuba.

And in Havana the RHC outlet is the station people listen to most.

A recent impartial survey made by six large national advertisers shows that RHC has twice the audience of its nearest competitor.

Our New York offices will be glad to show you the latest Cuba audience survey, a comprehensive survey similar to the Crosley ratings in the United States.

RHC CADENA AZUL

Cuba’s only network affiliated with CBS

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

FDR Action May End Disc Strike

(Continued from Page 11)

in their opposition to summary action.

For these reasons, it was inferred, counsel concluded that the only course open was a direct request by the President. This, it was felt, was the strongest action possible in wartime outside of outright seizure, in view of the President’s status as Commander-in-Chief of the Army and Navy.

Mr. Pettrillo has stated on several occasions that should the President ask him to withdraw the ban on recordings, he would do so. On June 8, 1942, the annual convention of the AFM, held in Dallas, when he decreed that recording and transcribing of music for public consumption would stop on Aug. 1, he declared:

“We will make records for home consumption, but we won’t make them for Juke boxes. We will make them for the armed forces of the United States and its allies, but not for commercial and sustaining radio programs. We will make them at any time at the request of our Commander-in-Chief, the President of the United States.”

Latest Testimony

Later, on Jan. 12, 1943, before a Senate committee, he testified in response to a question by Sen. D. Worth Clark (D-Ida.):

“A direct explanation to the President of the United States of our position in the matter, and he finally decides, especially now in wartime that it should be done—to lift the ban and continue the making of transcription recordings for the duration of the war.—yes, I say, the request will be granted.”

While these commitments, many observers feel, Mr. Pettrillo will be bound to respect the President’s request, but it was also pointed out that when the AFM later made these statements, operations in the entire recording industry were at a standstill and that Decca and 80 independent transcription companies have since resumed production under the Decca-World and the “Four Employer” contracts.

At the AFM convention in Chicago last June [Broadcasting, June 12], a resolution was passed forbidding the union to make records on any other terms than those embodied in these contracts, which Mr. Pettrillo emphatically asserted would be the minimum terms acceptable to him. At that time, he said: “When the time comes for peace, RCA Victor and Columbia had better look out. They’ll have to get as good terms or conditions as ours.”

Few labor controversies have had such a stormy history as the recording dispute. Whether it is called a “strike”, which Mr. Pettrillo has denied and which his counsel, Joseph A. Padway, has called “a complete severance of relationship” [Broadcasting, Aug. 21], or a “ban” on the making of records, it is probably the longest continuous work stoppage in American history.

The dispute began with the imposing of the ban on recordings on Aug. 1, 1942, following a report by Mr. Pettrillo to the 1942 AFM convention on the effect of “canned” music on employment of musicians.

Shortly after the ban took effect, the Dept. of Justice filed a complaint in the U. S. District Court for the Northern District of Illinois, Eastern Division, charging violation of the Sherman Anti-Trust Act. A Senate subcommittee under Chairman Clark also instituted an investigation the following September with the view to remedial legislation.

Subsequently, the Court dismissed the Dept. of Justice case on the ground that a labor controversy was involved and that the Sherman Act did not apply. The Senate held hearings in January, 1943, and recommended that the dispute be mediated by the U. S. Conciliation Service of the Department of Labor.

The Conciliation Service certified the case to the NWLB which appointed a tripartite panel to make recommendations to the full Board. The panel held hearings, during which a separate settlement was made by Decca and a number of transcription companies. RCA and Columbia then entered the case as interveners.

The panel made its recommendations to the Board last Spring and the Board issued a directive on June 15 ordering the ban withdrawn. When the AFM failed to comply, a show-cause hearing was held Aug. 18 and again Mr. Pettrillo, through his counsel, refused compliance. On the same day, the Board referred the case to OES Director Vinson for enforcement.

Resumption of operations by Decca and the independent transcription and record companies created a competitive situation which caused RCA and Columbia to press for action by the Government. Neither RCA nor Columbia have been able to offer new material to the public for more than two years and were fearful they would lose name artists as their contracts expired.

Demands for RCA Victor and Columbia records are said to be greater than the supply, production at pressing plants being hindered more by lack of shellac and manpower than by other factors.

Large Government orders in addition to good demand for recordings of classical and semi-classical works have kept both companies busy.

Columbia has lost some commercial transcription business to World, Empire and Musak; it is reported. NBC Thesaurus has been hard hit by the recording ban and has cut its rates by 50% as its basic material has gotten older and its library reduced. NBC syndicated series are still doing a fair business despite lack of music and while there has been some loss of commercial business, Government orders have helped fill the gap.

On transcription company report, they have been the most interested of companies in the expiration of their contracts with Thesaurus. More of them have added other libraries since Thesaurus rates were cut and Thesaurus has even picked up some business from stations which felt it deserved their support for fighting the industry battle.

Union Wants Station UNITED Electrical, Radio & Machine Workers of America (CIO) at its tenth annual convention in New York, went on record as favoring UE-owned radio stations and threatened to withdraw its general executive board to “explore the possibilities of establishing and operating under the direction of the union’s new series of FM stations in such major centers of our union as Boston, New York, Pittsburgh, Cleveland, Chicago and St. Louis.”

WM. HAMBEAU CO., Chicago, station representative WSTP St. Petersburg, Florida, as of Oct. 1.
CBS Asks More Space

(Continued from page 9)

the war, although he declared "there are likely to be occasions in the future, as there have been in the past, when the Government of the United States will find it to the national interest that licensees should be able to address, directly, anyone in the world who is willing and able to listen."

Nelson Rockefeller, Coordinator of Inter-American Affairs, observing "it is inconceivable to us, as a result of our experience, that other nations would be willing to eliminate international shortwave broadcasting facilities at least equal to those of any other nation."

Raymond F. Guy, radio facilities engineer of NBC and chairman of the Committee on Model Plans, in a half of the RTPB requested that 56 channels be allocated to international shortwave broadcasting, with eight channels in each of the following bands: 6,000-6,080 kc; 9,500-9,580 kc; 11,700-11,780 kc; 15,100-15,180 kc; 17,760-17,830 kc; 21,450-21,610 kc; 25,600-25,760 kc.

Ten standard-relay links also were requested in the same bands and have the same specifications as those provided for standard broadcasting and FM. On behalf of RCA and NBC Mr. Guy endorsed the RTPB recommendations.

Also endorsing the RTPB requests for 56 channels were Director Davis, Mr. Kesten; James D. Shouse, vice-president in charge of broadcasting, the Crosley Corp., Cincinnati; Jay E. Tapp, director of engineering, Associated Broadcasters; Walter S. Lemmon, president, World Wide Broadcasting Corp., New York.

Mr. Kesten, who testified Thursday, said CBS had arrived at the conclusion that 100 channels are needed because "we want FM broadcasting to be wholly democratic." He said CBS was interested in having enough frequencies to "meet any visible demand and "that we have called the prince and pauper status of big and little stations be avoided as the end result of licensing."

To accomplish the second phase of a policy of "absolute equality between licensees in any given market, as to the coverage areas of their FM transmitters," was urged. Mr. Kesten recommended a third plank in the CBS FM platform: "That FM licensees be limited, by Commission policy, to coverage of the single market area within which they are broadcasting, rather than covering several separate markets by placing a high and a low-powered transmitter somewhere between them."

"This proposal is, I know, bound to be controversial," said Mr. Kesten's statement seems to come strangely from CBS, which itself has on file an application for such a multiple-market super-station perch on top of Mount Asbhumski. This license, if granted us, will presumably permit us to cover Boston, Providence, Worcester, possibly New Haven, as well as other markets in the New England area.

"I want to make clear, at once, that we will proceed with this application—as a simple competitive necessity—should the single-market democratic licensing idea fall by the wayside. But we will drop the application at the moment's notice."

Mr. Kesten's statement said the single-market idea increases the supply of FM facilities by permitting the same frequency to be re-allocated. It abolishes the prince and pauper equation between stations operating in the same area and it puts every licensee on an equal footing with every other licensee. Most important, it throws all the emphasis for leadership on program competition.

CBS Recommendations

"Also, it must be obvious that this same stroke, by eliminating inequity among competing licensees, would protect FM broadcasting from the unhealthy pressure, the political pulling and hauling, which have always bedeviled AM broadcasting—with at least one-third of its station population underfed, underclothed and generally undernourished, either in kilowatts or kilocycles," he concluded.

On television, Mr. Kesten's statement said several manufacturing companies, including General Electric, Federal Telep. & Radio Corp., and Western Electric, has submitted offers to manufacture high-frequency transmitters, based on the CBS recommendations that television be moved to the 300 rcf band and up. All three corporations, as well as Zenith, have indicated a readiness to build new receivers capable of showing both black-and-white and full-color pictures with fine definition, the statement continued.

Briefly, his statement summarized the CBS recommendations as follows: (1) That television be moved up in the spectrum above 300 mc; (2) that no fewer than 30 channels be assigned; (3) that each channel be at least 16 mc wide; (4) that it be as quickly as possible—as soon as the improved pictures are fully tested and demonstrated on the higher frequencies—the lower frequencies be withdrawn from television service.

Emphasizing the fourth point, the statement said: "The United States may be within three to six months of full-fledged consumer production of radio and television sets. We view with the gravest alarm the possibility that the investing public might be load up on inferior sets designed and built to receive only prewar television pictures, before the changeover to the new standards and the better picture occurs. This, of course, might provide a tempting double market for the manufacturers but, unless each present holder of a set which might become useless overnight were fully so informed, would be a first-class fraud upon the public and upon the broadcasters."

Mr. Kesten's statement said CBS spent three-quarters of a million dollars annually operating a New York television station before the war. He estimated the postwar operations will be double in New York alone. Estimating revenues, etc., his statement said CBS would not reach the break-even point until the seventh year of constantly increased expenditure. Television, he pointed out, presents the "greatest economic problem ever to face broadcasters. Millions of dollars of profits will be made by equipment manufacturers, and while millions of dollars of loss are still being run up by broadcasters."

Television in the home must compete for the leisure-time attention of the family against movies. In the theatre, the statement pointed out, Prewar television, he said, is not good enough to become a real public service. Only in the higher spectrum "can enough channels be provided to make possible a truly national television service, on a vigorously competitive basis," he concluded.

Support RTPB Report

Under cross-examination by Mr. Caldwell, Mr. Kesten said there is a future possibility of a fractional support by commercial international broadcasting from Latin America. Mr. Caldwell remarked: "I want to show, on the basis of what has been said, we can't expect to have international broadcasting without Government operation," and Mr. Kesten replied that CBS has submitted a statement to the FCC proposing private operation of international broadcasting after the war.

Throughout Tuesdays' hearings, which concluded Fixed Public Services (other than Alaska) under the start of testimony on Coastal, Marine Relay, Ship, Mobile Press and Fixed Public Service in Alaska, Chairman Fly interrupted at frequent intervals to urge speed or to object to testimony.

Haraden Pratt, chairman of RTPB Panel 8, was recalled for cross-examination by Benjamin P. Cotton, FCC assistant general counsel, but was cut short when Mr. Fly interposed: "Don't take the time to go over these trivial things."

On behalf of Mackay Radio & Telug Co. Mr. Pratt said his firm supported RTPB recommendations.

John H. Muller, assistant to the president and chief engineer of RCA Communications, said the RCA "urges serious consideration" of RTPB's recommendations, in light of anticipated postwar expansion in communications with other countries.

Charles C. Harrison, chief engi-
neer of Tropical Radio Teleg. Co., declared "there must be not only worldwide compliance with an allocation plan but also in technical standards for equipment and station performance." He added there had been "a disturbing disregard for these two provisions of existing international regulations for some time, which is responsible for much of the present difficulty in long-distance communications." He also concurred in the RTPB recommendations.

A. Warren Norton, newly-elected president of Press Wireless, was interrupted frequently by Chairman Fly as he read a prepared statement criticizing the IRAC recommendations and opposing an international merger, as proposed before Congress by Chairman Fly. At one stage, Mr. Fly ordered stricken from the record a reference to the merger, declaring: "I rather think you've chosen the wrong time and place for argument on the merger."

Without a Hearing

"There is evidence of two tendencies to deprecate the needs of the communications industry as a whole, regardless of any evidence that may be offered," said Mr. Norton. Referring to IRAC he said, "It is difficult for me to understand how it happens that an organization composed entirely of representatives of Government agencies should have undertaken to reach conclusions on the needs of the various branches of private industry without according even the semblance of a hearing to those affected."

Mr. Norton added that "the other implication which disturbed us in the IRAC report is what seems to be an assumption that there will be an international merger of transoceanic communications and that such a merger will reduce the frequency space needed for these services. . . . In its present form the bill forbids such a merger and investigation of the subject is pending in the Senate and has only just begun. It is a matter for Congress to decide."

Mr. Norton deplored secrecy surrounding Government needs in the postwar period and declared, "We do not know how much of the radio spectrum suitable for long-distance communication in the fixed services or elsewhere is really being sought by Government departments."

Mr. Norton urged that some method be found whereby competing demands of the Government in private groups be "adjudged after full disclosure of the facts."

Donald K. deNeuf, Press Wireless director of communications, spoke on the technical setup of PW and the amount of press communications transmitted both in wording and facsimile. He visualized wide use of facsimile in the international fields to transmit press dispatches in various languages. For instance, a Russian or Chinese correspondent, he said, could write copy in Russian or Chinese and it could be transmitted by facsimile without being translated into English and then back to Russian after being received. Mr. deNeuf also was interrupted frequently by Chairman Fly, while Commissioner Jett questioned him with reference to technical phases.

Marine Service

With reference to coastal marine relay, ship, mobile press and fixed public service in Alaska, H. C. Lookey, chief of the Marine Section, Safety & Public Service Division, FCC Engineering Dept., placed in the record a statement together with exhibits covering the commission's propagation data on such services.

Mr. Harris, as chairman of Committee 2 Panel 8, presented the RTPB's recommendations. He also presented a statement on behalf of Tropical Radio Teleg. Co. A. J. Costigan of Radio Marine Corp. of America endorsed the RTPB recommendations.

Anthony J. Dimond, delegate from Alaska, took the stand to say that because of the wide distribution of population in Alaska it was impossible to reach all with telephone or telegraph lines and therefore his territory depended almost entirely upon radio. He suggested that the Commission conduct an inquiry into communications in Alaska before any changes in frequencies are made. Chairman Fly assured M. Dimond that the Commission was deeply concerned about communications in Alaska. "I assure you we'll give your needs our very serious consideration," he said.

F. M. Ryan, chairman of Committee 2, Panel 8, speaking on behalf of the Bell System companies on frequency requirements for maritime mobile radio services, estimated that three circuits would be needed to handle high seas traffic in New York within the next 5-10 years and that San Francisco will need two circuits, while a single short-range circuit will fill the needs at Miami.

Following an exchange in which the FCC chairman quipped he couldn't find a single "important" need for vehicular communications, as suggested by Mr. Ryan, the witness responded: "We don't need bathtub, either."

"If you want to meet all these so-called emergencies, everybody will be running around the streets with a transmitter and receiver in his pocket," remarked Mr. Fly. "Maybe we're coming to that."

"We've got to determine whether or not the spectrum can accommodate these services," said Commissioner Jett. "I personally would like to see it developed up where we can accommodate it, up in the 1,000 mc band."

W. A. Roberts, counsel for the Television Broadcasters Assn., conducted a lengthy cross-examination of Mr. Ryan regarding the RTPB recommendations for spectrum space in conflict with television requests. Mr. Roberts asked Mr. Ryan why he thought television could provide an ample public service on less than 26 channels and asked on what technical findings the witness based his assumption.

Alaska Needs

"I haven't any crystal ball that tells me how many channels are needed," replied Mr. Ryan. "I don't want anyone to think I'm an enemy of television. I'm all for it. I want to see it come along. I didn't think there'd be enough people with the dough to put up enough television stations."

Resuming the stand Wednesday afternoon Mr. Pratt, for Mackay, endorsed the RTPB recommendations for mobile press. Joseph O. Earp of American Waterways Operators, representing 150 operators, supported Panel 8 recommendations. He said he didn't think the IRAC proposals were adequate.

I. F. Shirley of Libby, McNeil & Libby, speaking on needs of radio
in Alaska, didn’t finish his prepared statement. It told of his firm’s past operations with radio communications and explained how radio played an important part in canning fish. Chairman Fly instructed the witness to finish his statement.

Taking up aeronautical needs, William N. Krebs, FCC assistant chief engineer, placed in the record a statement concerning aviation radio services, with several exhibits. D. W. Rentzel, chairman of Panel 11, also president of Aeronautical Radio, representing 23 airlines, made some corrections in Panel 11 recommendations which had conflicted with television interests. The corrections were agreed upon at a meeting of Panels 6 and 11 with Panel 2, he said.

Mr. Rentzel estimated that by 1950 there will be 250,000 itinerant and private aircraft in the U.S., and at least 3,000 domestic and international scheduled planes. Airports will increase from 3,000 to 6,000. Among recommendations was a request that the FCC assign 165-185 mc for air navigational aids, an expansion over the original IRAC suggestion of 170-180 mc.

“There is reason to believe that this band may be replaced after the war by better equipment at much higher frequencies,” said Mr. Rentzel. “If this can be successfully accomplished, Panel 11 recommends that this band be re-examined several years after the war and consideration be given to its use for television.”

Chairman Fly asked if television would be “way down there”.

Gordon A. O’Reilly of Transcontinental & Western Air, Kansas City, also speaking for the RTTRB and Aeronautical Radio, discussed needs for inter-continental operations and told of interference from some Latin American countries in certain portions of the spectrum. He outlined estimated needs with reference to various aviation services. Under cross-examination, Mr. Rentzel said he didn’t think facsimile ever would be successful in airport control service. He did say, however, that facsimile is used in certain portions of aviation communications.

Space for World Coverage

When the hearings opened Thursday Mr. Davis told the Commission “it is the judgment of OWI’s technicians that this (56 channels) is the minimum required for adequate world coverage.” He visualized the multiple frequency system as the principal vehicle of the immediate future for the “distribution of American news abroad.” Although an international agreement would help solve some of America’s problems, he said, “it would not by any means solve the problem faced by American agencies, which must deliver their news on an up-to-the-minute basis if they are to compete successfully with foreign news services whose transmission facilities are already fully developed.”

“I want to plead, as strongly as I can, for maintaining the status quo, or substantially the status quo, in the total amount of spectrum space devoted to international shortwave broadcasting,” said Mr. Kesten. He denounced the IRAC plan for international point-to-point relays, rather than international broadcasting, as a “really closed circuit transmission, rather than broadcasting”.

“We have found in fact, not merely in theory, that in peacetime international broadcasting is the greatest single instrument created by man for developing international goodwill,” said Mr. Kesten. He added that international broadcasting had been an out-of-pocket expense to CBS and probably would continue as such, but that CBS would continue to spend money on the theory that it was good citizenship.

Speaking of the increased flow of news in the postwar period, Mr. Kesten said: “That news can reach the public only through two fundamental channels—the press and the radio. Shall radio—the newer, the swifter, the more democratic method of news dissemination—be throttled on the eve of its greatest service to world peace and world affairs?”

Mr. Kesten urged that the 160 frequencies, allocated by the Cairo conference of 1938 for international broadcasting, be retained as a bare minimum. “Let me say,” he concluded, “that CBS sincerely and deeply believes that it is the responsibility of the FCC to maintain for international broadcasting adequate space in the spectrum.

Shouse Hits IRAC Plan

Mr. Shouse, saying the IRAC recommendations were “utterly lacking in realism”, urged continuance of international shortwave broadcast- ing as the “only sure way we have of making the voice of this nation heard in foreign countries”. “In every other field, the key-note of postwar planning is global expansion,” said Mr. Shouse, whose company recently dedicated three powerful international transmitters [BROADCASTING, Sept. 25, Oct. 2]. "Why should radio broadcasting look to the future as a period of retribution and confinement?"

"The real value of international broadcasting has not yet been fulfilled," said Mr. Lemmon. "It will be in the postwar years. I don’t think we’ve scratched the surface yet. The field of international broadcasting holds hope of fulfilling the dreams of great statesmen of unifying the world in terms of a permanent peace."

Mr. Davis’ testimony touched off the controversy between Chairman Fly and Mr. Caldwell. The Washington attorney submitted two proposed questions on (1) whether the Government plans to engage in international broadcasting after the war and (2) the relative social and economic importance of the service. Chairman Fly ruled the questions were irrelevant and told Mr. Caldwell: “Experts from the same organization will be here and they may be questioned.”

Fly Stops Guy

But the “experts” didn’t arrive. After Messrs. Davis and Rockefeler concluded their testimony, they announced there would be no further witnesses from their respective organizations. Chairman Fly again displayed his attitude towards discussion of
Government control when Mr. Guy, speaking for RCA and NBC, said he had a statement on behalf of his companies concerning postwar broadcasting policies.

“The Commission has considered that and the Commission is not going to decide the policies,” said Chairman Quayle, concerned with frequencies. As to policies in the operation of any given group of stations, we do not care to go into that.”

Mr. Guy started to explain his statement and the chairman interrupted to say it was all right to proceed with “the need of the services,” but to proceed with the policies in the operation, or the program content, or of the Government’s investment or private investment, or degree of Government influence, or supervision, or anything of that sort. Those are questions that we cannot decide.”

Mr. Caldwell later got in his questions on Government control when Mr. Kesten returned to the stand for cross-examination in the FCC room. Commissioner George P. Walker was acting chairman in the brief absence of Mr. Fly. The chairman, arriving late, cut short the cross-examination of a witness. Mr. Caldwell of the Broadcasters Assn., who frequently has clashed with Mr. Fly.

Shortwave Growth

Burton Plummer, assistant chief, nonstandard section, Broadcast Division, FCC Engineering Dept., said Thursday many countries use shortwave for domestic broadcasts and since 1938 there has been a rapid increase in shortwave stations, resulting in moving some stations to bands assigned other frequencies. He attributed much of the interference to the domestic shortwave stations.

Under cross-examination Mr. Guy said the RTTPB panel did not consider domestic shortwave broadcasts, and that the close of the panel did feel that in the future, shortwave service may shift to frequencies now used for FM. Assistant Chairman Charles R. Davenport of the FCC general counsel, why shortwave wouldn’t use the higher frequencies, Mr. Guy said it was entirely a problem of receiver design and not sunspot cycles.

When Mr. Kesten began his three-fold testimony covering interference, shortwave, amateur, and television, Mr. Roberts objected to placing the television portion into the record during the international broadcast case. The chairman sustained the objection, but ruled that Mr. Kesten could submit his statements to be included in the record at the proper places.

Mr. Tapp, said, in the opinion of Associated Broadcasters, the “need for Government broadcasts probably will continue for years after the war,” but he expressed the hope that at some time in the future there would be time for commercial broadcasts.

3000 International broadcast was completed, the hearing reverted to aviation, with Mr. Rentzel and Mr. O’Reilly recalled for cross-examination. F. M. Ryan, radio engineer of AT&T, said it was not recommended now that frequencies be vacated for use exclusively in providing telephone service to passengers in aircraft. He added that such a service be needed later on, AT&T could provide it through its high seas coastal telephone stations.

C. W. Peake, manager of radio operations, Lockheed Aircraft Corp., Burbank, Cal., who took the stand Friday morning, endorsed the RTTPB recommendations in general, then told of the need for aviation radio services in the very high, ultra high and super high bands.

Opening hearings into the needs of amateurs, Leland C. Quaintance, chief of the operator and amateur service section, FCC Engineering Dept., testified that at the end of the fiscal year 1941 there were approximately 60,000 licensed amateur stations, representing the largest single class of operators in the service. On Dec. 8, 1941, however, the FCC closed all amateur stations for the duration. Mr. Quaintance listed allocations and requests as:

- FCC allocation: 1750-2060 kc; 5000-6000 kc; 7000-7200 kc; 1400-14400 kc; 26-28 mc; 32-38 mc; 112-114 mc; 435-480 mc; 600-601 mc; 435-480 mc.
- Proposed by ITT: 3000-3600 kc; 7000-7400 kc; 1400-14400 kc; 21-22 mc; 38-40 mc; 114-149 mc; 215-225 mc; 450-490 mc; 1125-1235 mc; 2800-2700 mc; 5000-5070 mc; 3960-4400 mc; 4480-480 mc.
- Proposed by American Radio Relay League: 3500-4000 kc; 7000-7400 kc; 1400-14400 kc; 21-22 mc; 38-40 mc; 114-149 mc; 215-225 mc; 4480-480 mc; 896-900 mc; 1750-1200 mc; 3850-3860 mc; 7680-7685 mc; 14330-3860 mc.
- Proposed by Mr. George W. Bailey, ARRL president, the FCC to return to amateurs “the frequencies assigned to us by the Government for auto ignition,” and that the FCC might “take some time together with certain additional frequencies above 300 mc.” He listed four major categories of the amateur field, the standpoint of security, and the following:

Existence of a huge reservoir of skilled amateurs; availability for military use of amateur frequencies, free from interference, immediately upon declaration of war; huge supply of up-to-date gear available for communication purposes poses to the military services when suddenly needed; support of manufacturers of gear who find a wide market amateurs and who must keep abreast of the times to fill that demand.

From the standpoint of welfare, Mr. Bailey listed these five points:

Amateur radio as a youth training school; contribution of amateurs to radio technique; availability of amateurs for nationwide assistance in large-scale investigations and experiments; ability of amateur radio to supply communications in time of emergency, caused by natural disaster; the witnessing importance of amateur radio.

Ignition Problem

George P. Walker, technical director of ARRL, testified on the 90mc range of interests of amateur radio service, pointed out that amateur stations operate in bands, which must be diversified because of the need of obser-

vators and investigators of roving, divergent and changing interests, and with many subdivisions of specialization. Mr. Walker, urging the Commission to give serious consideration to the ARRL recommendations, said: There is no employment of radio frequencies that contributes more to the welfare and security of the nation as a whole than the allocations of the amateur service.

BROADCASTING • Broadcast Advertising
GAME OF THE CENTURY took place recently at Lodi, N. J., site of WJZ transmitter, when WJZ-Blue network team of "nine old men" (plus umpire) battled the local Rotary Club team to a tie score. Seated are: P. W. Wimmerman, musical director of the Blue; John McNeil, manager of WJZ; Edgar Kohak, executive vice-president of the Blue; Edward J. Noble, chairman of the board; and Mark Woods, president. Standing: Nicholas Friault, v-p in charge of finance; George Mine, chief engineer; Phillipa Carlin, v-p in charge of programs; C. P. Jaeger, network sales manager; and Keith Riggins, v-p in charge of stations for the Blue.

Tentative List of Witnesses Scheduled To Appear This Week at FCC Hearings

FOLLOWING is a tentative list of witnesses scheduled to testify in Group 2 (Standard, FM, Noncommercial Educational, Telecommunication, Facsimile, Other Broadcast Services) in the FCC allocations hearings. The hearings will resume at 10:30 a.m. Tuesday, Oct. 10, in the Natural History Museum Auditorium, Constitution Ave. and 10th St., NW, Washington.

STANDARD BROADCAST SERVICE
C. M. Braun, FFC; Dr. R. E. O'Brien, WWJ; Dr. John A. Noble, Barnstormer Co.; Andrew D. Ringle, RTBP Panel 4; Dr. Donald W. Elcock, WMER; Dr. Frank Stanton, William B. Lodge, CBS; W. F. Cotter, Stromberg-Carlson Co.

HIGH FREQUENCY (FM) BROADCASTING

NONCOMMERCIAL EDUCATIONAL BROADCASTING
C. M. Braun, FFC; Dr. John W. Studebaker, U. S. Commissioner of Education, headlining list of 38 witnesses.

TELEVISION SERVICE
C. M. Braun, FFC; David B. Smith, RTBP Panel 6; T. A. M. Crew, Whittington C. Lent, W. E. Beg. Co.; Joseph Bean, Dr. Frank Stanton, Dr. Peter C. Goldsmith, CBS; Dr. Alfred N. Goldsmith; Allen S. Dunlop; Telco, Broadcasters Association; Dr. T. W. Goldsmith, Jr., Allen B. Dunlop, League, Lewk Allen, Weing, Harry B. Lobere, Frank M. Kennedy, Don Lee; Paul Lomax, Balaban & Katz, Telco Productions, Paramount Communications; Dr. R. G. Town, Stromberg-Carlson Co.

Graham to Washington

GORDON GRAHAM, assistant director of special broadcast services for WLB Cincinnati, will be transferred to Los Angeles to head a new WLW news bureau in Washington, it was announced last week by Robert P. Dunville, vice-president of the Croxley Corp. and WLW general manager. Mr. Graham will begin broadcasting Washington news bulletins, making the station available to midwest listeners each weekday at 6:25 p.m., starting Oct. 23.

RADIO PROVES AID TO RURAL SCHOOLS
BECUSE radio has proved so valuable in bringing specialized material to the 25% of the rural schools in the United States now electrified, a large number of other rural schools are pushing plans for electrification so they can benefit from the educational programs now on the air. This fact was brought out in a tribute to radio during the White House Conference on Rural Education held last Wednesday and Thursday at the White House and attended by 200 delegates.

The entire conference, the first ever on rural education to be called by a President, was covered by J. B. (Jerry) Walker, WLS Chicago educational director, by means of a wire record loaned by Utah Radio Products Co., Chicago. A 15-minute talk by the President to delegates, two interviews with Mrs. Roosevelt conducted by John Strohm, managing editor of the Prairie Farmer, and all ten working sessions were broadcast from stations in and schools throughout the country.

BATCHELLER ISSUES IAC CUTBACK PLANS
OUTING the Radio & Radio Division of WPB as an example of how the industry Advisory Committees can help in reorganization, Hiland G. Batcheller, WPB operations chairman, last week issued instructions to all WPB bureau and division directors as follows: The 750 Committees of the War Production Board would function in the important role they will play to the project the federal government for cutting back military production after V-E Day.

Mr. Batcheller said that the cutback information will be available in two classifications: (1) by the military products concerned; and (2) by major peace-time industries. "Thus, the Radio & Radio Division. Mr. Batcheller said, "may discuss with the Radio & Radio Industry Advisory Committee proposed V-E Day cutbacks in the military radio end products. The proposed cutback may be discussed with the committee in terms of its incidence on the industry as a whole, but not in terms of its incidence on individual plants."

Statement Program Listings Offered New York Papers
A PLAN to service newspapers in the New York listening area with a daily consolidated listing of station schedules was laid before radio editors last week by Thomas A. Koppel Co., New York, printer of radio listings. Stations would share the cost of schedules.

The Consolidated Daily Radio Program (copyright), for the eastern listening area would be mailed by first class mail daily with all copies to go out the final top of the same day. Sample copy measuring 27 x 11 inches, lists programs in columns, with bold red lines separating each station so an editor may strip the sheet into columns and rearrange them any order. Corrections are printed in first section of advance program corrections.
American Bird Back
AMERICAN BIRD Products, Chicago, makes American Bird Food, new for 1944. It is a new food for birds. The company has been in business for 25 years and has won many awards for its products. The new food is high in protein and vitamin content, and is available in a variety of colors. The company is expanding its operations to meet the increased demand for bird food.

Rehabilitation Aid Aim Of NBC Service Audition
TO ASSIST in rehabilitation of the nation's fighting men and women, NBC has announced that it will give free "Welcome Home" auditions to any member or former member of the Armed Forces who believes he has talent fitting him as a radio entertainer or writer. Auditions will be held Saturday mornings, beginning Oct. 14, and will be open to all who are on active duty or on leave for 28 days.

NO PRIORITY?
You don't need to buy Andrew Type 737 - 78 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 7th St.
Chicago 19

Receivertube Demand Faces Heavy Increase
CIVILIAN and military requirements for receiver tubes after V-E day will be 50-70% above present maximum production, according to best estimates of WPB Radio & Radar Division officials who revealed the figures to a Vacuum Tube Industry Advisory Committee. Production in Vacuum Industry is growing about 14% a week. Total production of such tubes in August was put at 10,000,000, which is barely sufficient for civilian needs. Committee members stated that ability to meet this increased demand after V-E day would depend on the manpower situation as well as the per cent in cutbacks.

End of the European war, WPB officials said, will reduce military requirements slightly, but not until a year after Germany's surrender is a 45% cut in such requirements expected. Because of the nature of the V-E Day situation of continuous postwar employment, large numbers of women workers are expected to be attracted to tube production when cutbacks in other industries occur, WPB officials said.

Book on Radio Operation
HOW RADIO works, from studio through control room and transmitter to the receiving set, is explained in non-technical language in Modern Radio, written by Kingdon S. Total X-Over Engineers. [Harcout, Brace & Co., New York, $2.50 net] with index and white and in full color are also explained in the volume, which is illustrated with frequent diagrams and photographs.

NOT A HEINEY, but Morrie Pierce, intrepid radio engineer on leave from WGAR Cleveland. This shot was taken in a transport car, at Cherbourg, shortly after its fall. Mr. Pierce is chief engineer of the radio station nearest the applicant's home, to await a call from the serviceman following demobilization.

Ralph patt cited
Former WPAY Manager at Post
During Enemy Attack
"Outstanding performance of duty" during an enemy attack last April 11 off the Algerian coast, Lt. Ralph H. Patt Jr., former manager of WPAY Portsmouth, O., and one of radio's brothers, was given a commendation by Adm. R. K. Hewitt.

COMMUNICATIONS officer A warship, Lt. Patt was aboard as his ship was suddenly and unexpect-
ably damaged by an enemy aerial torpedo. "Your untiring efforts during this attack to maintain promptly radio communications were of immeasurable value in maintaining the ship as a fighting unit and saving it for future service against the enemy," read the citation.

John F. Patt, general manager of WGAR Cleveland, is the only one of the four brothers not in the Navy. Lt. Robert G. Patt, former manager of WHN New York, is with the amphibious forces in the South Pacific and has taken part in landing operations at Munda, Rendova, Vella Lavella, Treasury, Bougainville and other undisclosed islands in the last 15 months.

James M. Patt, until last April program director of WKRC Cincinnati, is with the Armed Forces Radio Service, Hollywood, as sea-
man second class.

Plate Adjuster
NORTH American Phillips Co. has added a new tool to its line of equipment for precisely adjusting the frequency of quartz oscillators plates downward. The specially designed X-ray machine apparatus uses a new high-capacity water-cooled X-ray tube. The system is a fixture that exposes one crystal to the intense X-ray beam while another crystal is being loaded into a second holder.

Tribune Forum Set for Blue Oct. 16-18
WORKING with the New York Herald Tribune, Blue Network has arranged for a series of three evening radio sessions of the newspaper's annual forum to be held in New York Oct. 16 and 17. Spaciously prepared for radio presentation, series will be broadcast 8-9 p.m. Oct. 16 and 7-8 p.m. Oct. 18. Blue advertisers sponsoring programs during those periods are expected to permit their shows to be cancelled for the presentation of this public service series.

Titled Builders of the World Ahead, the radio sessions will present such speakers as President Roosevelt, Admiral Nimitz, Bernard Baruch, J. A. Krug, Henry Kaiser, Claire Booth Luce and Helen Gahagan. Series will be opened on the air by Ed-
ward J. Noble, chairman of the Blue, with Morrie Geiger, vice-president of the Herald Tribune and forum chairman, presiding.

Dealing with such problems as the rehabilitation of veterans and the conversion of industry to peacetime products and services, the broadcasts have been prepared by Adrian Sainsh, Blue national production director, who selected the leading speakers from the three-day forum to give their views to Blue Network's audience. John B. Kennedy, Blue com-
mentator, will open each program with a discussion of the meaning of each speech and digest and summarize the speeches at the close of the broadcast.

Dutch Message
FIRST TWO villages in the Neth-
erlands liberated by American troops sent messages of loyalty and affection to Queen Wilhelmina of the Netherlands and the Dutch royal family in London through arrangements made by George H. Hick, Blue network correspondent with the American forces on the Western Front.

Press Wireless Officers
PRESS WIRE OFFICERS, Inc., New York, at a meeting of the board of directors, elected as vice-president E. J. Ker-
ny, who has been managing engi-
neer and rate specialist; as treasurer James Humphrey Jr., former assistant being handled by manager, Chris-
tain Science Publishing Society; and as secretary J. E. Densig, PW gen-
eral attorney. The following appoint-
ments were made in the executive staff: Director of Communications D. K. deNeuf, former assistant general manager; director of personnel representation, Philip D. Zurian, former vice-president in charge of engineering; personnel di-
ector and former chief of personnel, administrative control, pro-
grams treasurer of Pott and Whitney Aircraft, East Hartford, Conn., and director of Public relations, Paul Darrow Puckett.

Series Heard in India
SERVICEMEN in India hear a daily hour-long broadcast of the World's Biggest Coverage. The series started Oct. 5 and is provided specifically for the Forces by the Indian Army. The series is broadcast by AFRS in cooperation with Mutual.

Broadcast Advertising
MORE TECHNICIANS NEEDED, OWI SAYS
WITH THE "end of the European war in sight," psychological warfare, based upon intensive use of radio, is being speeded up in the Pacific and Far East, the OWI Overseas Branch announced last week coincident with a plea for radio engineers and technicians. The OWI radio operators in the Pacific area are under the direction of H. Preston Peters, on leave from his post as president of Free & Peters Inc., station representatives, who recently was promoted to Outpost Manager of OWI for the Pacific and Far East. He joined OWI as a field representative for the Far East.

Positions are open for radio engineers and technicians to serve with the OWI overseas for those men who can be spared. Broadcasting was described as a prime weapon of psychological warfare, while radio communications and radio observers are being used in similar vital roles.

"They offer to these men an opportunity to play a dramatic role in the war against the Japanese," said the statement.

Engineers now being recruited will be sent to Australia, Hawaii, China and India. Anyone who qualifies and has knowledge of or experience in these areas would be especially valuable to OWI, the announcement said. Interested parties living west of Denver should make written application to OWI Overseas Branch at 111 Sutter St., San Francisco, or to New York office at 119 W. 5th St.

Chef Boy-Ar-Dee Plans
CHEF BOY-AR-DEE Quality Foods, Milton, Pa., outlined postwar plans at a recent meeting. Future plans include a network with participating stations, a new plant to be built here, and expansion of the firm's line of canned products. The plant will be near the present plant.

Underwear on WABD
First use of television to advertise men's underwear will occur Oct. 22 when Augusta Knitting Corp., Utica, N.Y., advertises its Blackout Summer line on WABD, Dubuque video station in New York, for Jones Health Underwear. Agency is Norman D. Waters & Assoc., New York Television Work Shop, New York, assisted in the production.

Furniture Budgets
ELEVENTH annual report on retail furniture store operating experiences and programsshows activities for the 1943 fiscal year, shows that a group of typical large stores (with sales volume of over $500,000) spent $8.41 in the advertising and publicity dollar on radio, while the "average" stores spent $0.81. Report was released recently by the Control and Management Division of the National Retail Furniture Assn. Breakdown of the total dollar expenditure for large stores shows new-impressions (18.54), radio, second, followed by direct mail and handbills (2.01); display materials (1.81) and billboard (1.37), with the balance representing salaries and "other costs.'
Decisions

OCTOBER 2
WSFA Spartanburg, S. C.—Granted mod. CP authorizing increase power and changes in DA, for further changes in DA.
WSMI Bridgeport, N. J.—Granted mod. license move to new studio transmitter site.
KSBU Cedar City, Utah—Granted extension time for period ending 10-14-44 to comply with procedural conditions of grant for 350 w.
KNOE Monroe, La.—Granted authority to use call letters KNOE instead of former KJAN.
Phillips Radio & Television Corp.—Granted CPs: seven experimental portable-mobile television relay stations, two to be located at Xavier de G rawe, Mâl; two at Honey Brook, Pa., two at Saginaw, Mich., and one in District of Columbia. Four will use channels 11 and 15 and the other three will use channels 16 and 17, all using A6 and A6 emission. Six will employ 16 w visual and 10 w audio and one 15 w visual and audio.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of Qualified Radio Engineers DEDICATED TO THE SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

PAUL GODLEY CO.
CONSULTING RADIO ENGINEERS
MONTCLAIR, N. J.
MO 2-7859

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

JOHN BARRON
Consulting Radio Engineers
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington 4, D. C.
Telephone National 7757

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

LOHNEs & CULVER
CONSULTING RADIO ENGINEERS
Monsey Bldg. District 8213
Washington 4, D. C.

Paul A. de Mars
Consulting Electrical Engineer
1900 F St., N. W.—Washington, D. C.
Phones Metropolitan 0252

Frank H. McIntosh
Consulting Engineers
Shoreham Bldg. ME. 4777
Washington, D. C.

RCA, Area of Camden, N. J.—Granted CP and license new experimental television relay station, 211,000-327,500 kc 600 w visual and audio.
RCA Camden, N. J.—Granted CP and license new experimental television relay channel 3, 30 kw visual and audio.

WMAN Mansfield, O.—Adopted decision and order granting license renewal.

OCTOBER 4

Northeastern Division of Radio & Television Corp., Centennial Broadcasting Co., Portland, Me.—Granted mod. license and directions re applications new standard station.
Buddy Kelly, manager, Tex.—Granted motion for continuance consolidated hearing from Oct. 11 to Nov. 27. Queen City Broadcasting Co., Boise, Idaho.—Granted request take deposits re application for operation of AFRO and Idaho Broadcasting Co.
WFB Grand Rapids, Mich.—Granted petition for leave to intervene in hearing on objection of WRBZ change 1490 kc to 1290 kc.
KFKIQ Spokane, Wash.—Granted joint petition for continuance hearing from Oct. 10 to Dec. 11 re license renewal.
WKBW Reading, Pa.—Granted motion postpone hearing on license renewal application, now set Oct. 15, Dec. 15.
KOB Albuquerque, N. M.—Adopted order continuing to Dec. 11 hearing on application for mod. CP (Action Taken Sept. 29).
WRKZ Muskogee, Mich.—Adopted order granting petition for continuance hearing license renewal application; continued same to Dec. 5.

Tentative Calendar...

OCTOBER 11

KNDY Denton, Tex.—CP 1450 kc 250 w unlimited.
Truett Kimrey, Greenville, Tex.—CP new station, 1450 kc 250 w unlimited.
WAVK, Waco, Tex.—CP 1250 kc 250 w unlimited.

Applications...

OCTOBER 3

WITH Baltimore.—CP new developmental broadcast station, 45,000 w 1 kw A2 emission.
WINN, Louisville, Ky.—Involuntary transfer control to D. E. Beebrick, Ernest R. Mendenhall, and Nellie M. Kemrick, executor of the estate of J. E. Kendrick, deceased.
The Regents of U. of Michigan, Ann Arbor, Mich.—CP new noncommercial educational station, 43,000 kc 1 kw special emission, amen. to swap transmitter site and change studio location and call letters to WERK.
WAVE Louisville, Ky.—CP new FM station, 88,000 kw 15,000 sq. mi. $450,000 estimated cost.
Commercial Broadcasting Co., Savannah, Ga.—CP new station, 1450 kc 250 w unlimited, amended re change of station's engineering equipment.
Marcel Simard Hawley, Conway, S. C.—CP new station, 1450 kc 250 w unlimited (reapplied).
KNOW Austin, Tex.—CP new FM station, 47,100 kc, 12,000 sq. mi., $59,000 estimated cost.
WACO Waco, Tex.—CP new FM station, 47,100 kc, 12,000 sq. mi., $59,000 estimated cost.

RAYMOND M. WILMOTTE
CONSULTING RADIO ENGINEER
From FCC Application to Complete Installation of Equipment
1469 Church St., N.W., Washington 5, D. C.

WERC Erie, Pa.—License to cover CP change frequency.
WSAM Saginaw, Mich.—Modify license change main studio location.
Thomas N. Beach, Birmingham, Ala.—CP new station, 1450 kc 250 w unlimited.
KSAM Huntsville, Tex.—License change D to unlimited.
KGJO, Durham, Fla.—CP new station, 1450 kc 250 w unlimited.
Middle Tennessee Broadcasting Co., Columbia, Tenn.—CP new station, 1240 kc 250 w unlimited, amended to revocation of initial application and specify studio site.
WAVM Johnson City, Tenn.—CP new FM station, 48,000 kw 1,578 sq. mi. $156,000 estimated cost.
KQO Wenatchee, Wash.—Mod. CP authorizing change assignment for extension nomination date from 11-14-43 to 11-14-44.
WLUE Erie, Pa.—CP install new transmitter DA-N, change frequency 1390 kc to 1390 kc 250 w in 10 kw 8 N and D and move transmitter (petition to reinstate).

HERMANN D. MYRING has been appointed manager of sales and engineering for RCA's 200-station auto radio department. With RCA from 1935 until the outbreak of hostilities as supervisor of engineering activities of the auto radio field, Mr. Myring was placed in charge of a group of RCA engineers to develop S. G. Signal Corps on an engineering development course, and combat communications problems.

ALBERT E. (Shorty) EVANS has been appointed chief engineer of KGO San Francisco, Calif., succeeding David B. Palmer, who was recently named manager of the station. Mr. Evans has been in charge of the station's transmitter since 1932.

HALL BETZ, supervising engineer for WPTF Raleigh, N. C., underwent an operation Sept. 22.
J. P. WEAR Jr., with Graybar Electric Co., New York, since 1926, has been named district merchandising manager with headquarters in Philadelphia.

ROBERT E. BROOKING, formerly with WJZ-WGBC Chicago, is now an instructor at Central Signal Corps School, Camp Crowder, Mo., and has been appointed chief engineer of the Crowder Broadcasters Assn.
PERRY AIKEN is a new addition to the control staff of WHG Greensboro, N. C.

C. L. PRESCOTT, formerly with WLS, Chicago, has been added to the engineering staff of WOWO-WGL Ft. Wayne.

A. J. (Jack) HALL, for several years associated with Kellogg Switchboard & Supply Co., Chicago, as engineer in research and development laboratories, has been appointed production and research engineer for Univerco Telephone Co., Ingelwood, Cal. Currently assigned to administration, he will later work with production and war planning.

BRUCE RATTS, chief engineer, and Glenn Thayer and Paul Loecke of the WGW-WGL staff are cooperating in the war training programs of Purdue U., West Lafayette, Ind., by teaching fundamentals of radio.

PAUL SHAW, formerly with the War Dept., has joined the engineering staff of WSPD Toledo.

ROBERT BATCHELDER is a new member of the WJW Cleveland engineering staff. He has also added William Hull, formerly of WOLF and WAGE Syracuse. Latter now divides his time as announcer and engineer at WJW.

OCTOBER 6

Thomas G. Galbraith, Jr., Richmond, Va.—New CP station, 1240 kc 250 w unlimited, amended change frequency to 1295 kc 250 w unlimited.
WBBR Richmond, Va.—CP change hours operation of transmitter and make changes in antenna to recast 1250 kc 250 w unlimited, amended to rebroadcast 1250 kc 250 w unlimited and specify studio.
KVOM Inc., Marshall, Tex.—CP new station, 1240 kc 250 w unlimited.
Tennessee Valley Broadcasting Co., Chattanooga, Tenn.—CP new station, 1450 kc 250 w unlimited.
WAFR Birmingham, Ala.—CP new developmental stations—45,000 kw 1 kw special emission FM; 45,100 kc 250 w special emission FM.
WBB Atlanta—CP new developmental station, 45,000 kw 1 kw special emission FM.
Transfer of WLIB Is Granted by FCC

Major Executives Continue: New Services Considered

EXECUTIVE management of WLIB Brooklyn will continue under Elias I. Godofsky, president and general manager, with the acquisition of the station by Dorothy S. Thackrey, publisher of the New York Post, purchase of which for $250,000 was approved by the FCC last week.

Mrs. Thackrey declared following the FCC action that the station would operate independently of the newspaper and with its own personnel, studios and offices. The station was purchased from Mr. Godofsky and co-owners [BROADCASTING, July 24]. Other sellers were Irwin Steingut, William Weisman, Aaron L. Jacoby, Arthur Faske, who remains as chief engineer and Louis W. Berne.

Mrs. Thackrey said “there is a wide and highestraping field of cooperation between radio and newspaper service to the community which we shall endeavor to explore to its fullest extent.” At the same time she announced plans to apply for an FM station and to provide, in due course, television and facsimile services.

Directors of WLIB Inc. will include Mrs. Thackrey as chairman of the board; Mr. Godofsky; Ted O. Thackrey, Post editor and general manager; Paul Gould, vice-president and manager of WLIR; Marvin Berger, and L. H. Cook, of the Post, who will become secretary and treasurer of WLIR.

Confirming a previous report [BROADCASTING, June 27] it was announced that Leonard Carlton had been appointed to the executive staff of the newspaper’s editorial department to take charge of the Post’s relationship to radio and allied fields. He will also assume duties as program director of WLIR. Mr. Carlton, a former Post radio editor, who has been on leave of absence since January 1942 in the OWIs overseas branch, has announced his resignation from the government agency.

In a companion statement, Mr. Godofsky declared that the station would continue its present programming policies and that present key operation personnel would remain intact, including Mr. Gould as vice-president and general manager and Mr. Faske in charge of overall operations; Robert M. Scholle, vice-president in charge of sales; and Mr. Faske, chief engineer.

New Haven Names

NEW YORK, New Haven & Hartford Railroad, New York, has named Pelleier, Ryan & Lusk, New York, to handle its advertising.

Broadcasting From Southwest Pacific Gets Underway With New Guinea on Air

RUGGED RADIO PRO at Gen. MacArthur’s headquarters in Dutch New Guinea is the base of operations for these broadcasters, some of the others representing the networks. The radio men are (standing, l to r): Maj. A. A. Schechter, radio officer for GHQ, and former director of news and special events for NBC; Arthur Feldman, Clete Roberts, Blue; William J. Dunn, CBS; George Thomas Folster, Pat Flaherty, NBC; Gordon Walker, Mutual. Kneeling are: Corpl. William Merrick, former March of Time writer; Sgt. Charles Mack, formerly with Zenith Radio Corp.; Donald Weiss, formerly with WRUF Gainesville, Fla.

Broadcasting From headquarters in the Southwest Pacific area got under way for the first time from the forward areas of New Guinea on Sept. 15 when the Halmaheras were invaded.

On that day four American networks aired some 18 broadcasts in 36 hours to San Francisco to relay to the networks. Broadcasting was set up in an Army tent in the public relations area at Gen. MacArthur’s headquarters. The network representatives, with press and photo correspondents, left Brisbane several weeks before the Halmaheras invasion to be briefed for the operation.

Studio In Tent

While correspondents were assigned to planes and destroyers, the Radio Section of the Public Relations Office got facilities for transmission to the United States. The Chief Signal Officer of the Southwest Pacific Area, Maj. Gen. S. Akin, made available some of the operational channels to broadcasters. Radioheadquarters were set up in the Army tent with a half-dozen blankets for acoustical treatment. 

In the tropical heat of New Guinea, Bill Dunn of CBS, George T. Folster and Pat Flaherty of NBC, Clete Roberts and Arthur Feldman of the Blue, and Gordon Walker of Mutual sat at the microphone broadcasting their communiques.

During the heavy press transmission of D-Day, communiques carried by press correspondents were delayed when a truck struck a pole carrying power for press transmission. The radio was utilized to send a voice communiqué to the networks receiving point in San Francisco, which had been restored in a few moments after the broadcast.

The Public Relations Officer for the Southwest Pacific Area is Col. L. A. Diller of Syracuse. The Radio Officer is Maj. A. A. Schechter, former director of news and special events at NBC.

Other ex-broadcasters with the SWPA GHQ Radio Unit are Capt. Donald Lewis, formerly with WRUF Gainesville, Fla., and producer of Army programs for KRLD Dallas; Capt. Walter P. Kelly, formerly with WTAM Cleveland, Ohio, who also was at WTEL Philadelphia, and WNEW New York; Capt. Charles A. Mack, formerly of Zenith Radio; Cpl. Stanley Quinn, formerly Mutual correspondent in Australia; and Cpl. William Merrick, script-writer for March of Time and other programs.

For the first time Army Hour now is carrying broadcasts from the advance bases in the drive against the Philippines.

WOI Time Extended

PROPOSED findings of fact and conclusions were announced by the FCC last week preceding grant of the application of the Iowa State College of Agriculture and Mechanic Arts for special service authorization to permit WOI Ames, Ia., to commence operation at 6 a.m. (CST) at sunset in lieu of sunrise to sunset operation. Commission concluded operation would provide service of special value and maximum coverage under public benefit would outweigh any resulting interference to other stations on 640 kc, clear channel for KFI Los Angeles.

AFRS to Expand Pacific Operations

IN ORDER that all branches of the armed services may take a more active part in the Armed Forces Radio Service, designed to entertain and inform American troops all over the world, representatives of the Army, Navy, Marine Corps and Coast Guard are meeting this week at AFRS Los Angeles headquarters. Meetings began Monday and are scheduled to continue for several days.

Tentative plans include the installation of more high-power transmitters in the Pacific, so that the maximum amount of the theatre may be obtained. It is also expected that more Navy, Marine Corps and Coast Guard transmitters will take part in the approximately 400 AFRS stations already in operation. There are some Navy men now taking part in program preparations.

Those meeting with Col. Tom Lewis, AFRS head and former vice-president of Young & Rubicam, are: Lt. George F. Putnam, attached to Special Services, Marine Corps, former special events and news reporter for NBC and Mutual; Maj. Col. J. F. Gilday, Special Services, Marine Corps; Lt. Col. John J. Gilday, Special Services, Marine Corps, and Maj. John L. Melbo, Training Aids Division, Bureau of Naval Personnel, Navy.

Women’s Theme

THEME for the 1944-45 special promotion campaign of the Assn. of Women Directors of the National Assn. of Broadcasters, will be “Women of All Nations,” according to Ruth Chim, CAU Philadelphia, AWD president.

former director of news and special events at NBC.

Other ex-broadcasters with the SWPA GHQ Radio Unit are Capt. Donald Lewis, formerly with WRUF Gainesville, Fla., and producer of Army programs for KRLD Dallas; Capt. Walter P. Kelly, formerly with WTAM Cleveland, Ohio, who also was at WTEL Philadelphia, and WNEW New York; Capt. Charles A. Mack, formerly of Zenith Radio; Cpl. Stanley Quinn, formerly Mutual correspondent in Australia; and Cpl. William Merrick, script-writer for March of Time and other programs.

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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.
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- From 1919 to 1944 . . . RCA has pioneered in the science of radio and electronics . . . from worldwide wireless to national network and international short-wave broadcasting . . . from electron tubes to electron microscopes and radiothermics . . . from the hand-wound Victrola to the automatic radio-phonograph . . . from television to radar.

Twenty-five years of service to the nation and the public have made RCA a symbol of achievement and progress . . . RCA is a monogram of quality in radio-electronic instruments and a hallmark of dependability in communications equipment throughout the entire world.

From the First World War to the Second, RCA developed and expanded its "know-how" in skilled engineering and production so vitally needed to meet the demands of war . . . these qualities will be reflected in the peacetime products of RCA.

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