Would you believe that any radio station could so dominate its outside zone as to win as much as 66.9% of the audience in eight "Outside Zone" cities ranging from 30 to 115 airline miles away?

That's what WHO does! From 8 a.m. to 6 p.m. (Monday through Friday) the figure is 60.0%. From 6 to 10 p.m. (Sunday through Saturday) it's 66.9%! And those figures aren't "blue sky"—they're from an actual Hooper Survey!

Space on this front cover doesn't permit tabulation of the details. But either we or Free & Peters would be glad to show you the full report. You'll be missing something if you don't see it. Write or telephone for the proof that "Iowa loves WHO"!
We've been busy here at KLZ... busy with all the familiar wartime operational problems... busy with questionnaires and reports... busy, busy. Yet, not too busy to fulfill our obligation as a public servant... not too busy to continue creating good programs of local flavor and interest... not too busy to keep promoting KLZ programs among Rocky Mountain listeners... not too busy to attend to our public relations in this area... not too busy to continue making friends and influencing people.

It is satisfying and encouraging, therefore, that four times in recent months impressive recognition has rewarded our efforts in these fields. It is indicative, too, of the kind of station KLZ is, and the job it is doing for advertisers as well as for listeners.
STATIONS FLOCKING TO TELLO-TEST,” RADIO’S MOST SENSATIONAL LOCAL SHOW!

Program’s Freedom from Lottery Angle, High Hooper Rating and Big Results for Sponsor Stimulate Terrific Station Response

ANNOUNCEMENT that “Tello-Test” was for sale to one station in each market brought a flood of requests from broadcasters all over the country. During the first week, over 150 stations wired or wrote Schwimmer & Scott, many urgently asking for a sponsor stimulus for this program. Many inquiries were expected, but response has far exceeded our highest expectations. Quick action is urged if you want to secure exclusive rights to this remarkably successful program.

Here is a résumé of “Tello-Test” facts for those who missed our first announcement:

“TELLO-TEST” is a telephone quiz money give-away program with a unique formula that insures mendacious audience appeal without lottery headline for the station.

Originated and produced by Schwimmer & Scott for their client, the Hirsch Clothing Company, operators of a chain of neighborhood stores, “TELLO-TEST” went on the air for the first time last November.

Phenomenal Listener Interest

The program proved a smashing success almost from the start—not only in audience appeal but in requests for the sponsor.

Its rating has been climbing steadily ever since. Three months’ average, just completed, gives the program an amazing 10.3 Hooper! This, mind you, for a local program facing stiff competition from three other major stations—two of them having excellent network shows.

Here’s the breakdown:

**Comparative Hooper Ratings—Chicago—6:15-6:30 P.M.**

<table>
<thead>
<tr>
<th>Station</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hirsch Tello-Test (MBS Local)</td>
<td>10.3*</td>
</tr>
<tr>
<td>WTTI—News of the World (NBC.com.)</td>
<td>4.7</td>
</tr>
<tr>
<td>WBBM—Hessitt Passing Parade (CBS.com.)</td>
<td>4.5</td>
</tr>
<tr>
<td>WBBN—Happy Jack Turner (BN Local)</td>
<td>1.4</td>
</tr>
</tbody>
</table>

*8% of all radio sets are in use at this time. Based on this figure, the program has 41.3% of all listeners tuned in at 6:15.

Unlike Any Other Money Give-Away Program Idea

Basically, “TELLO-TEST” seems like all the old sure-fire money give-away telephone quiz programs, but don’t confuse it with any other program of this type. It is absolutely original, unique, different! The idea may be the same, but the method makes the BIG DIFFERENCE!

“TELLO-TEST” differs from all others in three important respects:

1. Nobody has to listen in order to qualify for a prize. No consideration is involved. That makes it entirely a contest of skill. Therefore...

2. The lottery angle is eliminated.

3. A smart “gimmick,” deftly planted in the program, impels the audience to tune in even though listening is not necessary or required. What this is, how it operates and other confidential production details will be revealed only to interested prospective purchasers.

Most programs of this type offer little of interest aside from the lure of the money give-away. At last here is one so smartly produced, so packed with showmanship, so interesting as a quiz alone, that thousands listen to it for entertainment. Proof of this is the flood of letters received from outside of Chicago where no one can hope to win a prize because telephone calls are not made there.

A Package of Sales Dynamite for Sponsor!

The Hirsch Clothing Company has long been one of Chicago’s leading local radio advertisers. But nothing they have ever sponsored approaches “TELLO-TEST” in results.

The selling impact of this program is so immediate, so terrific, that Hirsch seldom dare advertise their usual special sales events over the air. Almost every such announcement has resulted in long lines waiting to get into the stores; entire stocks have been cleaned out before noon. The power of the program to bring people from all over the city and suburbs flocking to the three Hirsch neighborhood stores is something that has to be seen to be believed!

Act Fast if You Want “Tello-Test” for Your Station!

What it has done in Chicago—as a station listenership booster, as a powerful sales producer for the holder of the coupon can easily be duplicated in your market.

The “TELLO-TEST” program, with all rights fully protected, is owned by Schwimmer & Scott. It is for sale to one station in each market throughout the United States on an exclusive franchise basis.

With the program rights go complete production instructions, the benefit of Schwimmer & Scott’s experience and all other assistance necessary to insure resale to a local sponsor and immediate success on your station.

For Price and Further Details, Including a Sample Recording of an Actual Broadcast, Wire or Write—(Don’t Phone)
With these charts before you, it is easy to see why—year in and year out—WOAI sells more merchandise to more people in Central and South Texas than any other station—at a lower cost per sale!

"THE POWERFUL ADVERTISING INFLUENCE OF THE SOUTHWEST"
OAI's enviable position in its market is graphically portrayed by the three sets of charts below. Percentages for San Antonio (left) and for San Antonio and eight other cities within a radius of 4 miles (center) are from the C. E. Hooper survey—Spring, 1944. Percentages for the rural field (right) were compiled from a postcard-questionnaire survey covering 78 counties, which was conducted by Ernst & Ernst—Spring, 1944.

**URBAN CENTERS**

<table>
<thead>
<tr>
<th></th>
<th>AFTERNOON</th>
<th>NIGHT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Others</td>
<td>11.2%</td>
<td>All Others 7.7%</td>
</tr>
<tr>
<td>Other NBC</td>
<td>10.0%</td>
<td>Other NBC 5.9%</td>
</tr>
<tr>
<td>All CBS</td>
<td>16.3%</td>
<td>All CBS 24.1%</td>
</tr>
<tr>
<td>All Blue</td>
<td>17.1%</td>
<td>All Blue MBS and BLUE-MBS 15.1%</td>
</tr>
<tr>
<td>WOAI</td>
<td>5.4%</td>
<td>WOAI 47.2%</td>
</tr>
</tbody>
</table>

**RURAL FIELD**

<table>
<thead>
<tr>
<th></th>
<th>DAYTIME</th>
<th>NIGHTTIME</th>
</tr>
</thead>
<tbody>
<tr>
<td>All Others</td>
<td>4.3%</td>
<td>All Others 4.3%</td>
</tr>
<tr>
<td>Other NBC</td>
<td>18.2%</td>
<td>Other NBC 21.5%</td>
</tr>
<tr>
<td>All CBS</td>
<td>12.6%</td>
<td>All CBS 14.8%</td>
</tr>
<tr>
<td>All Blue</td>
<td>15.1%</td>
<td>All Blue MBS and BLUE-MBS 5.3%</td>
</tr>
<tr>
<td>MBS and MBS and BLUE-MBS 5.3%</td>
<td>9.4%</td>
<td>9.4%</td>
</tr>
<tr>
<td>BLUE-MBS</td>
<td>15.1%</td>
<td>15.1%</td>
</tr>
<tr>
<td>WOAI</td>
<td>52.4%</td>
<td>WOAI 54.1%</td>
</tr>
</tbody>
</table>

**WOAI** 50,000 WATTS CLEAR CHANNEL

**NBC-TQN San Antonio**

Represented Nationally by EDWARD PETRY & COMPANY
Through the pages of the past...

and the record

Western Electric looks to the future! Out of its wartime job as the nation's largest producer of communications equipment for the armed forces, has come an invaluable storehouse of experience in electronic research and development.

This knowledge plus improved manufacturing techniques and increased production facilities will assure still finer...
of the present

apparatus for your use in the broadcasting field tomorrow.

Full application of our new knowledge to peacetime products will take time. However, in the orderly, post-war progress that lies ahead, count on Bell Laboratories development and Western Electric manufacture to continue to lead the way!

Electric
EQUIPMENT

★ KEEP ALL THE WAR BONDS YOU BUY ★
SOME PEOPLE MAY NOT LIKE IT but the "Finger Nail Test" developed for Wildroot is a tested theme that helps sell new Wildroot Cream-Oil to an awful lot of people. Incidentally, Wildroot is one of the fastest growing national advertisers.

WHAT COLORS are best for 3-sheet posters? Should copy balloons be used? Should a product's trade-mark be used in motion? The answers to these and other important questions help make Bond Bread 3-sheets, posted outside 1000 groceries, do a last-minute selling job that pays off!

ACCIDENTS COST AMERICA enough working time to build 60 battleships each year. To destroy this home front enemy, Liberty Mutual has campaigned steadily against the "7th Column of Carelessness"...earned the respect of millions of insurance buyers...won two wartime advertising awards.

CURRENT RATINGS show that Du Pont's Cavalcade of America out-ranks nineteen other radio programs which have a similar institutional job to do. Same show...same advertiser...same agency for 10 consecutive years. That's the record of Cavalcade!

"WHY DOESN'T SOMEBODY do something about automobile advertising?" (This chorus of groans has been heard for years.) Now De Soto does something. They can't show post-war cars...but they can show pre-war De Sotos, many of which have run up 200,000 miles without a whisper. A refreshing change among the "nothing to sell" group.

MAKE-UP MEN CAN'T BURY these 140-line ads for Wings cigarettes no matter where they put them on a newspaper page. These ads put across their story aloud anywhere. Just another example of how small space can be made to work.
848 NEW TUNES since NOVEMBER '43

From November '43 through September '44 (11 months), Lang-Worth will have produced and released to its affiliated 848 NEWLY RECORDED musical selections—an average of 77 NEW tunes per month.

Breakdown of these 848 tunes, together with contributing artists, follows:


CONCERT MUSIC: 36 selections featuring 16-piece Symphony Orchestra, under the direction of Ernest Rappe, Sixth-Myrs' "Symphonic Swing" Orchestra, and the Lang-Worth Concert Orchestra. NOTE: Basic Library contains 326 additional full concert selections.

DINNER MUSIC: 104 selections featuring Lew White (piano organ); Bertrand Hirsch (violin); Maurice Brown's string ensemble; Al and Lee Reiser (piano); Hearn and Piano Interludes. NOTE: Basic Library contains over 300 additional selections of the same and similar artists.

VOCAL CHORUS: 50 selections by the Emile Cote Glee Club. NOTE: Basic Library contains 136 additional selections by the Emile Cote Glee Club and the Lang-Worth Choristers.

HILLBILLY AND WESTERN: 41 selections featuring Ezio Brit and Dickson's Melody Mustangs. NOTE: 160 additional Hillybilly and Western tunes in the Basic.

CHURCH MUSIC: 25 hymns by Leonard Soxer (harmonist), accompanied by piano. NOTE: Basic Library contains over 200 additional hymns featuring Lew White on piano organ and vocal groups.

MOODS MUSIC: 14 original compositions featuring Jack Shaindin and his "March Of Time" Concert Orchestra. NOTE: Basic Library contains 163 additional selections especially composed, arranged and produced for Studio Production aids—lasts, openings, closings, bridges, neutrals, battle music, etc., etc.

The Full Basic Library has been "streamlined" to 5000 separate selections. "Dated" dance tunes, harmonicas, ukuleles, etc., have been eliminated. Besides the 2600 selections in the departments listed above, the Basic Library contains additional music by Military Bands, Hawaiian groups, Latin American, Novelty bands, Vocal Rhythm groups, Negro Quartette, Vocal and Instrumental solos, etc., etc.

If you are attending the NAB War Conference, drop into Lang-Worth's headquarters (Palmer House) and hear these new tunes by Tommy Dorsey, Vaughn Monroe, Russ Morgan, Frankie Carle, Count Basie and other Lang-Worth artists. If you are not attending the Conference, write our New York office for full details.

THE DANCE PARADE OF 1944

TOMMY DORSEY
VAUGHN MONROE
RUS MORGAN
FRANKIE CARLE
COUNT BASIE
TOMMY TUCKER
TONY PASTOR
BOBBY SHERWOOD
SONNY DUNHAM
JAN GARBER
AL TRACE
DEE COURTNEY
DEAN HUDSON
NEIL BONDSHU
BOYD RAEBURN

From November '43 through September '44 (11 months), Lang-Worth will have delivered 400 NEW recordings of the 15 Name Bands listed above. Also 114 NEW tunes by light rhythm groups—an average of nearly 47 dance tunes per month.

LANG-WORTH, Inc.
113 WEST 57th STREET (Steinway Hall) NEW YORK 19, N. Y.
Only

"HOME CREDITS"
count

When "HOME CREDITS" run high a station attracts both listeners and advertisers. For, radio, after all, is a local medium—a part of the local community throughout which its signal is heard. And in spite of the great attraction of its network programming, it can be a complete success only if it is united with its listeners in a common bond of local community interests.

*Without exception, the nation's great stations can attribute their greatness to the esteem with which they are regarded in their own community.*

Leadership in purposeful local programming plus its NBC affiliation accounts for KFI's dominant position in the Los Angeles Market.

**KFI... NBC for LOS ANGELES**

50,000 WATTS • CLEAR CHANNEL • 640 KILOCYCLES

Edward Petry and Company, Inc., National Representatives
INVINCIBLE
IN ST. LOUIS

A DISTINGUISHED TRIO

which combines America's No. 1 Network and St. Louis' distinguished broadcasting station with the world's greatest news gathering organization.

RADIO STATION KSD
OWNED AND OPERATED BY THE
ST. LOUIS POST-DISPATCH
This is the end of the Sylvania Radio Tube production line.

Here trained operators begin a series of tests designed to safeguard high-quality manufacture from any bit of human error.

Standardized precision testing instruments enable them quickly to determine basic radio tube fitness. The slightest defect dooms a tube to instant destruction.

Then come more exhaustive and specialized tests for any deviation at all from specification in the quality inspection and customer inspection departments.

Every Sylvania Radio Tube must pass these rigorous tests — and pass them with a perfect score — before shipment from the factory. This painstaking precision test system is your insurance for Sylvania quality that you can sell with complete confidence.

Quality That Serves the War Shall Serve the Peace

SYLVANIA
ELECTRIC PRODUCTS INC.

RADIO DIVISION  EMPORIUM, PENNSYLVANIA

RADIO TUBES, CATHODE RAY TUBES, ELECTRONIC DEVICES, INCANDESCENT LAMPS, FLUORESCENT LAMPS, FIXTURES AND ACCESSORIES
The finest operas presented in their entirety to a ready-made music hungry audience ... at an hour when they are completely relaxed... and in a listening, fully receptive mood. An ideal program opportunity for a wide-awake sponsor. For further information regarding "OPERA IN BED", contact . . .

WBNX
NEW YORK 51, N. Y.
MElrose 5-0333

"OPERA IN BED" IS CURRENTLY HEARD MONDAY THRU SATURDAY FROM 11 PM TO MIDNIGHT
Because the radio industry needed an unrestricted reservoir of copyrighted music to insure free competition in the field of performing rights, BMI was instituted.

Today more than 600,000 titles are available under BMI license. More than 30,000 records may be used. Scores of thousands of titles are included in the libraries of the electrical transcription companies.

But BMI has gone farther!

In addition to the mighty catalog of music now available through BMI, your company provides an outstanding script service, a research department, friendly counsel of field representatives, and many other services not originally contemplated.

And yet the cost of music to the industry today—Including all sources—is less than before the inauguration of BMI!

Yes, BMI is doing an infinitely greater job than was ever dreamed for it by its founders!
In addition to the numerous albums available under your BMI license, there are more than 30,000 listed recordings which you may perform. These range from hottest swing to great classical works. BMI music on record will fill your every programming need.

According to a station's needs, it regularly receives popular, concert, hillbilly and other music for its library. Under the recently signed agreement with the American Composers Alliance, the scores and parts of contemporary serious music may be obtained without fee. BMI is currently conducting a contest for writers of serious music. The winning works, written especially for radio, will add to the industry's store of superb music.

Scripts to fill every need are produced by the BMI script department. Stations coast to coast find that sponsors snap up these shows. Whether you want a five-minute program or a 30-minute production, you'll find precisely the thing you need in the BMI script service. Enthusiastic letters from station managers attest the commercial value of these scripts.

To keep station and program managers abreast of the latest tunes, to help them make the most of their BMI license, field representatives cover the country. It is our intention personally to cover every station at least once a year.

The PIN UP SHEET belongs in every music library. Monthly it shows top tunes and coming tunes. By referring to it, every station can know what tunes are "hot" and deserve heavy scheduling.

The ALMANAC is a chatty forecaster produced chiefly to assist those concerned with planning recorded programs. It's packed with tips on forthcoming tunes and suggestions for emphasizing those presently on top.

The NEWSLETTER is planned to keep station managers and program directors aware of what BMI can do for them. Music trends of particular interest to the program director and musical director are emphasized in this.

These, and all other BMI services, are yours without additional cost under your BMI license.
People in our program and production departments walk around our studios muttering strange new terms. Now we’re quite used to the usual radio language but when we hear “camera angles” ... “mercury vapor lamps” ... “strike the set” ... “move in for a close-up” ... “more eye shadow on the ingenue” we begin wandering if we are in Hollywood or in Philadelphia.

But it seems that the television bug has bitten these good people—and they’re eating it ... sleeping it ... drinking it. Even the engineering department reports that they can’t keep any books on the technical side of this new art ... the programmers take them as soon as they come in.

It all started when WFIL made an arrangement to broadcast from the Plays and Players Playhouse. This is the first time in Philadelphia radio history that a station has originated a regularly scheduled series of broadcasts from a real theatre stage. And we’re doing it because the folks who run WFIL are a progressive, forward-looking group. They are doing this because they realize that in this way many problems in visual presentation will be solved before we actually go on the air with a video broadcast.

In “telecasting,” as in audio broadcasting, Philadelphians will refer to WFIL as “Philadelphia’s Most Progressive Telecasting Station.”

A BLUE NETWORK AFFILIATE

Philadelphia’s
Most Progressive
Radio Station

REPRESENTED NATIONALLY BY THE KATZ AGENCY

---

**Television Stations Authorized by the FCC**

(As of August 15, 1944 in accordance with Rules 4.61-4.79)

**CHANNELING SYSTEM**

<table>
<thead>
<tr>
<th>Channel</th>
<th>Channel</th>
</tr>
</thead>
<tbody>
<tr>
<td>No.</td>
<td>No.</td>
</tr>
<tr>
<td>1</td>
<td>50,000-56,000 kc.</td>
</tr>
<tr>
<td>2</td>
<td>66,000-72,000 kc.</td>
</tr>
<tr>
<td>3</td>
<td>84,000-90,000 kc.</td>
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</tbody>
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**GROUP B**

<table>
<thead>
<tr>
<th>Channel</th>
<th>Channel</th>
</tr>
</thead>
<tbody>
<tr>
<td>No.</td>
<td>No.</td>
</tr>
<tr>
<td>1</td>
<td>102,000-108,000 kc.</td>
</tr>
<tr>
<td>2</td>
<td>112,000-118,000 kc.</td>
</tr>
<tr>
<td>3</td>
<td>122,000-128,000 kc.</td>
</tr>
<tr>
<td>4</td>
<td>132,000-138,000 kc.</td>
</tr>
<tr>
<td>5</td>
<td>142,000-148,000 kc.</td>
</tr>
<tr>
<td>6</td>
<td>152,000-158,000 kc.</td>
</tr>
<tr>
<td>7</td>
<td>162,000-168,000 kc.</td>
</tr>
<tr>
<td>8</td>
<td>172,000-178,000 kc.</td>
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<tr>
<td>9</td>
<td>182,000-188,000 kc.</td>
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<tr>
<td>10</td>
<td>192,000-198,000 kc.</td>
</tr>
<tr>
<td>11</td>
<td>202,000-208,000 kc.</td>
</tr>
</tbody>
</table>

**GROUP C**

Any 6,000 kc. band above 300,000 kc., excluding band 400,000-401,000 kc.

**COMMERCIAL**

<table>
<thead>
<tr>
<th>Licensee and Location</th>
<th>Call Letters</th>
<th>Channel No.</th>
<th>Effective Signal Radiated</th>
</tr>
</thead>
<tbody>
<tr>
<td>Balaban &amp; Katz Corp., Chicago, Ill.</td>
<td>WBKB</td>
<td>2</td>
<td>550</td>
</tr>
<tr>
<td>Columbia Broadcasting System Inc., New York City</td>
<td>WCBW</td>
<td>2</td>
<td>1,000</td>
</tr>
<tr>
<td>Don Lee Broadcasting System, Hollywood, Calif.</td>
<td>KTSF</td>
<td>1</td>
<td>5,600</td>
</tr>
<tr>
<td>Allen B. DuMont Laboratories, Inc., New York, N. Y.</td>
<td>WABD</td>
<td>4</td>
<td>.....</td>
</tr>
<tr>
<td>General Electric Co., Schenectady, N. Y.</td>
<td>WRGB</td>
<td>3</td>
<td>8,100</td>
</tr>
<tr>
<td>The Journal Co., Milwaukee, Wis.</td>
<td>WMJT</td>
<td>3</td>
<td>1,200</td>
</tr>
<tr>
<td>National Broadcasting Co. Inc., New York City</td>
<td>WNBT</td>
<td>1</td>
<td>1,800</td>
</tr>
<tr>
<td>Philco Radio &amp; Television Corp., Philadelphia, Pa.</td>
<td>WPIT</td>
<td>3</td>
<td>500</td>
</tr>
<tr>
<td>Zenith Radio Corp., Chicago, Ill.</td>
<td>WZBT</td>
<td>1</td>
<td>2,200</td>
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</tbody>
</table>

**EXPERIMENTAL**

<table>
<thead>
<tr>
<th>Licensee and Location</th>
<th>Call Letters</th>
<th>Channel No.</th>
<th>Power in Visual</th>
<th>Watts Aerial</th>
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</thead>
<tbody>
<tr>
<td>Balaban &amp; Katz Corp., Chicago, Ill.</td>
<td>W9XBB</td>
<td>2</td>
<td>4,000</td>
<td>2,000</td>
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<tr>
<td>Balaban &amp; Katz Corp., Chicago, Ill.</td>
<td>W9XPR</td>
<td>Group C 10</td>
<td>.....</td>
<td></td>
</tr>
<tr>
<td>The Crosley Corp., Cincinnati, Ohio</td>
<td>W9XCT</td>
<td>1</td>
<td>1,000</td>
<td>1,000</td>
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<tr>
<td>Allen B. DuMont Laboratories, Inc., Passaic, N. J.</td>
<td>W9XVT</td>
<td>4</td>
<td>50</td>
<td>50</td>
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<tr>
<td>Allen B. DuMont Laboratories, Inc., New York, N. Y.</td>
<td>W9XWV</td>
<td>4</td>
<td>1,000</td>
<td>1,000</td>
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<tr>
<td>Allen B. DuMont Laboratories, Inc., Washington, D. C.</td>
<td>W9XWT</td>
<td>1</td>
<td>1,000</td>
<td>1,000</td>
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<tr>
<td>Don Lee Broadcasting System, Los Angeles, Calif.</td>
<td>W9XAO</td>
<td>1</td>
<td>1,000</td>
<td>150</td>
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<tr>
<td>Metropolitan Television, Inc., New York, N. Y.</td>
<td>W9XMT</td>
<td>8</td>
<td>50</td>
<td>50</td>
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<tr>
<td>Philco Radio &amp; Television Corp., Philadelphia, Pa.</td>
<td>W9XE</td>
<td>3</td>
<td>10,000</td>
<td>11,000</td>
</tr>
<tr>
<td>Purdue University, West Lafayette, Ind.</td>
<td>W9XJG</td>
<td>3</td>
<td>750</td>
<td>750</td>
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<tr>
<td>State University of Iowa, Iowa City, Iowa</td>
<td>W9XUI</td>
<td>12</td>
<td>100</td>
<td>100</td>
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<tr>
<td>Wm. D. Stull, t/a Kansas Radio Television Co., Jamaica, L. I., N. Y.</td>
<td>W9XST</td>
<td>13</td>
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<td>400</td>
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<td>Television Productions, Inc., Los Angeles, Calif.</td>
<td>W9XZY</td>
<td>4</td>
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<td>1,000</td>
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<td>Gus Zabari, South Charleston, W. Va.</td>
<td>W9XZV</td>
<td>1</td>
<td>200</td>
<td>110</td>
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<tr>
<td>Zenith Radio Corp., Chicago, Ill.</td>
<td>W9XZV</td>
<td>1</td>
<td>1,000</td>
<td>1,000</td>
</tr>
</tbody>
</table>

† Under construction.
The dollar sign is the answer. It completes the well-used television formula \( S + S \), or Sight plus Sound, and it's a rather dramatic way of saying that television will bring profit to you.

\( S + S = \$ \) has been just a promise for a long time. But it's due to become a reality shortly after victory.

Television is "personal call" salesmanship... showing your actual merchandise in its most favorable light to small family groups at home... demonstrating your products in use while the persuasive voice of a master salesman delivers a polished and perfected sales talk. This is the most successful selling known. And you'll be using it—not in one home at a time—but in millions!

Enterprising, quick-acting advertisers and their agencies are now learning the technique and the tremendous potential of television by producing their experimental programs at DuMont's pioneer Television Station—WABD.
KATE SMITH HOUR 34.3
VOX POP 33.3
DR. CHRISTIAN 31.8
BURNS AND ALLEN 31.0

BIG TOWN 27.4
CRIME DOCTOR 25.1
THANKS TO THE YANKS 24.5
BLUE RIBBON TOWN 23.6
WE THE PEOPLE 23.4

Check This

10 MORE for GOOD MEASURE

★ Lux Radio Theatre 36.0 ★ Death Valley Days 20.0
★ Texaco Star Theatre 25.1 ★ Dinah Shore Show 20.0
★ Helen Trent 24.6 ★ Easy Aces 19.9
★ Big Sister 21.3 ★ Inner Sanctum 19.9
★ American Melody Hour 20.5 ★ Suspense 19.4

And of course the NEWS!
1 P.M. 24.7 6 P.M. 26.7

All Hooper Ratings from Winter-Spring Index 1943-1944
Sure, these Hooper ratings are terrific — but WTAG, in a big market, does things in a big way! — Remember? Most advertisers know the advantages of covering (and we do mean covering) Central New England from the inside. After reading this advertisement, you too, must realize that the one sure way to this big, high-wage-level audience is through the station with the local appeal and the high Hoopers — WTAG.
Action of James C. Petrillo AFM president, in continuing his ban on recordings has caused a considerable amount of activity in the field of NAB. At the instance of some of the recording companies the matter was taken up with the NAB Board and referred to a panel which held a long series of hearings. All of these developments have been reported in detail by NAB and a full report of them will be made at this Conference by our representative counsel, Sidney Kaye. The activity of the American Federation of Radio Artists in seeking, in its capacity, the expelling of a number of announcers fees, has caused considerable concern and a great deal of our time has been devoted to that development. The WMAF case now pending before the WMAF Board for final decision is of extreme importance and has been carefully watched and analyzed. Our interest has been rendered counsel representing the station in that case. Likewise, we have conferred with the attorneys representing the Class B stations in Chicago with reference to their case which involves this principle and a full report of that will be made before this Conference.

Prior to his departure from the NAB staff, Joseph Mills compiled and made available to all broadcasters the decisions of the National Labor Relations Board. This document is of great value to all broadcasters.

In individual cases assistance has been rendered to stations in connection with the negotiation of labor contracts and presentation of the WMAF Stabilization formula and War and Hour Act. The War Manufactures Boards have not yet undertaken the negotiations respecting job referral or employment ceilings in the labor relations field and the-greater assistance has been made available through technical reports.

Considerable time has been devoted to bringing about further understanding of the NAB Code and the basic concepts which underlie its provisions. Serious attempt has been made upon the Code by certain organized groups and NA has sought constructively to meet this challenge and has further assisted in aiding the broadcasters in no adequately and completely service the public, in a program designed to be comprehended and functioned effectively in laying foundation work for constructive improvement in the programming field.

NAB Membership Totals 624, Largest In History; Income Over Half-Million

AN INCREASE of 98 members since April 15, 1943, has brought the total NAB membership as of Aug. 8, to 624, largest in its history, the annual report of C. E. Arney, Secretary-Treasurer, was presented to the NAB War Conference this week, disclosed. Of the total membership, greatest as of May 1, 1941, when it was 547, standard stations comprise 592, outlets 4, networks 2 and associate members 26.

Station membership now totals 64.1% of the 924 standard stations in the United States. The total of 866 network affiliates comprises 484, or 73.8% of the 612 stations; NBC is third with 118 of its 142 stations belonging, while the 142 CBS stations, 115 are NAB members.

District 13 Leads

Of the total network affiliate members, 36 are duplicates, leaving a grand total of 488 network affiliates. A total of 26 of the 31 stations carrying both Blue and CBS are NAB members; five are affiliates of NBC and MBS; 4 of CBS and MBS and 1 of the Blue and NBC. Of the 28 stations without network affiliation, 108 or 40.3% are members of NAB.

District 13 (Texas), of which Hugh A. L. Half of WOAI in San Antonio, is director, since the 1943 War Conference has turned in 17 new members, the largest increase of any district. Second was District 7 (Kentucky and Indiana) headed by Nathaniel Lord of WAVE Louisville, with 10 new members, while District 3 (Delaware, Pennsylvania and Maryland), under the leadership of Jerome W. Thompson of WPFA Altoona, listed nine additional members. Membership in District 8 (Indiana and Michigan excluding Ontonagon and Gogebic counties) and District 15 (California, excluding counties) remained static. All other districts showed increases from one up.

Income Half Million

On the financial side Mr. Arney reported totals for May 30, 1943, June 30, 1944, and June 30, 1944, of $256,877.07, including $7,263.80 cash on hand April 1, 1943. Total receipts for the previous period, April 1, 1942, to March 31, 1943, were $316,628.55.

Cash on hand as of June 30, plus accounts payable on the same date amounts to $57,774.96, as compared to $36,998.49 as of April 1, 1943.

Expenses for the NAB from April 1943 to June 30, 1944, aggregated $448,300.36, of which the enforcing of the provisions of the Labor Relations Act. The second largest expenditure of $66,340.75 was for the New York office, while the President's Dept. listed expenses of $57,774.96. Following is a tabulation of expenses for the period April 1, 1943, to June 30, 1943:

<table>
<thead>
<tr>
<th>Description</th>
<th>Expenses</th>
</tr>
</thead>
<tbody>
<tr>
<td>President's Dept.</td>
<td>$31,556.17</td>
</tr>
<tr>
<td>Treasurer's Dept.</td>
<td>$21,532.28</td>
</tr>
<tr>
<td>Research</td>
<td>$5,644.16</td>
</tr>
<tr>
<td>Labor Relations</td>
<td>$7,260.85</td>
</tr>
<tr>
<td>Legislative</td>
<td>$10,419.14</td>
</tr>
<tr>
<td>Broadcast Advertising</td>
<td>$11,356.83</td>
</tr>
<tr>
<td>New York Office</td>
<td>$68,340.75</td>
</tr>
<tr>
<td>General Administrative</td>
<td>$175,277.49</td>
</tr>
</tbody>
</table>

NAB cooperated with the WAB (see accompanying table) in carrying out a list of technical personnel by the armed services, NAB cooperated with the FCC in obtaining the services of technical personnel available for employment and many of these were placed.

Page 22 • August 28, 1944
Of these, the interest of Brockton, Mass., is centered principally on shoes... manufacturing shoes. Likewise, skilled, highly paid workers build ships in Quincy, make wax in Framingham. Dozens of similar towns, diverse as to their industries, uniformly prosperous, are tucked into the primary areas of WBZ, Boston, and WBZA, Springfield.

The needs of the folks in these towns are as varied as the things they manufacture. They, as well as the rural population of New England from Martha's Vineyard to Canada, look chiefly to WBZ and WBZA for their radio entertainment.

The NBC Parade of Stars, and meritorious local programs, projected with the power of 50,000 watts, will not be denied. Your message is assured of this vast receptive audience, at single-station cost. Consult NBC Spot Sales for availabilities.

WESTINGHOUSE RADIO STATIONS Inc

WESTINGHOUSE PRESENTS... John Charles Thomas on Sat. 2:30 EWT., NBC; also "Top of the Evening" on Mon., Wed., Fri., 10:15 EWT. Blue Network.
Extraordinary power takes the familiar bumblebee over a wide area, across fields and hills, to every flower that has what it takes to make honey. Though "no bigger than a minute," the bumblebee does a tremendous job.

Power (over three times that of any other combination here) makes NERN stations familiar to ... and strongest in the receivers of ... over 8 million New Englanders who have what it takes to make sales.

Top-rated programs (all NERN stations are NBC affiliates) turn this power into a honey-gathering proboscis for NERN advertisers, who find that a commercial message "no bigger than a minute" does a tremendous job on NERN. A 15-minute daytime period that carries such a message over the entire New England Regional Network costs only $312 at the one-time rate. When you buy NERN, you buy a network.

<table>
<thead>
<tr>
<th>NERN STATIONS</th>
<th>Frequency (kHz)</th>
<th>Power (watts)</th>
</tr>
</thead>
<tbody>
<tr>
<td>WBZ</td>
<td>1030</td>
<td>50,000</td>
</tr>
<tr>
<td>WCHS</td>
<td>970</td>
<td>5,000</td>
</tr>
<tr>
<td>WJAR</td>
<td>920</td>
<td>5,000</td>
</tr>
<tr>
<td>WLBZ</td>
<td>620</td>
<td>5,000</td>
</tr>
<tr>
<td>WTIC</td>
<td>1080</td>
<td>50,000</td>
</tr>
<tr>
<td>WPEA</td>
<td>1370</td>
<td>5,000</td>
</tr>
<tr>
<td>WRDO</td>
<td>1400</td>
<td>250</td>
</tr>
</tbody>
</table>

Nationally represented by
WEED & COMPANY
New York, Boston, Chicago, Detroit,
YOU MAY BE ABLE TO LIFT 370 POUNDS*

BUT—YOU CAN'T THROW A RADIO CAMPAIGN INTO WESTERN MICHIGAN FROM "OUTSIDE"!

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

Here are the Friday evening figures, 7 P. M. to 10 P. M.:

WKZO .............................. 59.3%
STATION B .......................... 13.5%
SIX OTHERS ....................... 26.6%
MISC. .............................. 0.6%

Many a radio advertiser draws a 200 or 300-mile circle around Chicago or Detroit—and kids himself that he is getting full coverage throughout that circle.

But no user of any "outside" station gets even adequate coverage in Western Michigan. We won't go into the technical reasons here—it's just that "outside" stations fade too much for satisfactory listenership.

If you really want to cover Western Michigan, the answer is WKZO. Recent Hooper Surveys—an excerpt from which is at the left—prove that WKZO is by long, long odds the most popular station in this territory. Write for all the facts—or ask Free & Peters.

* An Estonian named Lubaar set the world's record at that weight—"two hands clean and jerk."

WKZO 5000 Watts
590 KC
CBS

Strongest selling force in Western Michigan
Owned and Operated by Fetzer Broadcasting Company
KALAMAZOO and GRAND RAPIDS
(Continued from page 22)  

ing industry in the years lying ahead, Howard Frazier, NAB Director of Engineering, serves on all panels of the Board and is chairman of the Standard Broadcasting Panel.

RESEARCH: In the field of research, NAB activities during the past several months have been many. A special committee was created to give preliminary study to an industry formula for standard coverage. Following this the Research Committee perfected the plan and the industry seems finally to be in a position to adopt a uniform standard for station coverage maps and presentations. Audience measurement has also been given a great deal of attention and a program for future activity will be submitted.

MUSIC COMMITTEE: Following a year and a half of operation under the revised ASCAP contracts which grew out of the consent decree, it became quite apparent that some steps to protect the interest of per-program licensees was necessary. A strong committee was created in the fall of 1943 headed by Campbell Arnox. Too much credit cannot be given this committee for the splendid results which it has accomplished in clarifying the respective rights and obligations of ASCAP and the broadcasters.

Educational Activities

FREC has been constructively active. The previous quarterly meetings which the committee had held were abandoned and semi-annual meetings were substituted.

The NAB staff has been represented at meetings of the School Broadcast Conference at Ohio State U. and at the conference of the Assn. for Education by Radio.

DISTRICT MEETINGS: Since our last report a total of 15 District meetings have been held at all of which one or more members of the NAB staff were present. In addition officials from various Government agencies and associate members also attended. These District meetings have grown to be increasingly important as a means whereby members of the staff may obtain a better perspective; acquaint themselves with the industry's thinking and bring to the broadcasters the importance of the work which NAB is doing. All meetings have been well attended and the discussions have been constructive. Dates and places of these meetings follows:


Contact With Membership

The weekly NAB Reports constitute the principal medium through which NAB maintains general and regular contact with the membership. In addition to these Reports many special bulletins have been issued—to carry to broadcasters complete information on important developments in the many fields in which the Association is active.

RESEARCH: We have previously indicated the resignations of Russell Place, Director of the Legal Department; Joseph L. Miller, Director of Labor Relations; and the leave-taking of Neville Miller. In addition, Everett E. Revercomb, who in point of service was the longest in the NAB staff and served as auditor and comptroller, resigned on June 1, 1943, to accept a commission as Ensign in the Navy. He is now serving with the Division of Naval Communications in Washington. W. C. Dennis, who served from March 1943 as Chief of the NAB News Bureau, resigned in November to become Public Relations Director of WHN New York.

REPLACEMENT AND ADDITIONS: The task of replacing these efficient and experienced staff executives in normal times would have presented a problem of major proportion, but under wartime conditions it proved to be an almost impossible task. No replacement was obtained for either Mr. Place or Joseph Miller until almost coincident with this writing, when John Morgan Davis was named by President Ryan to the position of General Counsel with specific authority over labor relations. In September 1943 Robert T. Bartley joined the NAB staff as Director of War Activities. Mr. Bartley acts as liaison between the NAB and the several departments of Government and acts as secretary to the Legislative Committee. Harold Ryan succeeded Neville Miller as President effective April 15. Mrs. M. O. Hathaway became auditor on June 1, 1943. No replacement was secured for Mr. Dennis.

DEPARTMENT OF BROADCAST ADVERTISING

Lewis H. Avery, Director

Quite properly, a review of the Dept. of Broadcast Advertising begins with a report of the Retail Promotion Plan. But, with equal propriety, on this activity can begin without a tribute to the untiring energy and selfless work of the members of the Retail Promotion Committee. Despite a maze of complications and difficulties, he steered the project through completion and through 117 showings before nearly 35,000 retailers. The whole industry owes an exceptional debt to Paul W. Morency, who devoted more than half of his time, without thought of compensation or reward, to the stewardship of the pledges of subscribing stations and the funds raised by NAB. From early May to mid-December 1943 Mr. Morency carried the major burden of the greatest promotion ever undertaken by any advertising medium.

Mr. Morency appointed the following Committee in 1942, which carried through to the completion of the project: Robert E. Bauman, WISH Indianapolis; Gene L. Cline, KFJZ Fort Worth; William Crawford, WOR New York; Dietrich Dirks, KTRI Sioux City; John Esau, KUL Tulsa; Kenneth H. Hackathorn, WHK-WCLE Cleveland; Arthur Hull Hayes, WABC New York; Walter Johnson, WTIC Hartford; C. L. McCarthy, KFW San Francisco; James V. McConnell, WEAF New (Continued on page 30)

Yours for the asking is 14 years intimate, personal knowledge of U. S. and Canadian markets, stations, distribution facilities and buying power.

Take the guesswork out of your next campaign by getting in touch with the nearest office shown below.

HO \OWARD H. WILSON CO.

NEW YORK 551 Fifth Avenue Murray Hill 6-1230
CHICAGO 75 East Wacker Drive Central 8744
HOLLYWOOD 6362 Hollywood Blvd. Granite 6113
SAN FRANCISCO 681 Market Street Seattle 2102 Smith Tower
DOUGLAS 4475

MURPHY 7417

Page 26 • August 28, 1944
Department of Commerce Chief Miller warns marketers to bring "Beyond-Metropolitan" areas actively into marketing plans before post-war race starts. Bring these important, remote, hard-to-get-at areas into your "main show" with the KEYSTONE coast-to-coast transcription network.

Advertising News

Manufacturers who were content to concentrate on cities during the war will have to overhaul their selling practices in the post-war period to include stores in small towns which account for 43 percent of the nation's business, Nelson A. Miller, chief of the distribution management unit, Department of Commerce, told members of the American Marketing Association at the Hotel Sheraton yesterday.

Pointing out that 97 per cent of all general stores, 66 per cent of hardware stores, 73 per cent of filling stations and 76 per cent of new-car dealers operate in small towns, Mr. Miller predicted that many other types of stores would increase in number when the war ends.

"HOOPER Reveals Something SUPER"

Send for new Hooper Survey of significant Keystone "Beyond-Metropolitan" markets. It proves conclusively that the vast majority of people in these markets listen predominantly to their own local stations, rather than to stations coming in from the outside.

KEYSTONE BROADCASTING SYSTEM, INC.

Broadcasting, August 28, 1944 - Page 27
What happened to the Candles?

The baker was surprised too. A birthday cake with daisies instead of candles? What's the idea?

It's freshness, Alphonse. The freshness of the big time program material that's getting more listeners and clients for ASSOCIATED subscribers.

The news is getting around... fast.

ASSOCIATED has gained more new subscribers in the past few months than in any comparable period in its history!

Ten years old this month, the ASSOCIATED LIBRARY has been kept excitingly, usefully new.

Selections that have gone stale are constantly deleted—to make room for the new hits, new arrangements of the old favorites, today's top radio talent.

Unlike any other library, over 85% of our original basic library has been refreshed this way—replaced with sparkling, timely program power...an investment of more than $1,000,000!

Investigate ASSOCIATED now. Comparison proves it's America's finest, most useful program service!

Associated Program Service

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

MOST Hours of the Best RADIO Music... Represented Nationally by SPOT SALES, Inc.
This little budget went to WORL, Boston
We proudly present KOIL'S newscasters

Virgil Sharpe
News Chief

Harry Peck
Special Events

Byron Head
Newscaster

Ted Haas
Newscaster

Maurice Thompson
Newscaster

These newscasters, together with KOIL's newswriters and news services, are jointly responsible for OMAHA'S HIGHEST DAY-TIME NEWS RATING.

Represented Nationally by Edward Petry Co., Inc.

(Continued from page 28)

York; John M. Outler Jr., WSB Atlanta; Oliver Runchey, KOL Seattle.

Preliminary discussions and investigations revealed two factors that retarded the increased use of broadcast advertising by department stores and other leading retailers; (1) A definite lack of understanding of the retailers' problems on broadcast advertising; (2) Too little knowledge of the uses of broadcast advertising on the part of retailers.

Sheldon Coons Retained

Need for outside, professional counsel became apparent. After a careful examination of the field, Sheldon R. Coons, nationally famous retailer and business counselor, was selected. Mr. Coons worked with Dr. Julius Hirsch, senior consultant to OPA and former price administrator for the German Reich.

Dr. Paul F. Lazarfeld, Office of Research, Columbia University, was retained to make a new and original analysis of the use of broadcast advertising by retailers. He and his staff prepared the most comprehensive study that has ever been undertaken in this field. The planning and production of the presentation in its final dramatic form was supervised by W. H. Knowles, vice-president of the Jam Handy organization.

The so-called Master Showing of the Retail Promotion Plan was presented in five parts: "Air Force and the Retailer", "Looking Forward to America's Takes to the Air", "Why Radio Works", "The Commercial". While the Master Showing was in production, the Director undertook the preparation of the How To Do It booklets, designed to supplement the presentation. These booklets included Radio and Retailing in 1945, How To Buy Radio Time, The Elements of a Successful Radio Program, How To Measure Radio Audience, The concluding booklet, How To Promote Your Program, will be issued shortly.

Volunteer M. C.'s

During production of the Plan, C. E. Arney Jr., NAB secretary-treasurer, prepared the tour schedules and handled the thousands of details of the showings in 111 cities. As the presentation neared completion, 14 leaders in the broadcasting industry were selected to act as masters of ceremonies at the showings throughout the country. They included: M. F. (Chick) Allison, WLW Cincinnati (now Luit, J.J., USNR); Mr. and Mrs. Lewis H. Avery, NAB Washington; Harry Burke, WOW Omaha; James Gaines, NBC New York; Arthur Hull Hayes, CBS New York; Kingsley F. Horton, WEEI Boston; Walter Johnson, WCCO Twin Cities; Robert T. Mason, WGR Buffalo; Martin F. O'Connor, KNX Los Angeles; Bob P. Pfister, WOR New York; Richard M. Przybylo, WBBM Chicago; and Paul Reiser, KOIN Portland.

In Detroit on Dec. 7, 1943. Since Jan. 1, 1944, it has been presented in six additional cities, so that it has now been seen by nearly 25,000 retailers in 117 cities. One additional showing is even now booked for sometime after Sept. 1.

Sales Managers

Under the vigorous leadership of Dick Coons, PR Advertising and Sales Managers, Department Store Division, the Sales Managers Executive Committee, selected the following NAB representatives from the sales managers division.

Since the last convention, the Committee has held five meetings, two of which were booked in conjunction with conventions of the National Retail Dry Goods Assn. and the Proprietary Assn. of America, providing excellent representation for the broadcasting industry at those conventions. Members of the National Retail Dry Goods Assn. Committee, in addition to Chairman Dirks: C. K. Beaver, KARK Little Rock; E. H. Bennewit, KMBC Kansas City; Arthur Hull Hayes, CBS New York; Walter Johnson, WTSI Hartford; James C. McElroy, NBC New York; John M. Outler Jr., WSB Atlanta; W. B. Stuhl, KOMO-KJRC Seattle; John E. Surridge, WFIL Philadelphia.

Through presentation of the Retail Promotion Plan in San Antonio the broadcasting industry had been offered an opportunity to conduct a clinical test of retail advertising with a market of Texas, and through the wide coverage and leading San Antonio department store and a unit of Allied Stores Corp. Plans are now in preparation for a similar study of the application and use of broadcast advertising to every phase of department store advertising and merchandising.

NRDGA SALES PROMOTION CLINIC: The National Retail Dry Goods Assn. invited NAB to participate in its Sales Promotion Clinic at the Netherland Plaza Hotel, Cincinnati, on April 4-6, 1944. The first day was devoted to a general advertising and newspaper sessions, the second to display and the third to radio advertising. On Thursday, April 6, Broadcast Advertising Day, panel discussion of advantages and use of broadcast advertising by retailers was led by Richard Dirks, KRTI Sioux City and B. Lewis Hagan, Publicity and Sales Director, Record Store, KOL & Co., Baltimore, co-chairman. Panel members were: Thomas D. Connelly, CBS New York; Walter Johnson, WTCI Hartford; John M. Outler Jr., WSB Atlanta; Ray McCarthy, Publicity and Sales Director, Law & Co., Buffalo; E. D. McCutchen, Publicity Director, D. H. Holmes Co., New Orleans; Richard G. Morrell, Publicity Director, J. W. Robinson Co., Los Angeles.

PROPRIETARY ASSN. ADVERTISING CLINIC: At the invitation of the Proprietary Assn. of America, the Committee prepared a combination talking motion picture and descriptive presentation. The Committee feels that this presentation to the PAA should be the forerunner of like promotions by the broadcasting industry.
Regardless of whether you employ television, FM - AM transmission to tell your story in the postwar years, one fact will remain the same. Markets will still be comprised of people...people you will have to convince; people who will decide to buy or not to buy your product.

In the Southern New England market, dominated by WTIC's 50,000 WATTS, there are 3,500,000 people who possess a buying income that is more than 60% in excess of the national average. For more than 19 years, these people have relied upon WTIC for their radio entertainment and enlightenment. The sales results of advertisers using WTIC's facilities prove the responsiveness of these friendly listeners.

Increase your sales in Southern New England. Reach people by using WTIC...both now and in the post-war future.

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
Come to the world's
for FM—Television—AM

The various G-E studios, stations, equipment and regularly scheduled broadcasts represent the greatest concentration of proving-ground activities in the world for the development and demonstration of FM, television, and standard and shortwave AM. All are located in the Schenectady area—and virtually next door to the engineering laboratories and fac-

WGFPM....

WRGB....

WGEO and WGEA

* Tune in General Electric's "The World Today" and hear the news from the men who see it happen, every evening except Sunday at 6:45 E.W.T. over CBS network. On Sunday evening listen to the G-E "All Girl Orchestra" at 10 E.W.T. over N.B.C.
tories in which most of the equipment has been designed and built. So, make it a point to come to General Electric at Schenectady. . . . Here is the place to study the newest methods and equipment; to get a picture of the future of commercial broadcasting—in all three fields; and to plan soundly for post-war station operation.*

**The first FM station licensed!** (1) The ultra-modern WGY studio, in Schenectady, where WGFM also is located and from which programs are relayed—without wires—to the FM transmitter atop the Helderberg Mountains 12 miles away. (2) G-E S-T transmitter. (3) G-E high-gain S-T relay antenna. (4) FM broadcast transmitter at right, and 50-kw experimental transmitter. (5) G-E FM circular broadcast antenna.

**Most powerful and best equipped television station in the world!** (1) G-E workshop television studio in Schenectady. From here, through G-E television relay equipment, programs are beamed to the giant transmitter on a mountain-top 12 miles away. (2) A studio interior view. (3) G-E's pioneer television relay station which picks up programs from New York City and relays them to the main transmitter. (4) G-E directional relay antenna. (5) The G-E 40-kw television transmitter.

**Two of the most powerful international shortwave broadcast stations!** (1) Aerial view of transmitter station, and partial view of antenna arrays. (2) G-E high-powered AM transmitter and control console. (3) G-E shortwave broadcast panel antenna. (4) G-E antenna switchyard for the selection of beam antennas for broadcasts to different parts of the world.

**Write for any of this informative printed material:** Book, "Radio Broadcasting Post-war"; book, "Television Broadcasting Post-war"; pamphlets on FM systems and equipment . . . as well as the "G-E Equipment Reservation Plan" which will enable you to obtain quick post-war delivery on equipment you need. Write also for any special information desired; or to make a date to come to Schenectady for a tour of inspection and study of G-E facilities. Address Electronics Department, General Electric, Schenectady, New York.
Serving With Pride

902 AMERICAN RADIO STATIONS
with
AMERICAN MUSIC FOR TODAY AND TOMORROW
from its storehouse of more than
100,000 COPYRIGHTED COMPOSITIONS
of
AMERICA'S FINEST PUBLICATIONS

THE BEST MUSIC
SESAC IN
AMERICA

Answer to your music problems
SESAC PROGRAM BUILDER!
In mails Now!! Watch for it!!

Over 600 SESAC tunes recorded on commercial and library transcriptions in one month.

475 FIFTH AVENUE, NEW YORK 17, N. Y.
Yet, "the road ahead" holds a real challenge for broadcasters. The personnel of The Nunn Stations know that every turn of the road will unfold new, progressive ideas, methods of operation and stream-lined research methods. Today, however, members of these stations are giving current broadcasting activities the most careful attention and supervision. Intelligent programming and sound promotion are two of the main factors responsible for the listener loyalty enjoyed by this group. Tomorrow, when a new world looms in sight "around the corner", the Nunn Station will be ready to meet it... aggressively, wisely.
Today—

When You
Think of
NEW ORLEANS

Flying in from Latin America

WWL Advt.
Feb. 1, 1941

...and

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.

6 Reasons Why KFOR has
The "Juvenile Audience"
in Nebraska's Capital City Area

DICK TRACY
TERRY & THE PIRATES
LONE RANGER
HOP HARRIGAN
JACK ARMSTRONG

REPRESENTED NATIONALLY BY EDW. PETRY & CO.

Blue and Mutual Networks
KFOR LINCOLN
Nebraska
"Nebraska's Capital City Station" 

BROADCASTING • Broadcast Advertising
Build For The Future

Where the Future is assured

WSIX, "the voice of Nashville", covers a market where after-the-war as well as present-day business prospects are as high as anywhere in America.

This Nashville market, a large segment of the Tennessee Valley that has grown by leaps and bounds in recent years, has the potentialities for even greater prosperity in the future. Through WSIX you can cover this market both for today and tomorrow.

Member Station
The Blue Network and Mutual Broadcasting System
The Katz Agency, Inc., National Representatives

WSIX
"The Voice of Nashville"
NASHVILLE, TENN.

5000 WATTS 980 KILOCYCLES
FRANK X. FITZPATRICK!

All business and no monkey-business—that's the word for Frank Fitzpatrick. Give him a job to do, and it's already half finished. Which is no mean talent in this day of our Lord, and many advertisers and agencies have acknowledged it by giving Frank their unqualified confidence and respect.

Yes, with Frank as with all the rest of our "F&P Colonels", work is the answer. Most of us can always find time for a lot of fun in our jobs, and none of us, we hope, is a sour-puss. But search as you will, we think you'll not find many organizations in which honest-to-goodness hard work is more vigorously or consistently practiced.

That, we think is one of our "priceless ingredients", here in this group of pioneer radio-station representatives.
FDR and Dewey Hail Radio's War Service
Tell NAB FM, Video Promise Bright Future; 1,000 Register at Chicago

(Messages from President Roosevelt and Gov. Dewey on Pages 40 & 41)

By SOL TAISHOFF

ENCOURAGED by messages from President Roosevelt and Gov. Dewey commending radio for its superb war job, and inspired by the imminent European victory and the brilliant successes in the Pacific, some 1,000 broadcaster-delegates to the NAB Executives War Conference in Chicago this week will blue-print their postwar plans, but only after they have devised means of pressing every watt of energy they possess in the drive toward victory.

From President Roosevelt came something more than a pro forma greeting. In a letter to President J. Harold Ryan he envisioned a future for broadcasting “as bright as its past has been distinguished”. He pointed to FM, television and facsimile broadcasting as offering great fields for developments which will enable radio not only to hold its own “but rather to expand and flourish”.

Gov. Dewey, in his first public utterance on radio since his nomination at the Republican Convention last June, stood solidly behind the “free radio” plank in the Republican platform, and lashed out against “unnecessary governmental limitation”. He lauded radio not only for its “valiant war service”, but for its “equally valiant fight against those in our midst who would subordinate American radio o Federal wish...”

Any misgivings broadcasters may have had about holding the war sessions in lieu of their 22nd convention, because of transportation and housing conditions, were dispelled with the Aug. 16 action of the FCC in calling spectrum-wide hearings beginning Sept. 28 to shape new allocations. These hearings, the most momentous since radio began, will supply the broad technical base upon which standard, FM, television and facsimile broadcasting ultimately will stand. The FCC hearing called catapulted technical radio into the forefront of conference topics.

The Aug. 28-31 sessions, however, run the whole course of broadcast operations—in a wartime as well as in a peacetime economy. Anticipating the war's end before another membership meeting is held, President J. Harold Ryan developed a program which covers the return toward more normal operations, the reintroduction of competitive selling, and the lifting of war-imposed freezes, which will open the floodgates to establishment of scores, if not hundreds, of additional stations in all classes during the next year, along with the concomitant problems of returning military personnel and broadening of the radio operating base.

Last week advance registrations had reached approximately 800 at the Palmer House, War Conference headquarters, and it was estimated that possibly a gross attendance of 1,000 could be recorded, with a minimum of 200 of the registrants Chicago residents in station, agency or advertiser fields. In keeping with the war tempo, there will be no equipment or merchandising displays, but companies in the manufacturing field will be represented, anticipating substantial business in new standard equipment, as well as in FM and television.

Geared to Business

There was considerable reaction against holding of a conference this year—the third in wartime—because of the attitude of the Office of Defense Transportation against such meetings. This feeling, however, appeared to evaporate as the war picture in the European theatre brightened and as Government, as well as industry, fostered planning toward reconversion and return to peacetime pursuits.

As at the past two conferences, broadcasters will talk shop with Washington officials identified with the war effort, to learn at first hand how they can best aid in the job immediately ahead. While the war flavor will be present throughout the sessions, postwar planning and development will constitute the primary topic. The entire agenda is geared to radio business—minus frills or entertainment.

Kudos for the job radio has done can be expected—possibly direct from the fighting fronts.

Heading the list of speakers will be FCC Chairman James Lawrence Fly, who has selected as his topic "Broadcasting Faces the Future". A speaker at every annual assembly save one since he assumed the FCC helm in 1939, Chairman Fly's appearance has aroused interest, because of the significance of impending postwar allocations and the hearing's ahead. He will address the second day's luncheon session—on Wednesday.

The first day's luncheon speaker will be Assistant Secretary of War Robert A. Lovett, whose topic is "The Air Forces Look to the Future". Aviation as an industrial twin of radio, both having had their commercial onsets in the same generation, will be covered.

Ryan In First Appearance

Heading the third day's luncheon session will be Paul G. Hoffman, president of the Studebaker Corp. and chairman of the Committee for Economic Development, and C. Scott Fletcher, director of field development of CED, who will deal with "The Challenge to Postwar Broadcasting". An inspirational speaker, Mr. Hoffman's economic prognostications have become a byword in business.

Mr. Ryan, who makes his first appearance before a general NAB meeting since he assumed the presidency four months ago, will deliver a progress report covering the 16 months that have elapsed since the 1943 War Conference. Drafted for the NAB helm as the successor to Neville Miller, who had served since 1938, Mr. Ryan accepted the call to serve only until July 1, 1945. At that time he intends to return to his post as vice-president and operating head of the Fort Industry Co., and will return to his

(Continued on page 164)
PROGRAM OF NAB EXECUTIVES WAR CONFERENCE
Palmer House, Chicago, Aug. 28-31

MONDAY, AUG. 28
9 a.m. to 5 p.m. Registration, 4th Floor
10 a.m. to 12 noon Committee Meetings: Legislative, Program Directors, National Economic Development Managers Committee, Room 17, Accounting Committee, Room 2. Public Relations Committee, Room 3. Aircraft and Television Managers Committee, Room 7. Radio News Committee, Room 9.

11 a.m. Broadcast Music Inc. Board of Directors Meetings: 12:15 to 2 p.m. Committee Luncheon. Meeting: Code Compliance Committee, Room 11. Sales Managers and Executives Committee, Room 4, Research Committee, Room 4, Clear Channel Group, Room 9. (Business session to follow)

2 to 5 p.m. Committee Meetings: Code Compliance Committee, Room 2. Labor Executive and AFPM Steering Committee, Room 5. Music Committee, Room 1. Small Market Station Committee, Room 13. 5 p.m. NAB Association of Women Directors, Room 7.

7 p.m. Dinner Meetings, NAB Board of Directors, Rooms 5-6, Program Directors Committee.

TUESDAY, AUG. 29
9 a.m. Registration
9:30 a.m. to 11:30 a.m. General Session, Red Lion Room Call to Order. “Radio Broadcasting and the War Effort” — President Havens, Chairman. Review of National Association of Broadcasters’ Legislative Conference Announcements

Broadcast Advertising

Dietrich Dirks, KTTR, Chairman. NAB Sales Managers’ Executive Committee. Presentation

Review of the Retail Promotion Plan, Paul W. Morey, Vice President, Chairman. Retail Promotion Committee. What was the Program was Designed to Accomplish. What was Accomplished? Subsequent Developments in Retail Radio Advertising. What NRDA is Doing. Llewellyn Harries, Sales Promotion Manager. National Retail Dry Goods Association, New York. Paul Brennan, Assistant Director of Retail Radio Advertising. Clinical Test for John’s of Texas, in San Antonio.

If We’re Selling Department Stores—” — Paul McCarthy, Advertising and Promotion Manager, Dayton’s, Minneapolis, Buffalo.

Participation in the Proprietary Association Advertising Clinic, Purpose of Presentation, John M. Outler, Jr., WSB Atlanta.

“Post War Opportunities and Problems” — T. A. Braven, Vice-President, Iowa Broadcasting System.

Future Plans of the Sales Managers’ Executive Committee and the NAB Department of Broadcast Advertising. Brief Reference to the Building and Housing Industries Committee. Assistant to the President of Broadcast Advertising. General Discussion

12 noon Recess
12:15 p.m. 2 to 5 p.m. General Luncheon, Grand Ball Room. “The Air Force Looks to the Future” — Honorable Robert A. Lovett, Assistant Secretary of War for Air.

2:15 p.m. to 6 p.m. Public Relations Clinic. Edgar Hill, National Director, NAB Public Relations Executive Committee, Presiding. Presentation of “Certificate of Appreciation” by the U. S. Signal Corps to Arthur Stronger, NAB director of promotion and circulation.

Colonel Leland H. Stanford, Signal Officer Sixth Service Command.

“Broadcasters’ Public Relations”—Charles Francis Coe, Vice-President and General Counsel, Motion Picture Producers and Distributors of America, New York.

“Radio—Our Newest Freedom”—Honorable Bourse B. Hickenlooper, Governor of Iowa.

Report of NAB News Committee — Karl Koerper, KMCB, Chairman. The Council on Radio Journalism — Fred S. Siebert, President, American Association of Schools and Departments of Journalism, University of Illinois.

“Women’s Role in Radio”—Miss Ruth Chilton, WCAU, President NAB Association of Women Directors.


WEDNESDAY, AUG. 30
9:30 to 11:15 a.m. Station Coverage Method: Briefing of NAB Representatives. 11:15 a.m. to 12:15 p.m. Lunch, Palmer House. 12:15 p.m. to 2:15 p.m. Hearing of Mr. H. M. Feltis, KFAB, Chairman. Report of NAB Sales Managers Executive Committee, Presiding. 

“Radio Advertising and Future Trends” — Peter, Franklin D. Roosevelt, Vice President, American Association of Advertising Agencies. Discussion:

Panel of Radio Station and Advertising Executives headed by Roger Clipp, WFIL, Assistant to the President, NFC Advertising Measurement; Progress Report; Hugh M. Frazier, KFAB, Chairman NAB Research Committee, Discussion.

11 a.m. to 12 noon Business Session of National Association of Broadcasters. Nomination and Election of Director at Large. Consideration of Proposed Amendments to NAB By Laws, Recent.

12:30 to 2 p.m. General Luncheon, Grand Ball Room. Honorable James Lawrence Flynn, Chairman Federal Communications Commission — "Broadcasting Faces the Future."

2:15 to 3:15 p.m. Small Market Station Panel. “What We’ve Learned About the Problems and Possibilities of Small Market Stations.” Marshall Pengers, KENN, Chairman NAB Small Market Station Committee.

“What About National Spot Business,” a Chart Presentation of the Coverage Study by the National Broadcasting and Radio Corporation: "What station is doing about this?


A member of NAB District Station as a Training Group.” William B. Smullin, KIEM.

“The Results of the Operation of Small Market Station’s,” a Tran

sition.


6:30 to 8:00 p.m. Music Clinic: Report of the NAB Music Clinic, Campbell Am-noux, WTBQ, Chairman. Broadcast Music Inc., Merrill Tompkins, Vice President and General Manager. Discussion. Adjournment

THURSDAY, AUG. 31
9:30 to 11:00 a.m. Labor Clinic: “NAB Labor Relations, Midwest” — Loring A. Davis, NAB General Counsel for Labor Relations.

12 noon Recess
12:15 p.m. "What are You Doing to Get a Better Future,” Ted R. Gamble, National Director, War Finance, WHOM.

12:45 p.m. "What are You Doing to Get a Better Future," Ted R. Gamble, National Director, War Finance, WHOM.

2:30 to 4:00 p.m. Music Clinic: Report of the NAB Music Clinic, Campbell Am-noux, WTBQ, Chairman. Broadcast Music Inc., Merrill Tompkins, Vice President and General Manager. Discussion. Adjournment

FRIDAY, SEPT. 1
10 a.m. NAB Board of Directors.

Late Registrations

A

Acenog, Herb, CBS New York.

Adler, George F., FCC, Washington.

Adler, Leo, San Francisco.

Andrew, Dr. Victor J., Victor J. Andre.


Atlantic City, New Jersey.

Atlas, Ralph L., WIND Chicago.

Bellie, George, WSB New Orleans.

Bartlett, Betty, KFRE Fresno, Cal.

Bennett, Samuel H., KMCB Kansas City.

Buhl, George, KURL Clarksville.

Bole, John W., NCR, Cleveland, Ohio.

Bowman, George, American Red Cross.

Bratton, Vinen, WENR Lawrence, Kan.

Buckland, Carl, WJZ, Washington.

Caldwell, S. W., CBCO Boston.

Cannell, M. E., Dallas.


Carsky, John T., WENR, Chicago.

Chamberlain, Howard, WJW Cincinnati.

Chilton, L. K., Dallas.

Church, Arthur B., KMCB Kansas City.

Chulous, Charles (Ted), Republican Nations Committee.

Clingham, D., Canadian Broadcast Council.

Clintohn, Mr. & Mrs. George, WPAR enemy.

Connolly, James, Blue New York.

Conroy, Frank, New York.

Connolly, Frank, Blue New York.

Cooper, F. W., Philadelphia, Pa.


Cranfill, Daniel, KALB Livingston.

Crandall, George, CBS New York.

Currie, James R., KFRO Longview, Tex.

Davis, Harold, WCAU New York.

Davies, Jacob, The Suffolk Post, N.Y.

DeFerlisi, W. C., WAML, Laurel, Md.

Denny, Charles R., Radio Engineering Labs.

Dietlert, R., Radio Engineering Labs.

(Continued on page 41)
Radio’s Crying Need Is New Law—Ryan

Future of American System Must Be Assured by Clarifying Rights

By J. HAROLD RYAN
President, National Assn. of Broadcasters

WHEN the war came to the United States it furnished the American System of Broadcasting an unequalled opportunity for service. American Radio accepted it as a command. The technique of radio news service had been steadily improving since its introduction a scant 10 years ago. Its expansion was most noticeable after America entered the war, culminating in the superb performance on the Normandy beaches, with-through radio the American public practically accomplished their forces as the invasion started and as it continued on its way.

Never before has the world been given such a closeup and veritable account of the progress of a battle as has been furnished in the course of the fighting in France. All the sound of a modern battle have been brought home to the people in their horrible reality. Tales of heroism have been recounted before our very ears. It has been a wonderful job, superlatively done.

54 Billion Impressions

With the country at war, the Government had need to carry the story of its requirements to the people, and there again radio stepped in, and acquitted itself well. During the campaigns conducted by the Government covering recruitments of various kinds, Bond sales, conservation of many materials, explanations of regulations, etc., it is conservatively estimated that radio gave the American public over 54,000,000 listener-impressions—in other words, that it reached every person in the entire population 400 times with its war messages. In a monetary way, it is figured that one, advertisers over the air, plus networks and radio stations themselves, contributed over $200,000,000 worth of time on the air to war messages.

An analysis of the war phases, the American System of Broadcasting continued to furnish the best all-around radio programs in

(Continued on page 160)

Late Registrations

(Done on page 40)

BROADCASTING • Broadcast Advertising

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(Continued on page 160)
Lea Urges Definitive Radio Legislation

OUR ORIGINAL radio law was enacted in 1927; that Act was not substantially changed by the Communications Act of 1934. It affected the Federal Communications Commission is operating under an Act passed 17 years ago. Since that time revolutionary changes have occurred in the development and discovery of methods of radio transmission. We have also had 17 years of experience in governmental regulation.

FCC Powers Uncertain

It is my belief that our radio legislation needs reconsideration and revision to give it practical adaptation to the changed conditions and experience since the original Act was passed.

Experience has developed important uncertainties as to the powers and duties of the Commission. There has been widespread criticism of the Commission on the ground that it has unduly exercised powers of doubtful authority. In some instances, these powers were probably not in the contemplation of Congress when the original Act was passed. Proper disposal of the legislative problems as to such matters involves a consideration of not only what the present law may be but also what policy should be established by Congress in defining and limiting such powers in view of the developments and experiences of the last 17 years.

It is generally conceded that legislation is needed to improve the legal procedure for conducting hearings by the Commission and the disposal of applications by it. The recent Supreme Court decision confirming the broad authority of the Commission to regulate the networks was contrary to a commonly accepted view of the powers of the Commission held by many members of the legal profession. In view of this definition of authority given by the Supreme Court, there is a necessity for Congress to consider, clarify and define the authority of the Commission in relation to this and other important activities of the Commission law may.

This decision leaves further doubts as to the powers of the Commission. I think experience shows that any Commission established by Congress should be reluctant to exercise powers of doubtful legal authority. In case of such doubts, the matter better be determined by recommendations to Congress for appropriate legislation to define the powers and duties of the Commission.

There are also instances in which powers properly belonging to the Commission deserve to be definitely limited and restrained by legislative enactment.

Longer Licenses Needed

The broadcasting industry has become one of the great institutions of the country. It is now largely dependent for the continuation of its licenses or permits on the more or less undefined discretion of the Federal Communications Commission.

Consideration might also be given to the question of giving a greater degree of stability to the industry by the granting of more extended licenses and of establishing a more judicial system for disposing of complaints involving the penalization or revocation of licenses. The extent and purposes of regulatory controls might also be considered and defined.

The war period and its problems have laid heavy burdens upon the members of Congress. It has been a difficult, if not impractical, time to expect Congress to give proper attention to these subjects that have no direct relation to war problems.

I do believe that our military situation will be such that the next Congress will be able to give that degree of attention to the need of improvement of our radio communication legislation that is necessary to meet the needs of the industry at this time; to provide proper methods of procedure before the Commission; and to define and limit the purposes and extent of its regulatory powers. This should be done.

ARMY LIBERALIZES RADIO RESTRICTIONS

REVISED instructions have been issued by the War Dept. liberalizing the amendments to Title V of the Servicemen's Voting Law, concerning dissemination of radio programs, newspapers, magazines, newspapers to the armed forces.

The new legal restriction placed on broadcasts or rebroadcasts is the stipulation that "if time is allotted to editorial columns or columns supporting a political party which has a Presidential candidate in at least six States, an equal amount of space or time shall be allotted in the same... presentation to similar matters concerning each such other political party," according to the War Dept.

Morrell Continues

JOHN MORRELL & Co., Ottumwa, Ia. (Red Heart Dog Food), effective September 1, has its own sponsorship of quarter-hour news show, featuring Alex Dreier, on the full NBC network. Show airs at 11 a.m. with a repeat 11:11:15 p.m. Contract is for 52 weeks through Henri, Hurst & McDonald, Chicago.

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The Pattern of Postwar Broadcasting

FM, Television and Facsimile Offer Challenge to Stations, Networks
By Bruce Robertson

IN SCHEDULING a panel discussion of postwar problems as a major part of its War Conference, the NAB is displaying no lack of patriotism but is taking positive action in the public interest. The pattern of wartime broadcasting has long been set and successfully been followed; radio will continue to follow that pattern as long as it will contribute to an Allied victory over Germany and Japan.

Peace Problems
But the war will not last forever and the problems of peace are not so small that they can be settled in the few hours between V-day and the resumption of a peacetime economy. Like other great American arts and industries, broadcasting must be ready to provide jobs for its former employees returned from military service—about 25% of all radio station personnel—and to provide the public with the best possible program—aural programs by both AM and FM, picture service via television and facsimile, utilizing for all these services the improved equipment, skills and techniques developed for military purposes.

Already the War Production Board has indicated that if the war in Europe is pushed to a successful culmination this fall, materials will be released next year for full-scale production of radio receivers for civilian use.

Practically all receiver manufacturers are planning to provide for FM as well as AM reception in their postwar lines and many intend to produce television receivers as well. And already many broadcasters are planning to supply the services which will make the public want to own these new receivers. There are 46 FM stations now licensed and 210 applications before the FCC. In television, 24 stations are now licensed and 68 applications have been filed.

But before stations can be erected and sets built, standards must be set and allocations made. Industry, through the Radio Technical Planning Board, and Government, through the Interdepartment Radio Advisory Committee, have long been studying the many technical problems involved in providing for the best possible service in the immediate postwar era without blocking the way for the introduction of future improvements.

Channel Width
While some major considerations, such as the proper width of transmission channels for FM and television and the place of these services in the frequency spectrum, are still being hotly debated, definite and rapid progress has been made. It can be confidently expected that unless political considerations are allowed to supersede engineering knowledge, the questions of standards and allocations will be settled in time to enable broadcasters and manufacturers to go ahead as soon and as rapidly as military considerations permit.

What About FM?
The settling of the technical problems, however, marks only the beginning of the questions which the broadcaster must answer. Should he devote himself exclusively to continuing his present AM service—a good service for public and advertiser and a profitable operation for the broadcaster—which now reaches more than 90% of the homes in the country?
Should he invest $30,000 (or $130,000) in an FM station, plus operating costs? If he does not enter this new field of broadcasting, will he be inviting competition utilizing a better technical service that may some day supplant AM entirely? If he does go into FM, is he prepared to provide good program service to the purchasers of FM receivers for an indeterminate period of operation at a loss?

Industry estimates indicate that FM sets will go into some 20,000-000 homes within five years after the assumption of manufacture, but as most of those will be combination AM-FM sets, AM will still at that time provide the major program service for the public and the major medium for national advertisers.

Costs Are Higher
Much the same type of questions must be answered about television, except that here the investment and operating costs are much higher than for FM, and a completely new type of program service must be developed. The selling force of television is such that commercial rates will undoubtedly be much higher per home than in sound broadcasting, but the higher price of receivers will probably make television a class rather than a mass medium for years to come.

Facsimile, Too
Facsimile is another new field available for exploitation by broadcasters in the postwar era, offering the public a text-and-picture service on paper, like a newspaper or magazine, but delivered by radio. The novelty appeal of facsimile and the anticipated low cost of receivers, plus its ability to provide a visual and permanent advertising medium, have already aroused the interest of a number of station operators.

Technically these new services are ready to go in the minute the green light of Victory is flashed. But they represent opportunities which must be grasped, not inherent rights which will automatically fall to the broadcasters just because they are present day radio, are electrically transmitted through the air from station to home.

Newspaper publishers, ruefully recalling the missed opportunities to get in on the ground floor of radio 20 years ago; motion picture producers, determined not to allow others to control new forms of entertainment offering a potential threat to theater attendance; department store operators, visualizing the possibilities of displaying their merchandise in the home; other far-seeing business men, alert to new opportunities—all are eyeing FM, television, facsimile with more than casual interest.

Must Pioneer
If today's broadcasters are going to continue to supply the nation with its radio entertainment and information they must resume the pioneering role they fulfilled so successfully a score of years ago, when they took the radio developments of World War I and turned them from military communications into a great peacetime service.

BROADCASTING urges every broadcaster to read with care the articles in this special NAB War Conference edition, and to attend the postwar session of the Conference. Then start thinking, as well and as earnestly as you ever thought about anything else in your life, about your place in the postwar broadcasting picture. Don't delay. The time is now.
Three-Fourths of All Stations Respond to WAC Air Schedule

BETWEEN 75 and 80% of the nation's stations have responded to the four-week public notice regarding the WAC, according to the latest report from the Women's Army Corps officers last week. All stations and many contracts have been placed by Young & Rubicam, New York, for WAC advertising, it was learned last week. Agency, however, up to the weekend declined to issue a box score of acceptances and refusals or a list of those which will definitely carry the spots, stating that this information will not be released until the placement is complete. Approximately $5,000,000 is earmarked for radio, if all stations should accept.

Carlos Franco, manager of the Y & R timebuying department, explained that a great many stations have complied with the original specifications drawn up by the agency and approved by the War Department—one-minute recorded announcement and one station break, for one night of three weeks ending Friday, between the hours of 6 and 10 p.m.—but others have not. Some stations, he said, quoted availability for station breaks but not for announcements. Others quoted them for announcements only. Some offered rates after 10 p.m. or 6 p.m. and some offered time on Saturday. The Decca boys merely said they have no availability between 6 and 10 p.m. Some explained they are daytime stations which leave the air at sunset.

Some stations said they were unwilling to accept payment from the Government and certain of these offered to carry the WAC announcements on a sustaining basis. Many others, it was said, had told the NAB they would accept the WAC advertising, said "no" to Young & Rubicam.

NBC and CBS reported that no Government advertising will be accepted on a commercial basis by their owned and operated stations. The same policy applies to Westinghouse stations. The Blue's owned and operated stations will not accept payment for Government airing, but the network-identified Y & R that its stations will carry the WAC spots regularly are on a sustaining basis. Blue is also planning to broadcast a special network program in support of the WAC enlistment drive.

Network Delegates

ALL FOUR networks will have large delegations at the NAB-WAC War Conference in Chicago this week.

NRF—Nile Trammell, president; Frank E. Mueller, vice-president and general counsel; William R. Hodges, treasurer; president in charge of stations; James V. Hepp, assistant president; C. T. Bump, head of research; Kenneth E. Greene, research; Clarence L. Menzer, vice-president in charge of programs; O. B. Hanson, vice-president and chief engineer; Charles Hammond, director of advertising and promotion; James M. Galen, assistant director of advertising and promotion; C. Lloyd Egner, vice-president in charge of broadcasting; Donald S. Mack, assistant director; Arnold Rains, assistant director; Charles Godwin, station relations manager; Carl Watson, station relations.

MUTUAL—Miller McClintock, president; Bert F. Williams, director, national sales; and Charles Godwin, assistant; Adolph Oppinger, program director; Ed Wood, general sales manager; James E. Waller, comptroller; Emmanuelle Danner, New York local area director; James O. Bryon, director of publicity; and Peter Zanzibar, director of research.

NEW YORK headquarters, Paul W. Koen, executive vice-president; Joseph H. Clark, vice-president; and Frank Stanton, vice-president; H. V. Althing, vice-president in charge of station relations; Douglas Coulter, vice-president in charge of programs; Thomas C. Connolly, director of program promotion; Frank Crandall, director of press information; Arthur H. Hayes, general manager of WABC; John J. Karol, assistant director of program research; Robert L. Bennett, station relations manager; William L. Ferguson, director of research; Howard S. Mallach, manager of eastern division sales; Charles E. Middler Jr., regional manager; William T. Schutt Jr., eastern division manager; Joseph W. G. Peck, manager of photographic division; Paul W. White, assistant director of public affairs and news broadcasts.

BLUE—Edward J. Noble, chairman of the board; Mark Woods, president; J. La Roche, chairman of the executive committee; Edgar Keloh, executive vice-president; Keith Brinkman, vice-president; Robert Swiesey, secretary; John Norton, station relations manager; Edward Evens, department manager; Stanley Fleischman, manager of program division; Ivo Kenway, special assistant; Archie Griswold, James Con- nor, station relations manager; L. H. Conrad, contact man for station relations.

Agency Executives Approve NAB Plan for Measurement

AFFA acceptance of the NAB standard coverage plan was voiced by advertising agency executives last Friday, following a preview presentation of the plan to the radio, research and timebuyer communities. The American Federation of Advertising Agencies at the Waldorf-Astoria, New York, presentation was made by Hugh Feltis, KFBF Omaha, chairman of the NAB Research Committee, and Roger W. Clipp, WFLW Philadelphia, chairman of the NAB Subcommittee on Station Coverage. Based on a controlled mall ballot, the plan will be presented to the NAB membership at the Wednesday morning session of the Executives War Conference in Chicago for consideration and adoption. Details of the organization and operation of the standard measurement system were withheld.

Present at the Friday session were: Fredric R. Gamble, Herald Beckjorden, AAAA; Leonard T. Bush, Frank Kemp, Compton Adv.; Linea Nelson, Arno H. Johnson, J. Walter Thompson Co.; Beth Black, Joseph Katz, Co.; Richard Dune, Richard & Dune; Stu Greenspan, Arthur Kudler Inc.; Harry Wern- worth, BBDO; Carlos Franco, Young & Rubicam; Helen Wilbur, Doherty, Clifford & Shenfield; Frank Conrad, Ed Evans, Blue; Richard Puff, MBS; Barry Rumpf, NBC; Frank Stanton, CBS; Paul Peter, Lewis H. Avery, Helen Corbeil, NAB.

AFRA Loses Plea For Assigned Fees

NWLB Decision for WMAL

Sets Industry Precedent

ASSIGNED FEES for announcers whose schedules include commercial broadcasts were ruled out by a National War Labor Board precedent-setting decision, released last Friday at its first sitting. In American Federation of Radio Artists and WMAL, Washington, owned by the Evening Star Broadcasting Co., in the decision declared on Aug. 10 but made public only last week, the NWLB approved a request of the station to increase announcers' salaries $50 per month, retroactive to the time the case was certified to the Board. Request of AFRA for a schedule of fees for assigned commercial broadcasts was denied.

Berkley Offered Increase

Scores of stations and the networks, whose contracts with AFRA are up for renewal, will be affected by the precedent-setting decision and stations have bowed to AFRA's demands for the assigned fees. Kenneth Berkeley, manager of WMAL, declared that his station had agreed to a new salary increase beginning Aug. 22, 1943, and containing the assigned fee clause.

Instead he offered to increase the base pay of announcers from $250 per month by $250 per month. AFRA rejected that offer and the case went before a conciliator, who recommended it be certified to the board. Berkeley, however, agreed to abide by the board's decision.

In a hearing before Royal Montgomery last December, WMAL challenged AFRA's demand on the grounds that announcers are paid to do their jobs and because one's assignment included some commercial announcements, he shouldn't be paid.

Mr. Montgomery recommended against the station and in favor of the assigned fee. Voting against the assigned fee were the public members, Fred C. Graham and the two industry representatives, Fred C. Cimmer and Charles S. Roberts. The labor members, J. E. McMillan and C. J. Shipley, dissented. Following is text of the directive order:

The annual salary and the assignment clause vested in it by Executive Order 9197 of Jan. 12, 1942, the Executive Orders. Directive issued under the Act of Oct. 2, 1942, and the War Labor Board's Ordinance of April 15, 1943, the National War Labor Board hereby decides the classification of jobs and orders that the following terms and conditions specified in the directive shall govern the relations between the parties:

The base salary for staff announcers shall be $250 per month, with an additional $25 per month for the assignment clause, effective to Oct. 15, 1943.

The request of the Union for a schedule of fees for assigned commercial broadcast was denied.

The foregoing terms and conditions shall govern the relations between the parties. The Board's decision is to the intent of the parties to have their relations governed thereby as to the assignment clause.

ENGAGEMENT of Anne Davis, daughter of OWI Director Elmer Davis and Mrs. Davis, to Lt. Morris Davis, son of OWI Director Elmer Davis, New York, was announced last week. Lt. Kaplan, now on terminal leave of absence, will marry, with the Transportation Corps in England.
Who has seen the wind?

A lovely old nursery rhyme, it seems to us, pictures the power and mystery of a “radio audience” far better than a slide rule calculation . . . a thumb-tack on a map . . . or what a time buyer reads in a data book.

The nursery rhyme goes like this:

Who has seen the wind?  
Neither you nor I  
But when the trees bow down their heads  
The wind is passing by.

—Christina G. Rossetti

There’s something about a “radio audience” that you can’t pick up in your hands and examine under a microscope or with a micrometer.

It’s an intangible made up of a lot of qualities. All we know for sure about our W-I-T-H audience is that it produces more results for advertisers at the lowest cost, than any other station in town. We have the facts on that!

It’s not a slogan, but the truth, when we say, “W-I-T-H is the people’s voice in Baltimore.”

WITH

Baltimore, Md.

Tom Tinsley, President  ::  Represented Nationally by Headley-Reed
CIO May Foster Law for Free Time

Legislative Project Is Disclosed at FCC Hearing

By BILL BAILEY

DISCLOSURE that the CIO plans to revive a drive for legislation requiring a fixed percentage of time on all stations to be organized labor should the FCC fail to provide relief was made last Thursday by Maurice Sugar, UAW-CIO general counsel, at the conclusion of a hearing on the CIO's protest against WHKC Columbus, O., at which Carl M. Everson, vice-president of United Broadcasting Co. and station general manager, repudiated the NAB Code with reference to the sale of time for controversial issues and solicitation of membership.

The UAW-CIO protest, admittedly a test case in the CIO Political Action Committee's campaign to give that labor union free time between now and November and to challenge the FCC to act, which broadcasts anything deemed by the CIO as "unfavorable," was heard by Commissioner Ray C. Wakefield. Each party has been granted 30 days in which to file their briefs, which currently and leave to file reply briefs within an additional 10 days. Both Philip G. Loucks, Washington counsel for UFW, and Ernest Goodman, special counsel for the UAW-CIO, requested oral argument before the Commission en banc.

'Want Time on Air'

Mr. Sugar said his organization had no quarrel with WHKC but that inasmuch as Richard T. Frankenstein, vice-president, had gone on the air and said "go after radio" and since Mr. Frankenstein's speech was scheduled for delivery in August 1943 over WHKC was "censored" by the station, that incident presented a basis on which to open a test case.

"We want time on the air and we're going to get it," said the UAW-CIO general counsel. "If we can't get it here (the FCC) we'll get it elsewhere." He indicated the CIO's next move, if the Commission fails to acquiesce to its demands, would be legislation requiring stations to allot a certain portion of time to labor organizations.

A petition signed by 25 citizens of the 17th Michigan District (including Detroit) demanding that Congress enact legislation to "prevent the interference with the broadcasting of noncommercial programs" by educational institutions was presented in the House last Thursday by Rep. Dondero (R-Mich.), who said it was the sixth he had received. Whether they were sponsored by the CIO or citizens indignant because James Caesar Petrillo, AFM president, refused to permit unionized "laborers from the Internment Camp, not be ascertained. The petition was referred to the Interstate & Foreign Commerce Committee.

Throughout his examination of witnesses, Mr. Goodman implied that the CIO wanted "equal time" to answer commentators and speakers whose views are not in sympathy with the union and that it felt stations should be required "in the public interest" to give time to organized labor as representative of a large segment of the people.

Under cross-examination last Wednesday Mr. Everson told the FCC that his station would, in the future, "consider each request for time solely on its individual merits without discriminations". He elaborated on a statement of fact filed with the Commission before hearings opened on Aug. 16, which asserted: "With respect to public issues of the controversial nature the station's policy will be one of open-mindedness and impartiality."

Forbidden Programs

He said time would be made available "consistent with the present programs and regulations." Several CIO scripts which were changed by the station under provisions of the NAB Code relating to controversial issues now would be broadcast without change, Mr. Everson said. He denied, however, that the CIO did not have an opportunity to present its side under the Code. He reiterated that no request ever had been made for time by Local 927, UAW-CIO, in whose name the petition was filed.

Programs which the station will not accept under its new policy include lottery, obscene language, justice obstruction, offense to religious beliefs, those inspiring political and civic discord, Frankenstein's talk, and information to the public health and safety, statements tending to provoke a breach of the peace or incite to riot, defamation of character, willful fraud or deceit through misrepresentation of material facts. Those which disparage goods or services of a competitor.

"We'll take anything that doesn't violate the law," said Mr. Everson.

John Moses, WHKC program director, told of conferences with Richard E. Evans, educational director of UAW-CIO Local 927 regarding proposed scripts in the series of commercial programs sponsored by the local on WHKC from June 6 to Nov. 28, 1943. He corroborated Mr. Evans testimony that he and the union leader at all times had been friendly. He explained why he had made several changes in scripts.

Milton Stewart, who identified himself as a "content analyst" of the Bureau of Applied Social Research, Columbia U., explained how he analyzed scripts of Fulton Lewis Jr., Upton Close, Arthur Hale, Stanley Dixon, DeWitt Emery, Cedric Foster, Henry Gladstone, Ray Dady, Royal Arch Gunnison, Charles Hodges, Col. Robert F. McCormick, publisher of the Chicago Tribune, Billy Repaid, World's Front Page, American Forum of the Air and Walter Compton, all heard on Mutual and carried by WHKC.

His analysis showed, he said, that comments unfavorable to labor were predominant in several broadcasts. By "unfavorable" he said he included all remarks or comments not favorable to the CIO. He explained that should an issue arise between the AFL and the CIO and an AFIL statement criticized the CIO, that would be (Continued on page 165)

License Hearings To Begin Sept. 5

Committee to Investigate FCC Alleged Abuse of Power

A THOROUGH inquiry into alleged abuse of its licensing powers by the FCC will be conducted by the House Select Committee to Investigate the Commission, with public hearings scheduled to begin Sept. 5, Chairman Clarence F. Lea (D-Cal.), announced late last week.

John J. Sirica, general counsel who was appointed last April two months after Eugene L. Garey resigned, will conduct the hearings, Mr. Lea said. The general counsel is assisted by Joseph Machugh, veteran Washington attorney-investigator, and Robert Barker, investigator.

Surprise Hearing Deferred

Since the FCC concluded its rebuttal to the first phase of the investigation last June, Mr. Sirica and his staff have been working on station transfers over the past. Chairman Lea said charges had been made that the FCC had abused its privilege of issuing licenses to stations in some instances and through political pressure in others.

"We intend to go to the bottom of the entire proceedings to determine whether the Commission has been adhering to the law," he asserted.

Meanwhile a surprise hearing called for 10 a.m. last Thursday was postponed indefinitely after a 45-minute wait when Chairman Lea announced that Rep. Louis E. Miller (R-Mo.), Committee member, had requested the hearing to question FCC Chairman Lawrence Fly. Mr. Lea said that through a misunderstanding Rep. Miller was informed the hearing had been postponed.

Chairman Fly, flanked by Charles R. Denny Jr., FCC general counsel; Peter Shuebuck, assistant general counsel; Charles Marks, chief of the new facilities section, and Earl Minderman, publicity director, was at the hearing chamber at the appointed time. Rep. Lea planned to postpone the hearing until 9 a.m. Friday but Mr. Fly informed him he would be out of the city.

Theatre Returns

LEVER BROS. Co., Cambridge, Mass. (Lux soap), on Sept. 4 following a five-week summer rest, resumes for eleventh consecutive season, Lux Radio Theatre, on 136 CBS and 28 NBC stations, Monday, Tuesday, 9-10 p.m. (EWT). Cecil B. DeMille continues as producer-director. Fred MacKay, in an assigned Hollywood director, with J. W. Thompson Co. on the series. Sanford Barnett and Sam Carter write the racy, race film melodrama with all new framework material. Louis Silver has been re-signed as musical director, with John Kennedy, announcer.

CYNOSURE of four pairs of admiring eyes is Eleanor Lyons, advertising director of Roos Bros. (department store), daughter of Mrs. Evelyn Tokyo as she met with representatives of sponsor, agency and KYA San Francisco. Seated beside Miss Lyons is Mark Buckley, account executive of Foote, Cone & Belding, standing (1 to r), Don Felderson, KYA manager; Herb Reynolds, Bill Haberman of Foote, Cone & Belding;
First a Weed & Company the line that advertisers
man was there with data and time buyers know
on the market, the sta-

tion, and the time. And that you know means
the Weed & Company more business — "Na-
man was there first, too. tionally represented by
Put on your letterhead Weed & Company."

WEED AND COMPANY
RADIO STATION REPRESENTATIVES
NEW YORK • BOSTON • CHICAGO • DETROIT • SAN FRANCISCO • HOLLYWOOD
The Place of FM in Postwar Radio

FM is the next big step in entertainment radio. The war, which interrupted the commercial development of this vastly improved system of broadcasting, has at the same time built up stores of planning and engineering talent when released by the military. It is certain to sharply accelerate the tempo of the predicted AM-to-FM evolution. Public acceptance of a radio system free from the technical handicaps tolerated in the past is a perfectly natural conclusion. Confidence that the return to civilian production will bring FM quickly to the front is apparent everywhere. 46 Licensed

Given an opportunity to develop on its merits, the Armstrong system of wide-band Frequency Modulation can bring to America, within a few short years, a broadcasting system befitting the greatest of nations.

FM has enjoyed some concrete expansion in the face of wartime restrictions. As this is written nearly all FM stations are licensed and serving approximately 500,000 FM receivers known to be in the hands of the public. Four stations have been licensed this year. These were built before the war but were operating under authority other than commercial license.

The reaction of listeners to these stations is strong proof that the post-war receiver buying public will demand FM. This audience and those it has permitted to hear FM broadcasts for the first time has shown that FM is a "must" in the receivers they will buy after the war.

Abstract expansion of FM during the war is best measured by the

210 requests for FM stations now on file with the FCC. These applications represent 141 different communities located in all but nine of the less-densely populated states. Their total coverage runs well over 2,000,000 square miles.

100,000,000 Potential

There has been no attempt to determine exactly the percentage of the population of the United States to which these applicants and the stations now on the air will bring FM service. But a rough check indicates strongly that the figure will pass 100,000,000. Certainly this promised FM expansion will cover a majority of the nation's buying power.

An indication of the seriousness with which the broadcast industry approaches the FM future is contained in the fact that all but a few of the applications are accompanied by engineering. This is true even though the FCC has been accepting FM requests in "skelton" form.

An interesting comparison which denotes the strength of FM thinking may also be drawn from all requests for new broadcast services which have been reaching the FCC. On Jan. 1 there were 62 FM, 21 AM and 9 television applications on file. On Aug. 1 there were 210 FM, 67 AM and 59 television requests on record. The demand for FM has maintained a 3 to 1 ratio over that for two other services in the time intervening.

It is natural that the commercial standard broadcasters have shown the way. More than half of the FM requests are from concerns already established in the field. But the list also includes publishers, department stores, universities and other groups not previously identified with the art. Labor unions and farmers cooperatives are showing interest. These latter groups are harbingers of the free competition which the FM system makes possible.

Dependable Coverage

For these newcomers in broadcasting, FM is the wide-open portal to a better house just next door to the real one that will pay. But the standard broadcaster goes FM for other reasons. He knows that, power-for-power, FM will give him a larger and more dependable audience. He sees freedom from the seasonal slashes of the clearance which he can sell to the advertiser. He wants the satisfaction that comes with the realization that he is giving his listener a better quality signal. He would be rid of the seasonal slasher in listening due to natural interference such as electrical storms. He seeks freedom from objections that turn off so many standard sets each morning and evening.

He has been watching with growing calm the technical advances that will solve FM problems. Economical transmission of high-fidelity FM network programs is about to be accomplished by radio relay circuits. American Telephone and Telegraph Company has permission to construct such a circuit between Boston and Washington. New Electrical and Instrumental Business Machines jointly plan such circuits between Schenectady, New York and Washington.

Relay Projects

The present and future FM broadcaster may confidently watch experimentation with the use of economical, unattended satellite stations to assure and extend his coverage. He notes with interest the versatility of this new system as a West Virginia application proposes use of two "boosters" to assure dependable service to Pittsburgh and Wheeling inside a coverage area of 33,000 miles. The reliability and possibilities of two-way FM signal transmission presents numerous opportunities.

No radio frequencies are known to be available to FM stations from the Federal Radio Commission, although it naturally cannot be said that the FM band is the exception. But to date the record is quite clear of serious complaints from actual FM listeners concerning the propagation phenomena to which students of the ether wave have given some recent publicity.

There are other assurances that the disturbances are nothing to be excited about. The FCC, reporting on one type of phenomena, found that FM was "sufficient to cause serious interference to receiver operating within the protected area of an FM station under present technical standards." Dr. J. H. Dellinger, radio chief of the National Bureau of Standards, assurred RTTPB Panel 5 that another variety of technical improvement is so great as to seriously impair the attractiveness of FM frequencies for broadcasting.

The arrival of 200 FM requests since the first of the year has had a marked reaction in related branches of the industry. This display of confidence on the part of the investor has had its effect upon manufacturers. Hardly a set manufactured for the post-war market without revealing expanded FM plans. Equipment people need only to contemplate resultant files of reservations.

Agencies Interested

Advertising, life-blood of the art is looking up. The agencies, their account departments cramped into a medium restricted both by dearth of channels and the minutes of the day, discern in the FM future a better choice of outlets, a sharper distinction from the "scratch," a generally higher quality of programming and

(Continued on page 151B)

ESTIMATED ANNUAL OPERATING COST

1,000 w FM Station
Six Hours Daily
(As prepared by FM Broadcasters Inc.)

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</table>

These average estimates assume that transmitter and antenna are located at the point from which they originate, a condition which may change up to ten kw. Where the locations differ it is necessary to rent high fidelity telephone lines or install an 072 (transmitter) or 075 (transmitter) 24-hour service at additional cost. Telephone rentals vary greatly but the 28-mile link, capable of 6,000-cycle transmission, costs approximately $245 per month. The complete equipment, including transmitter and remote control, 1875 with a second unit, costs approximately $11,500, and can be remotely controlled, eliminating an extra operating staff. No provision has been made for control equipment such as common aerials which may be remotely controlled. The average estimate is for a steel building, allowing for a minimum of studio, control and transmitter space (not over $12,000. This would cover some sound isolation and noise treated.

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BROADCASTING • Broadcast Advertising
GOP Is Mapping State Radio Plans

Turnbull and State Directors In First Meeting of Series

HENRY R. TURNBULL, Radio Director, Republican National Committee, held a meeting last Thursday with the state radio directors in the New England and North Atlantic area to discuss radio plans for the forthcoming presidential campaign. Held at the Committee's New York headquarters, the meeting was the first of a series of such gatherings Mr. Turnbull hopes to hold with state radio directors early in the campaign.

Attending the session were: Jack Morgan, Bangor, Me.; Harold K. Davison, state chairman, Woodville, N. H.; John W. Queen, Boston; Milton Myers, Hartford, Conn.; Harold Adonis, Newark; Lee H. Greenhouse, Philadelphia; James F. Dewey, state chairman, Quechee, Vt.; C. J. Killoran, Williamstown, Mass.; G. L. Tait, state chairman, Baltimore; T. F. Allen, Providence.

Governors' Series

As a prelude to broadcasts by the Republican Presidential nominee, the party has a series of scheduled three-quarter-hour national broadcasts in which nine Republican governors will participate to present a “grass roots survey of campaign issues. First broadcast is on the NBC, Aug. 29, 10:15-10:30 p.m. (EWT), will present Gov. Earle Warren of California, picked up from KPKB Sacramento; Gov. Raymond E. Baldwin of Connecticut, from WMAT Bridgeport.

Second of this series, on NBC, Sept. 1, 10:30-10:45 p.m., EWT, will include Gov. Edward Martin of Pennsylvania, from WJDO Harwood; Gov. Andrew Schoettel of Kansas, from WDAF Kansas City, and Gov. Edward J. Thye of Minnesota, from KAST Minneapolis. Third broadcast, with network and time as yet undetermined, will feature Gov. Leverett Saltonstall of Massachusetts, Gov. Harry F. Kelly of Michigan and Gov. Arthur B. Langlie of Washington.

Republicans will also present Rep. Everett Dirksen of Illinois on MBS, Aug. 30, 8:15-8:30 p.m., EWT. Retention of this period for regular weekly broadcasts by both Republican spokesmen discussing current issues continuing up to election week, is under consideration by the committee. All broadcasts are placed through Duane Jones Co., New York. Virginia Butler is on loan from the agency to serve as timebuyer for the committee.

Mark Larkin, veteran radio and movie publicist, has been appointed radio publicity director for the Dewey-Bricker campaign. Mr. Turnbull has announced. Mr. Larkin, who resigned as field representative for the Hays office to accept

his new post, has handled publicity for network, programs and movie and radio personalities. He also served for three years as first press relations director for the motion picture industry.

Godfrey Hammond, president of Popular Science Publishing Co., publisher of Outdoor Life and Popular Science Monthly, has taken leave from the duties to accept the appointment of publicity director of the committee, in charge of press relations.

Emerson Shifts Agency

EMERSON DRUG Co., Baltimore, has named McCann-Erickson, New York, to handle its advertising. Appointment will entail the shift of the company’s two network programs from Rathrauff & Ryan, New York. Programs are sponsored on CBS in behalf of Bromo-Seltzer, and Eillery Queen, for the same product on NBC. Date for the transfer has not been disclosed.

ALLEGHENY STEEL SWITCHES TO MBS

ALLEGHENY Ludlum Steel Corp., Brackenridge, Pa., Oct. 1, will switch networks and change from daytime dramas to music with the start of Steel Horizons on MBS Sunday, 9-9:30 p.m.

Borrowing its title from the company house organ, show will star John Baker, Met., baritone and Frederick Dvonch’s orchestra. There will be a female guest vocalist each week, selected through auditions conducted locally by MBS stations, and brought to New York, with all expenses paid by the sponsor. Keyes Perrin, WOR New York, will announce and produce.

Show was tailor-made by WOR-Mutual to meet requirements outlined by the agency, Mr. Baker & Downing, Pittsburgh, on the basis of a survey of ALS dealers on what sort of program they would like. ALS discontinues Sept. 25, Mother and Dad on CBS Saturday, 5:30-6 p.m.

Televiweers Panel

CHARLES M. STORMO Co., New York, is setting up a televiweers panel, comprising most television set-owners in the New York area, which will be polled by postcard for their reactions to the video programs broadcast in behalf of the agency's clients. Panel will be used for the first time in connection with the Borden's, two-hour musical comedy to be broadcast Sept. 28 on WABD New York under the sponsorship of Esquire magazine.

Renoir Test

RENOIR PARFUMS Ltd., New York, makers of Chichi and My Alibi perfume, is conducting radio for the first time with test campaigns beginning the week of Sept. 25 on WQXR New York, using five-times weekly quarter-hour concert programs, and on WCFL Chicago using three news shows weekly. Agency is Abbott Kimball Co., New York.

Mr. Searle

Successor to Be Named to Gilman, Now at Oil Group

DON SEARLE, for a year-and-a-half general manager of KGO, Blue Network owned and operated station in San Francisco, has been appointed general manager of the network’s wester division. He will continue his supervision of KGO and add to its KECO Los Angeles operations, recently acquired by the Blue, as well as all network operations of the division.

Appointment was announced last week by Mark Woods, Blue president, as the first of a series of executive moves designed to strengthen the network’s management and operations of the division. Next move, Mr. Woods stated, will be the appointment of a Pacific Coast vice-president to succeed Don Gilman, who has resigned the position to become executive vice-president of the California Gas & Oil Assn.

Veteran Broadcaster

Active in radio since 1924 when he became manager of KOIL Omaha, built by Monarch Motor Oil Co., then owned by the Searles family, to promote its petroleum products, Don Searle was subsequently general manager of WIBW Topeka and KOIL-KFAB Omaha-Lincoln, leaving that position to join the Blue as general manager of KGO on April 5, 1943. With Herb Hollister he owns KANS Wichita and KMMJ Grand Island, Neb.

A pioneer in western radio, Mr. Gilman helped organize NBC on the West Coast. He was vice-president of NBC western division for 14 years and largely responsible for the development of Hollywood as a network center. During his long and successful term of office he guided the destinies of both the Red and Blue networks of NBC on the western slope. When the Blue separated from NBC Mr. Gilman was named to head the former network on the West Coast, taking over as western division vice-president in February 1942.

Scripto on Blue

SCRIPTO MFG. Co., Atlanta, manufactures of pencils and pencil lead, will sponsor the former network overseas war correspondent and manager of the London newsroom for the network. Program which starts Sept. 17 on 190 Blue stations, will be heard as a transcription Sunday, 1:15-1:30 p.m. With this program, Scripto, which has previously used spot radio, will venture into the network radio advertising for the first time. Agency is Tucker Wayne & Co., Atlanta.
NEW WKY TRANSMITTER NEARS COMPLETION

- Dominating the scene at WKY’s new quarter-million dollar transmitter installation, shown in scale model photo above, is the vertical antenna whose breath-taking height is topped by only five other man-made structures in the known world today.

The signal from this radiator will also assuredly dominate the Oklahoma listening scene, adding substantially in the more than a million persons who now listen regularly to WKY morning, afternoon and night (“Oklahoma Radio Audience of 1944”).

Included in the original blueprints for post-war completion, and even now getting the studied attention of WKY’s engineering staff, is the addition of FM and television for which antennas will be located at the tip of the 915-foot antenna.

The same combination of foresightfulness and enterprise which has kept WKY the foremost station in Oklahoma for more than two decades will keep it out in front in the years to come.
KXOK IS THE STATION TO WATCH...the station to LISTEN TO...the station to USE for economical and effective selling in St. Louis and surrounding territory. Sponsors say so. Listeners say so. Surveys prove their good judgment!

Surveys prove, too, that KXOX is growing fast. Furthermore, a well-balanced schedule and an unusually high percentage of contract renewals are testimonial to the success of KXOK which reaches more than 870,000 radio listening homes...an area where the population is more than 3,700,000 and retail sales exceed $1,000,000,000.00 annually.

Recognizing that it is the listeners who "make the station," KXOK's management and experienced staff members endeavor at all times to exercise constant vigilance in order that listeners may continue to enjoy both the outstanding local shows and the Blue Network programs brought to them regularly over KXOK.

In less than 6 years, KXOK listeners—the consumers you want to reach in this area—have helped to build KXOX to its present high competitive position in Greater St. Louis.

That's why we say again, that out this way KXOK IS THE STATION TO WATCH!
Editor's Note: Considerable discussion has been aroused in radio reports of long-distance skywave transmission in the UHF range, where FM, television and other postwar broadcast services aspire to operate. In the Aug. 14 issue William B. Lodge, acting director of engineering of CBS, reported on his findings. In this issue, the president of FM Broadcators Inc., and head of radio operations of the Milwaukee Journal's stations (WTMJ & WMFM), answers. The writer is not only a pioneer standard broadcaster, but has been in the forefront of FM virtually from the day Maj. Edwin H. Armstrong pronounced it of age. He was president of the NAB in 1931-32, and always has been in the leadership of radio-newspaper affairs. He joined the Journal in 1916, and has been identified with its radio operations since 1923.

MR. DAMM

Head of FMBI is Critical of Attention Given Tiny Flaws

Editor: Broadcasting:
The prominent display you have given to Mr. Lodge's article, "Keeping FM Free From Interference" published in the Aug. 14 number of Broadcasting, prompts me to suggest that you present to your readers more fully and completely the knowledge available with respect to any possible effect of skywaves upon FM broadcast service.

The writer is not an engineer, but it does not take an engineer to see through the desperate attempts of those who have a vested interest in the maintenance of the status quo in broadcasting to hamper the application of Major Armstrong's invention to the improvement of the broadcasting art. As the revolutionary effect of the noise and interference-reducing properties of FM are gradually becoming apparent to those who sit in the seats of broadcasting's mighty, the attempts to produce smoke screens which prevent a proper view of the future become almost ludicrous.

Lodge Motion

Mr. Lodge is a member of Panel 5 on FM Broadcasting of the Radio Technical Planning Board. The writer, as President of FM Broadcasters Inc., is also a member of this panel. At the Chicago meeting of the Panel held on April 11, 1944, Mr. Lodge (who at an earlier meeting voted in favor of the present position in the radio spectrum for the FM broadcasting system) expressed much concern over the possible disastrous effects of developing FM broadcasting at that portion of the radio spectrum where it is now located, namely in the vicinity of 550 mc. The panel members listened with much respect to the fears of Mr. Lodge, whose earnest search for the truth was so evident. As a result of the discussions, Mr. Lodge made a motion which reads as follows:

I would like to move that the Chairman be requested to ask Dr. Dellinger to render an opinion as to the lowest frequency that can possibly be used with safety by FM, without danger of long-distance skywave interference.

The Panel's desire to accommodate Mr. Lodge in his obviously sincere desire to secure the facts resulted in the adoption of his motion by a vote of 20 to 4.

It is important to note the reason why this matter was referred to Dr. Dellinger. He happens to be Chief of the Inter-service Radio Propagation Laboratory of the United States Government established under the joint Communications Board of the Joint Chiefs of Staff. In this capacity Dr. Dellinger had available to him all of the known information, both classified and unclassified, relating to radio-propagation phenomena. Therefore, Mr. Lodge very properly chose the highest authority not only in the United States but in the world.

Record Available

In following the wishes of the Panel, Mr. Jansky, its chairman, did not attempt to state the issue in his own words but sent to Dr. Dellinger the entire record of the Chicago meeting with the suggestion that Dr. Dellinger read those portions of the verbatim minutes which covered this issue, and, if possible, give the Panel the benefit of his advice. Therefore, Dr. Dellinger had available to him the complete record which led up to Mr. Lodge's motion.

Dr. Dellinger's reply [May 1] shows such thorough consideration of the issue referred to him and the opinion he gives is so positive that it should be printed in full:

Dear Mr. Jansky:
I have your letter of April 20 requesting any information I can give on item 2 of the agenda for the April 11 meeting of RTTB Panel 5. I read pages 13 to 60 of the proceedings of the meeting as you suggested, and noted in particular that the motion on page 44 read "I move you that subject to any information to the contrary from Dr. Dellinger, that this Panel adopt the recommendations of the Committee with respect to Item 2 of this agenda." The Committee recommendation referred to was "Re the existing interference, contrary to the statement of the Chairman, that interference is not negligible. It is a normal source of interference, and should be taken into account in the planning of future FM service." I believe the recommendation of the Committee was justified, and I believe the Chairman's statement was, in fact, incorrect.

The point is that interference of this magnitude is not negligible, and the rule should be that the Federal Communications Commission, in making its rulings on the assignment of frequencies, should not be so solicitous of the opinions of the Chairman as to impose upon itself the impractical burden of detecting and finding all possible future interference. It is not possible for the Commission to forecast with any degree of accuracy the lines or the effects upon the public of interference, and the result of the adoption of such a rule would be to prevent the assignment to FM of a number of frequencies for which a demand is being made.

I have no doubt, after consideration of the facts, you would agree that the recommendation of the Committee is the correct one, and that the rule requiring such a forecast of possible interference is too stringent to be practical.

[Continued on page 180]
CITATIONS FOR SERVICE... "IN THE PEOPLE'S CAUSE"
When Ohio's own 37th division joined the Louisiana maneuvers in 1941, WGAR staff men, transcription trucks and microphones went along. Before Pearl Harbor, special correspondents of Cleveland's Friendly Station had visited 13 army camps and naval bases, sending back stories of what hometown boys were doing, often transmitting their voices.

Today, the WGAR microphone brings messages from England, France, Australia, India, Hawaii, Alaska, Italy and many distant Pacific isles. It brings special direct broadcasts and interviews from Dave Baylor, the station's own war correspondent on the European front. It carries the voices of Ohio's fighting men back to their families and friends. Six special correspondents report for WGAR from the war fronts in more than fifteen weekly programs.

It has been WGAR's aim to be a live link between the boys in service and the folks at home. And this all dates back to that day in 1941 when the station pledged itself "in service of home and nation".
Ohio gun crew welcomes the WGAR radio correspondent as he unlimbers the microphone to catch messages for friends and relatives back home, stages interviews behind gun breech.

Familiar voices came to families of men in Ohio's 37th when WGAR staged a get-together, by special permission played transcriptions of interviews made at an undisclosed Pacific base.

Patent Weapon the M-10 anti-aircraft half-track first spoke over the radio through WGAR when former tankman, now announcer Arthur Hannes, covered initial firepower tests.

A.P.O. Cleveland — Tuesdays 10:30 P.M. Most every local family with a man in service has a date Tuesday night at WGAR's 1220 on the dial, for the program "A.P.O. Cleveland" is one of their closest contacts with the lads over there. Reports from WGAR correspondents, actual interviews with service men around the globe, features by Dave Baylor from France and a full orchestra make this program a WGAR schedule highlight.

London Column — Saturdays 10:45 P.M. The European war front comes to Cleveland every Saturday evening in WGAR's "London Column". In recent broadcasts, Ohio listeners have visited with American troops throughout the British countryside, gone to the spots where robot bombs have dropped, been there as men, supplies and fighting equipment set out for France. Many local families via this program have felt a bit closer to their sons, have come to know our British allies better, have heard authentic invasion news.

Mary Alice Collins — Sundays 1:15 P.M. Things that mothers and sweethearts back home would like to know are the things Mary Alice Collins, popular American-born BBC commentator, asks Ohio fighting men in her special interviews for WGAR.

World-Wide Extra — Daily 5:30 P.M. Not simply another news cast, "World-Wide Extra" presents a roundup of global war news taken from WGAR's own wires, prepared by a full-time editorial staff, broadcast by newsmen Bob Kelley. This program also features J. B. McGeachy in a daily pickup from BBC in London.

Dave Baylor's Commentaries — Mon. Wed. Fri. 6:05 P.M. One of the few independent U.S. radio stations to send its own war correspondent abroad, WGAR airs "Dave Baylor's Commentaries" from France three times weekly, gives home folks a vivid picture of Cleveland men in modern warfare.
Wanted—Experts to Sell Television

Missionary-Minded Men Needed to Do Job on Man Who Pays

By ROBERT S. PEAR

Vice-President

General Electric Co.

GOING WAY UP to get an angle shot of sportsmen discussing Remington Arms cartridges during a commercial program on WRGB Schenectady, the cameraman beams his lens at Gail Evans (l) sportsman, and Oliver Rodman, publisher of Outdoors magazine. Note the guns on the table.

Page 34D • August 28, 1944

IT IS HIGHLY probable that coming months will witness a bumper crop of television "experts". And if there is anything that we who find ourselves in the television business, by virtue of our development and commercial activities, can do to condition the soil or advance the art of "experting", we should do it. For next year—right now, in fact—television has a great need for these experts—as hard-working, enthusiastic, and open-minded missionaries.

For several years General Electric Co. has operated its television transmitter WRGB in Schenectady as a proving-ground station. In the last 2 years we have telecast over 700 different live-talent programs in 30 some classifications. Our audience was necessarily small, because wartime restrictions on consumer goods were clamped down just when the demand for television receivers began to soar. But we have studied that audience, its preferences and prejudices, thoroughly.

Know About 'Notes'

In the end we have probably learned more about what television programs should not consist of than about the positive factors. It seems to us now that the most important faculty that any potential expert can bring to television programming is an open mind, completely innocent of preconceived notions stemming from motion pictures, and the theatre.

This is no reflection on these longer-established entertainment fields; just the contrary. Television has drawn on them in the past, and will do so even more in the future. But because television combines elements of each, because it re-

moves some of the traditional limitations, it provides them with a new starting point. And it should be approached without prejudice.

I could repeat here some of the facts elicited by surveys which we carry on continuously with our audience. They have appeared elsewhere. But more important to the problem of television programming are certain other conclusions that have grown upon us.

Up to Audience

We used to say that the future of television depended not on the engineers, who are far along on their job, but on the receiving audience. That is true as a generalization, but we are now in the generalizing stage. Technical progress is very important, but is definitely assured. Constant improvement in the forms of entertainment and education to be offered by television is very important, but in that field of development I believe we can expect great things.

There is a third and most important condition—the fact that there will be no opportunity for the engineer, the manufacturer, the station operator, or the entertainer to progress unless and until we have a telecasting system that can stand on its feet as a going business. That time will come only when advertisers recognize what television as a medium can do for their business, when they begin to use television as an advertising medium, and when this results in an assured revenue for the station.

Stations to Come

For that reason our interest goes far beyond WRGB and the other existing pioneer stations, which have a special reason for their existence, and whose support can be justified on experimental grounds. All of us have a vital interest in the many stations to come, stretching across the country, depending for their life on sound local support as a unique advertising medium. In this sense, then, television's future depends immediately on the efforts and knowledge of the experts and missionaries mentioned earlier. While it may not seem so at first glance, this is closely related to our present programming activities.

We must learn now not just what constitutes good television entertainment, and the technique of producing it in the studio. We must learn, too, the companion technique of making television a good selling medium—if blending with entertainment the science of selling and the commercial presentation, that highly important ingredient which is represented in radio by the "commercial". What a "commercial" will be in television we have only the faintest notion, but we are working on it.

Role of Films

We must consider that each individual home television audience is small, selective, and intense. Television, which is inherently more expensive than radio to produce, will have far fewer hours in a day in which to appeal to an audience that is essentially local in character, and that, while watching a program, cannot stray from the room in which the receiver is located. But to that smaller audience, in those fewer hours, television can present a story in a way that radio and motion pictures will never approach.

Those are parts of the problem to be faced by the advertiser, and his advertising agency. That problem cannot wait for its solution until the stage is set for network television. That stage will never be fully set until after-wards. The real customer in the television market is not the ultimate listener—see but the man with something to sell, whether it be goods or an idea.

Extra Income

It is quite possible that specially produced short films will be to television what today's recorded programs and spots are to broadcasting—supplementary revenue-producing material which will in turn support more ambitious and more expensive presentations. We need no special talent today to produce a football game, or the opera, or a Broadway hit. Those exist. But they will exist in television only if the local advertisers in Dubuque or Altoona or Billings are enthusiastic users of their local television station.

Agency Interest

There are great American industries that broadcasting has never adequately served, such as styles and fashions, fabrics and decorating, cosmetics and furniture. These are meat for television—when we learn how. Now is the time to learn.

Several advertising agencies and manufacturers have come to Schenectady in the past months because they recognized this problem. Others have shown an interest. We have welcomed them and will continue to do so, because General Electric wants to do everything in its power to help build the best television technique in the world.
What makes this network work?

- These 146 stations, woven into a blanket to cover the 3,026,789 square miles of the United States . . .
- These 146 stations, interlaced into an extensive pattern of clear channels, regionals and locals . . .
- These 146 stations, affiliates of the National Broadcasting Company . . . are what make this network work.

NBC salutes its associated stations for their individual and collective contributions to the war effort; salutes them for the role they are playing, both nationally and locally, in building morale, educating, informing and entertaining America’s millions under stress of war; salutes them for their loyalty and belief in the American system of network broadcasting which is founded on the principle of free enterprise devoted to the service of a free people.

Their leadership in the past, their constant willingness and ability to render public service during the war, their keen awareness of the challenge of the future which promises newer and even greater service to the people, these are the most important factors which give NBC its leadership as a network, which make NBC “The Network Most People Listen to Most.”

National Broadcasting Company
America’s No. 1 Network
**Television, Combination AM-FM Sets Planned by Majority of Manufacturers**

MOST of America’s set manufacturers plan to make television sets and combination AM-FM receivers in the postwar period, a survey conducted by Radio & Television Retailing Today disclosed. Questionnaires went to 54 manufacturers. Only three didn’t reply. Television sets will range in price from $79 to $1,000, according to replies of 45 firms. Of that number 42 definitely plan to make video receivers, two do not and one was uncertain. Six failed to answer the question: “Do you expect to make television sets?” Average price will range between $175-$250, according to the survey. Andrews Radio Corp. quoted the lowest estimate, $79, while Fada estimated its top price at $1,000.

Of those planning television set manufacture 22 said they will make projection type receivers. One answered “no”; one, “probably”.

On broadcast sets 43 replied that standard receivers will include FM equipment. Five plans to make “some” combination sets, one is making plans for FM and television sets while another will turn out special FM sets.

Only 13 firms plan to manufacture auto radios, 34 answering “no”. One will turn them out on a contract basis only and the other for manufacturers only.

There’ll be more home recording sets after the war, the survey indicated. Of 34 manufacturers who have plans for making recording units, 24 will specialize in home sets. Two will handle only professional recording apparatus, while six others said they plan to make both professional and home sets. One replied recording sets would be made as required for combination units.

**Types & Price Ranges of Postwar Receivers**

(Compiled by Radio & Television Retailing Today)

<table>
<thead>
<tr>
<th>Manufacturer’s Name</th>
<th>Do you expect to make television?</th>
<th>Estimated retail price range</th>
<th>Will you make FM receivers?</th>
<th>Will you include FM equipment?</th>
<th>Will you make combination units?</th>
<th>Average estimated price range of combination units</th>
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<tr>
<td>Admiral Corp.</td>
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<td>$175-$155</td>
<td>yes</td>
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<td>Air King Products Co.</td>
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<td>Ansley Radio Corp.</td>
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<td>RCA Victor Div., RCA</td>
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<td>Westinghouse Elec. &amp; Mfg. Co.</td>
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*Indicates that no reply to questionnaire was received at the time of going to press. ** yes up— FM in Television Sets. ** Special FM Sets. ** Only as required for Combination units. ** On contract basis. ** Table Model: ** for Manufacturers only. ** Photos, Combination.
PORTLAND was one of 15 cities selected by the U.S. Treasury Department for the "Four Freedoms" War Bond show. The presentation was sponsored by the Meier & Frank department store of Portland. KGW was used exclusively for all radio promotion of the event. And Portland, the Meier & Frank Co. and KGW hung up War Bond sales of $31,242,326—nearly ten million dollars more than the next nearest of the 15 cities. The Portland showing also established a national WAC recruiting record. Pictured are some of the luminaries who made personal appearances.

MAJOR ALLEN MARTINI AND ACTOR PHILIP DORN

MRS. MARK CLARK

BRIAN DONLEVY

AARON M. FRANK, PRESIDENT OF MEIER & FRANK CO.

SAYS... "While Portland has long had the reputation for all-out participation in furthering the war effort, the success of the Four Freedoms War Bond show has been a revelation. The whole-hearted co-operation of the staff of radio station KGW was an important factor in making possible the establishment of two national records in connection with the show. It is a pleasure to pay this tribute to KGW for the patriotic job in public service the station is doing for war effort."

THE STATION WITH EAR APPEAL

Affiliated with the National Broadcasting Co.
Represented nationally by Edward Petry & Co., Inc.
The Role of a Film Company in Television

Medium Declared To Be Ready For Public

By RALPH B. AUSTRIAN
Executive Vice-President
RKO Television Corp.

"WHY is RKO interested in television?" The answer is simple, logical.

Television, an accomplished fact, is really talking pictures projected by a new and different means from that employed by the cinema. The business of RKO and its affiliated companies is the production, distribution and exhibition of talking pictures. The parallel is obvious.

The present talking motion picture is thrown upon the screen from film in a nearby projector. Television talking pictures are thrown on the screen of a home receiver from actual live events or films projected over the airwaves from a broadcasting station many miles distant. The result in either case is practically identical. The end product is a talking motion picture—and talking motion pictures of all kinds are RKO's business. Has television reached such a point in its development where it can be employed as a practical form of entertainment? As an advertising medium? As a public service medium? As an educational asset? The answer is, yes. True, television today has not yet reached a state of perfection, but the word perfection is only a relative term. Automobiles, electric refrigerators, radios are not yet perfect, but they do perform satisfactorily enough to afford untold convenience, comfort and entertainment for millions. The shortcomings of any of these great modern inventions may have are more than offset by the fact that they do give the user his money's worth.

RKO believes that television has reached such a point in its development that today it stands at the very threshold of being able to place in the homes of America an entertainment and educational medium that will definitely give the user his money's worth.

While television is generally regarded as primarily the concern of radio broadcasting companies, it is most definitely a field which cannot be ignored by the motion picture industry.

Anything which bids for the leisure time of the public—from baseball to magazines—is in competition with the movies, but television, which has the appearance of "motion pictures in the home" may seem to be a potent threat to theatre exhibition.

It is believed that the most suitable types of television programs, as they are evolved through experience, will be far different in character from the feature motion pictures created in Hollywood for theatre exhibition. In the evolving of such programs, however, motion picture techniques may play an even greater part than existing radio techniques and the use of film frames will become more important in television broadcasting than the electrical transcription disc is today in radio.

 Rather than stand aside while others preempt the field it would seem to be in the best interests of the entire motion picture industry that producer-distributor companies should participate in television, not only to protect themselves but the exhibitors as well, by directing television programming into fields which would be far removed from feature pictures created for the theatre. Unless this is done, there will be a tendency for television to become dependent upon the showing of feature pictures made primarily for theatre exhibition.

There are still those who believe that television will seriously hurt the motion picture business. It is agreed that radio has not hurt the motion picture business and yet it is a device designed to keep people in their homes. Properly used, radio has helped the picture business.

During the past few months many inquiries from prospective advertisers and prospective telecasting station operators have been made which indicate that while they have great faith in the ultimate future of television, they are rather puzzled as to how they can program their stations in the early days. Sooner or later the discussion has veered to the use of programs on film or, as RKO refers to them, "Tele reels" (trade-mark registered).

The average station operator, the word "average" here meaning one located at a distance from one of the major metropolitan districts, is now dependent upon programs that reach him from talent centers. Ordinary radio broadcasting has shown us that local talent cannot supply more than a fraction of the needed program material.

It is quite evident that telecasting stations will be in operation considerably sooner than network programs will become available and it is here that the film tran-
We welcome the opportunity to lead the way in Washington. Being first in Washington is an old WRC habit—21 years old. 21 years of continuous leadership. Programs, public service, alertness—and of course—advertisers' preference.

WRC
REPRESENTED BY NBC SPOT SALES
WASHINGTON
it works for me like MAGIC...

If you're like me, you're one of several hundred time buyers who are faced every day with buying stuff on stations where they get results fast—or else.

Maybe I'm prejudiced about WOR. You see, it was my first successful buy when I was just a raw recruit in this agency business. But in ten years I've placed more than $450,000 worth of business on WOR, and it let me down only once—that was when a client turned a blank ear on my recommendation that he should put more time into product development before having WOR start a stampede to dealers' stores.

I don't care whether it's a spot, a participation, or a WOR-created show I pick, that station works for me like magic. Sure, I know it's powerful, and that it covers 33 cities and trading areas of more than 100,000 people each. But let me tell you, WOR's got more than just these things.

For instance, it has a knack for creating shows that become sort of part of the family. Don't ask me how it's done. It's the sort of thing, I suppose that makes great magazines, movies, or song hits. Whatever it is, you can bet that when your message is piloted into hundreds of thousands of homes on shows run by WOR people like John Gambling, Pegeen Fitzgerald, Joe Bier, Uncle Don, Bessie Beatty, Stan Lomax, Martha Deane and others, you can just about estimate your sales increase before the orders start coming in.
Optimist? You mean me? Nothing of the kind. I’ve been too long on this side of the fence to lean hard on just guessing. Take it from me, WOR’s got an uncanny way of packing sales dynamite into simple, sure-fire programs that keep hundreds of thousands of listeners close to where the sounds come from.

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

NOTE: We doubt whether anything could more emphatically underline the words above than the list which appears below and on the following pages. Here in black and white are the names of 262 sponsors who have used WOR during the first 6 months of 1944. The messages of the majority of them were carried on WOR-created shows.

<table>
<thead>
<tr>
<th>COMPANY</th>
<th>PRODUCT</th>
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<tbody>
<tr>
<td>AMUSEMENTS</td>
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<tr>
<td>Bamberger, Theron Columbia Pictures Corp.</td>
<td>“Tomorrow The World”—show</td>
</tr>
<tr>
<td></td>
<td>“None Shall Escape”—movie</td>
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<td>“Cover Girl”—movie</td>
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<td>“Address Unknown”—movie</td>
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<td>“Song of the Open Road”—movie</td>
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<td></td>
<td>Pictures</td>
</tr>
<tr>
<td>Loew’s Inc. Metro-Goldwyn-Mayer Metro-Goldwyn Picture Corp.</td>
<td>“Madame Curie”—movie</td>
</tr>
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<td></td>
<td>“Bridge of San Luis Rey”—movie</td>
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<td>“Lost Angel”—movie</td>
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<td>“Lady and The Monster”—movie</td>
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<td>“See Here Private Hargrove”—movie</td>
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<td>“Tunisian Victory”—movie</td>
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<td>“Follow The Boys”—movie</td>
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<td>“White Cliffs of Dover”—movie</td>
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<td></td>
<td>“Wallflower”—show</td>
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<tr>
<td>Meyer Davis Paramount Pictures, Inc.</td>
<td>“The Uninvited”—movie</td>
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<td>“Standing Room Only”—movie</td>
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<td>“Lady in the Dark”—movie</td>
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<td>“For Whom The Bell Tolls”—movie</td>
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<td>“Dr. Wassell”—movie</td>
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<td>Fighting Seabees”—movie</td>
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<td>Circus</td>
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<td>“Higher and Higher”—movie</td>
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<td>“Up In Arms”—movie</td>
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<td>“Snow White and the Seven Dwarfs”—movie</td>
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<td>“Desert Song”—movie</td>
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<td>“Ziegfeld Follier”—show</td>
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<td>“Mr. January &amp; Mr. X”—show</td>
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<td>“Ten Little Indians”—show</td>
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<td>“Life Boat”—movie</td>
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<td>“Song of Bernadette”—movie</td>
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<td>“The Sullivans”—movie</td>
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<td>“Purple Heart”—movie</td>
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<td>Film Productions</td>
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<td></td>
<td>“A Voice in the Wind”—movie</td>
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<td>“Up in Mabel’s Room”—movie</td>
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<td>“Knickerbocker Holiday”—movie</td>
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<td></td>
<td>“Hairy Ape”—movie</td>
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<tr>
<th>COMPANY</th>
<th>PRODUCT</th>
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<tr>
<td>AMUSEMENTS (Cont.)</td>
<td></td>
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<tr>
<td>Universal Pictures</td>
<td>“Gung Ho”—movie</td>
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<tr>
<td>Warner Bros. Pictures, Inc.</td>
<td>“Christmas Holiday”—movie</td>
</tr>
<tr>
<td>Film Productions</td>
<td>“Desert Song”—movie</td>
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<td></td>
<td>“Adventures of Mark Twain”—movie</td>
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<th>COMPANY</th>
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<tr>
<td>AUTOMOBILES</td>
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<tr>
<td>General Motors Corp.</td>
<td>Institutional</td>
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<td>BEVERAGES</td>
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<td>CLOTHING AND APPAREL</td>
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<tr>
<td>CONFECTIONS AND SOFT DRINKS</td>
<td></td>
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<tr>
<td>Abbott’s Dairies, Inc. American Chicle Co. Association of Manufacturers of Confectionery and Chocolates</td>
<td>Jane Logan DeLuxe Ice Cream Cheewing Gum Confections</td>
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<tr>
<td>COMPANY</td>
<td>PRODUCT</td>
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<tr>
<td>Beech-Nut Packing Co.</td>
<td>Gum and Confections</td>
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<tr>
<td>Borden Co., Pioneer Brands Div. of The</td>
<td>Horton’s Ice Cream</td>
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<tr>
<td>Breyer Ice Cream Co.</td>
<td>Breyer’s Ice Cream</td>
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<tr>
<td>Clark Brothers Chewing Gum Co.</td>
<td>Clark’s Teaberry Gum</td>
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<tr>
<td>Confectionery Mfg. Co.</td>
<td>“Dots” and “Black Crows” candy</td>
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<tr>
<td>Davis Sales Co., R. B.</td>
<td>Candy and Chewing Gum</td>
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<tr>
<td>Delapenha &amp; Co., R. U.</td>
<td>Dolly Madison Ice Cream and Arisocrat Ice Cream</td>
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<tr>
<td>Duff and Sons Inc., P.</td>
<td>Rockwood's Chocolate Bits</td>
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<tr>
<td>Duff-Mott Co., Inc.</td>
<td>Gum</td>
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<tr>
<td>Dugan Brothers, Inc.</td>
<td>Rockwood's Chocolate Bits</td>
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<tr>
<td>Eppens Smith Co., Inc.</td>
<td>Gum</td>
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<tr>
<td>DRUGS AND PHARMACEUTICALS</td>
<td>B C Remedy</td>
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<tr>
<td>B C Remedy Co.</td>
<td>Blue Jay Foot Products</td>
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<tr>
<td>Bauer &amp; Black Co.</td>
<td>Beaumont 4-Way Cold Tablets</td>
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<tr>
<td>Beaut-ont Co.</td>
<td>Gold Medal Capsules</td>
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<tr>
<td>Block Drug Co.</td>
<td>H-B Cough Drops</td>
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<td>Briggs Co., C. A.</td>
<td>Carter’s Little Liver Pills</td>
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<tr>
<td>Carter Products, Inc.</td>
<td>Ex-Lax and Jests</td>
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<tr>
<td>Ex-Lax, Inc.</td>
<td>Don’s Pills</td>
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<tr>
<td>Foster Milburn Co.</td>
<td>Great Bruning-Mono, Vitamins and Cold Tablets</td>
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<tr>
<td>Grove Laboratories, Inc.</td>
<td>Humphrey’s “77″, “15″, or other acceptable product</td>
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<tr>
<td>Humphrey’s Homeopathic Medicine Co.</td>
<td>ViTeens (vitamin tablets)</td>
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<tr>
<td>Lanteen Medical Laboratory</td>
<td>Vimms</td>
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<tr>
<td>Lever Brothers Co.</td>
<td>Tums and NR Remedy</td>
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<tr>
<td>Luden’s, Inc.</td>
<td>Mentholated Cough Drops</td>
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<td>Maryland Pharmaceutical Co.</td>
<td>Menthol and Rel</td>
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<td>McKesson and Robbins, Inc.</td>
<td>Buset</td>
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<tr>
<td>Mentholatum Co., The</td>
<td>Mentholatum Salve</td>
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<tr>
<td>Miles Laboratories, Inc.</td>
<td>One-A-Day Vitamins and Nervine</td>
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<tr>
<td>Musterole Co.</td>
<td>Musterole</td>
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<tr>
<td>Pfunder, Inc., F. H.</td>
<td>Pfunder’s Tablets</td>
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<tr>
<td>Pharmaco, Inc.</td>
<td>Feen-A-Mint and Chooz</td>
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<tr>
<td>Pinex Co., The</td>
<td>Pinex Cough Syrup</td>
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<tr>
<td>Pico Co.</td>
<td>Pico Cough Syrup</td>
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<tr>
<td>Plough Inc.</td>
<td>St. Joseph Aspirin and Penetro Nose Drops</td>
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<tr>
<td>Purepac Corp.</td>
<td>Flexenex</td>
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<tr>
<td>Serutan Co.</td>
<td>V-Bex, Serutan and Nutrex</td>
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<tr>
<td>Stanback Co., Ltd.</td>
<td>Stanback Headache Powder</td>
</tr>
<tr>
<td>Vick Chemical Co.</td>
<td>All Vick Products</td>
</tr>
</tbody>
</table>

| FOODSTUFFS | Agash Refining Co. | Royal Cook Salad Oil |
| Agash Refining Co. | Soups |
| American Dietsaid Co. | Airline Prune Juice |
| Ames, Inc., Max | Caruso Brand Food Products |
| Atlantic Macaroni Co. | Peanut Butter |
| Beardley’s Sons, J. W. | Hellemann’s Mayonnaise and Nucoa, Hecker’s Flour, Force and Presto Cheese Specialties |
| Best Foods, Inc., The | Milk |
| Blue Moon Foods Inc. | Brick Oven Bread and Rolls |
| Borden’s Farm Products of N. Y. | Spaghetti Sauce |
| Brick Oven Bakers, Inc. | Spaghetti Dinner |
|Brill Co., H. C. | Wonder Bread |
| Campbell Soup Co. | Damon Yogurt Milk |
| The Chef Boy-Ar-Dee Quality Foods Inc. | Cowonail |
| Continental Baking Co. | Marmalade |
| Damon Milk Products, Inc. | Duff’s Waffle Mix and Muffin Mix |
| Davis Sales Co., R. B. | Mott Apple Prod. and Sunsweet Prune Juice |
| Delapenha and Co. and R. U. | 100% Whole Wheat Products |
| Duff and Sons Inc., P. | Durkee Salad Dressing |
| Duffy-Mott Co., Inc. | Durkee House Coffee and Challenge Tea |

| COMPANY | FOODSTUFFS (Cont.) | Food 
| Fischer Baking Co. | Flako Bread and Cake |
| Flako Products Co. | Flako Pie Crust, “Canpells” and Flakorn Corn Muffin Mix |
| Florida Citrus Exchange | Oranges and Grapefruit |
| General Baking Co. | Bond Bread |
| Goodman and Sons, Inc., A. | Noodle, Vegetable Noodle Soup |
| Grocery Store Products Sales Corp. | Kitchen Bouquet |
| Guelden Co., Inc., Charles Hansen’s Laboratories, Inc., Chr. | Mustard |
| Hawaiian Pineapple Co. Ltd. | Junket Rennet Poudre and Tablets |
| Heinz Co., H. J. | Dole Pineapple Products |
| Heinz Mustard & “57″ Sauce | Heinz Mustard & “57″ Sauce |
| Indian River Canners, Inc. | Grapefruit Juice |
| Isbrandtsen-Miller Co., Inc. | “26″ Coffee |
| Kellogg Company | Pep, “All-Bran” |
| Lever Bros. Company | Spry |
| Maggi Co., Inc. | Maggi Bouillon Cubes and Seasoning |
| Maine Development Comm. | Maine Potatoes |
| Martinson and Co., Joseph | Martinson’s Coffee |
| Mattlage Sales Co., C. F. | You-All French Dressing |
| Megowen Educator Food Co. | Educator Crax |
| National Oats Co. | 3-Minute Oat Flakes |
| Newark Cheese Company | Santa Cheese or other acceptable products |
| Pan American Coffee Bureau | Pan American Coffee |
| Paton Company, John G. | Golden Blossom Honey and Yuban Coffee |
| Penick and Ford, Ltd., Inc. | My-7-Fine Desserts |
| Phillips Packing Co. | Soups and Vegetables |
| Pure Food Co. | Herb-Oz-Bouillon Cubes |
| Purity Bakers Service Corp. | Tyson Ice Cream |
| Quaker Oats Company | Quaker Oats and Mother’s Oats |
| Ralston Purina Co. | Great Foods |
| Richmond-Chase Company | Heart’s Delight Canned Fruit (peaches, apricots, prunes and whole fruit nectars) |
| Ritter Company, P. J. | Tabasco Catsup |
| S & W Fine Foods Inc. | Savarin Coffee |
| Schonbrunn and Co., Inc., S.A. | White Rose Tea |
| Seaman Bros. | Dairy Products |
| Sheffield Farms Co., Inc. | Raisin-Bran |
| Skinner Manufacturing Co. | Smith’s Split Peas |
| Smith Co., Allen B. | Golden Mix for Griddle Cakes and Muffins |
| Soy Food Mills, Inc. | Meat Foods Products |
| Stahl-Meyer Inc. | Tenderoni |
| Stokley Inc. | Lake Shore Prune Juice |
| Straub & Co., William F. | All Sweet Margarine |
| Swift and Co. | Tumbo Puddings |
| Taylor Reed Corp., The | Uco Coffee |
| Uco Food Corp. | Mazze |
| Walker’s Austex Chili Co. | Ovaline |
| Wander Co., The | Tip-Top Bread |
| Ward Baking Co. | Washington Coffee |
| Washington Coffee | Refining Co., G. Wheatena |
| Williams Co., R. C. | Washington Instant Coffee |

| GAS, OIL AND ACCESSORIES | Richfield Oil Co. of N. Y. | Gasoline and Oil |
| Richfield Refining Co. | Gasoline and Oil |

| HOUSEHOLD EQUIPMENT & FURNISHINGS | General Electric Co. | Mazda Lamps |

| INSURANCE AND FINANCIAL | Employers’ Group Insurance Companies of Boston, The | Insurance |
| Loyal Order of Moose | Insurance Benefits |
| Lumberman’s Mutual | Insurance |
| Casualty Co. | Insurance |
Bayuk Cigars, Inc.
Wilbert Seeman
Radbill Opitz, Inc.
Kirkman Coughlin
Barco Automatic
McCue Brothers and Macy and Bond Stores,
Adam Hat
Colgate-Carter
Artra
Waitt Consolidated Cigar
Benson American Cigarette and TOBACCO
Williams Simoniz
Hudson Glidden
Armour North American Accident
Insurance
Mutual Benefit Health & Accident Assoc.
North American Accident Insurance Co.
Savings Banks Ass'n of N. Y. State

RETAIL ESTABLISHMENTS
Ackerman Clothes, Inc.,
Simon
Adam Hat Stores
Bloomingsdale Bros. Inc.,
Bond Stores, Inc.
Cascade Laundry, Inc.
Conformal Footwear Co.
Fox, Inc., I. J.
Hearn Dept. Store
Howard Clothes Corp.
Macy and Co., R. H.
Lorstan Studios
McCue Brothers and
Drummond, Inc.
Shattuck Co., Frank G.
Willoughby Camera Stores, Inc.

SOAP AND HOUSEHOLD SUPPLIES
Armour Soap Works
Barco Laboratories, Inc.
Colgate-Palmolive-Peet Co.
Coughlin Co., G. H.
Glidden Co.
Griffin Manufacturing Co., Inc.
Gulf Oil Corp.
Hudson Pulp and Paper Co., The
Kirkman and Sons, Inc.
Larvex, Division of
Zonite Products Corp.
Lever Bros. Co.
O'Cedar Corp.
Opits, Inc., John
Radbill Oil Co.
Seeman Bros.
Simonic Co.
Wilbert Products Co.
Williams Co., R. C.

TOBACCO PRODUCTS
American Cigarette and
cigar Co.
Axtom-Fisher Tobacco Co., The
Bayuk Cigars, Inc.
Benson and Hedges Consolidated Cigar Corp.
Frieder & Sons, Co., S.
General Cigar Company
Morris and Company Ltd.,
Philip Weiss & Bond Inc.

TOILET GOODS AND COSMETICS
Arira Cosmetics Inc.
Barbasol Co.
Campana Sales Co.
Carter Products
Colgate-Palmolive-Peet Co.
Conti Products, Inc.
Gillette Safety Razor Co.

COMPANY
Mutual Benefit Health &
Accident Assoc.
North American Accident
Insurance Co.
Savings Banks Ass'n of N. Y. State
Bayuk Cigars, Inc.
Wilbert Seeman
Radbill Opitz, Inc.
Kirkman Coughlin
Barco Automatic
McCue Brothers and
Macy and Bond Stores,
Adam Hat
Colgate-Carter
Artra
Waitt Consolidated Cigar
Benson American Cigarette and
TOBACCO
Williams Simoniz
Hudson Glidden
Armour North American Accident
Insurance
Mutual Benefit Health & Accident Assoc.
North American Accident Insurance Co.
Savings Banks Ass'n of N. Y. State

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Bond Stores, Inc.
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Conformal Footwear Co.
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Hearn Dept. Store
Howard Clothes Corp.
Macy and Co., R. H.
Lorstan Studios
McCue Brothers and
Drummond, Inc.
Shattuck Co., Frank G.
Willoughby Camera Stores, Inc.

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Barco Laboratories, Inc.
Colgate-Palmolive-Peet Co.
Coughlin Co., G. H.
Glidden Co.
Griffin Manufacturing Co., Inc.
Gulf Oil Corp.
Hudson Pulp and Paper Co., The
Kirkman and Sons, Inc.
Larvex, Division of
Zonite Products Corp.
Lever Bros. Co.
O'Cedar Corp.
Opits, Inc., John
Radbill Oil Co.
Seeman Bros.
Simonic Co.
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Frieder & Sons, Co., S.
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Morris and Company Ltd.,
Philip Weiss & Bond Inc.

TOILET GOODS AND COSMETICS
Arira Cosmetics Inc.
Barbasol Co.
Campana Sales Co.
Carter Products
Colgate-Palmolive-Peet Co.
Conti Products, Inc.
Gillette Safety Razor Co.
MUCH of the credit for maintaining civilian broadcasting under difficult wartime conditions must go to the broadcasting industry for its fine cooperation with the War Production Board in following the Government regulations and restrictions which have been made necessary by military requirements for electronic equipment. The WPB recognizes the fine spirit shown by broadcasters in maintaining a high level of service to the public under these difficult circumstances.

On the question of whether more equipment will be available for broadcasting stations in the near future, it must be recognized that the military electronics program being carried out by the WPB Radio & Radar Division, calls for a 50% increase in 1944 over the stupendous electronics production in 1943, and every effort is being expended toward the maintenance of existing radio broadcast stations. These stations have an AA-1 rating, which is on a par with the military, for maintenance purposes.

Recognition of the importance of meeting military requirements and maintaining existing broadcast stations does not yet allow the production of equipment for new stations, nor an increase in power for existing stations. The FCC and the WPB have jointly approved construction of a very small number of new stations where required equipment was on hand. These are of low power, mostly 250 w, and were deemed desirable in the public interest.

A procedure segregating the functions of WPB and FCC in acting on applications for new or expanding facilities for radio broadcasting stations was announced on Jan. 26, 1944.

This procedure provides that upon approving an application FCC will give the applicant a conditional grant, subject to WPB approval, for construction or modification of facilities. A permit will be granted by FCC after WPB has reviewed and approved the application. The procedure defines more clearly the field of operation of the two agencies and is the product of mutual study of problems of handling applications for new facilities.

Concerning the types of equipment which have been made available in recent months for broadcast stations, it may be said that the tubes needed for broadcasting are more readily available than they were six months or a year ago. A few types are still in very tight supply, such as 805, 835-A, 802 and 810. Practically all of the other smaller tubes and rectifier tubes are more available for maintenance and repair purposes. These may be obtained on an AA-1 MRO rating, as provided by Preference Rating Order P-133.

Studio equipment has been in tight supply and is likely to con-

(Continued on page 154)
Announcing the forthcoming publication of
RADIO ADVERTISING
FOR RETAILERS

by C. H. SANDAGE

Visiting Professor of Business Research, Harvard University Graduate School of Business Administration to be published by the Harvard University Press

The study which this report summarizes was undertaken in 1942 and continued through the first half of 1944. It is an impartial case-analysis of the experience of more than 1,000 typical local and regional business houses throughout the United States which have used radio advertising.

In the foreword, Professor Melvin T. Copeland, Director of Research of the Harvard Business School, says, in part:

"Radio advertising, as one of the newer developments in the field of business administration, presents a timely and fertile field for constructive research. This is particularly true of local radio advertising; although considerable research has been conducted on the use of radio for national advertising, heretofore few studies have been made of the problems and experience of local advertisers in the use of radio. It was with special interest, therefore, that the Harvard Business School accepted a grant from the Columbia Broadcasting System for a study of the use of radio advertising by retailers and other local advertisers.

"...When industry again becomes dependent on civilian demand...a large volume of production and a high degree of employment can be maintained only if distribution and sales promotion are effective. Then the result of such studies as this one on local advertising will be especially useful..."

The study and report were completed by Prof. Sandage under the guidance of an Advisory Committee consisting of Professors Neil H. Borden, Harry R. Tosdal, Malcolm P. McNair, and Stanley F. Teele, all of the Harvard Business School. The book will be published about November 1. Its price will be between $4 and $5. Printing conditions are such that it may be advisable for those who wish early copies to write their reservations to Division of Research, Harvard Business School, Soldiers Field, Boston 63, Massachusetts.

The format and typography of the book have been conceived and directed by Mr. W. A. Dwiggins. It is profusely illustrated with charts which summarize the findings.

The topics discussed are implied in the following chapter-titles: Extent and Character of Radio Use by Local Business Firms * Radio as a Medium for Selling Specific Merchandise * Radio as a Builder of Good Will and Store Traffic * Factors Making for Success or Failure * The Radio Audience * The Radio Program * Spot Announcements * The Commercial Message * The Radio Station * Advertising Agencies and Other Service Organizations * The Regional Advertiser.
Have you ever actually seen a person whose eyes were propped open with toothpicks? Neither have we—but we have seen the same purpose accomplished right here with air-fare that is made to order for the majority of dialers seeking their morning eye-opener in entertainment. More of them turn to WJW than to any other regional station in Ohio.

And this WJW audience picture is opening the eyes of advertisers who pride themselves on seeing clearly at any time of the day.
rning audience
al station in Ohio

Ask Headley-Reed for evidence
Film Company's Television Role

(Continued from page 58)

scription will prove to be the backbone of the programming system. Of course, when there are only one or two stations operating in the country, a live-talent program is the economical way to put on certain types of presentations, but simple mathematics will dictate when it becomes right and proper to film practically all programs. For example, if it costs $10,000 for a 15-minute film program for one station, the answer would undoubtedly be "No"; but if we have 100 stations—commercial applications for over 50 stations have already been filed—the cost per station is well within the bounds of good economic principles.

RKO is considering making syndicated sustaining programs available as soon as station construction starts.

Even after national or large regional networks are established, the film transcription will remain an important, if not the most important factor for all programs with the exception of course of sporting events and news events which are always hot flash news.

In the postwar period when television will flourish, the advertising dollar will be scrutinized more carefully than it is today and national advertisers will not be so ready to buy a 15-minute or half-hour spot on a network between the East and West Coasts and perhaps be in competition with a top-rating program carried by another network.

Advertising managers and market analysts will lean heavily on the spot type of telecasting. They will pick the markets in order of their desirability, concentrate their appropriations on selected territories and make it a point to cover them at the best possible hours. Perhaps they might even give a repeat show.

Obvious, indeed, would be the great saving in land line charges and taxes by the use of film transcriptions, and obvious, too, how much greater a percentage of the rate card a local station operator would be able to retain by catering to this spot type of advertising.

U.S. SPONSORS EYE BRITAIN

Commercial Radio, Television Chief London

Topics: $100 Color Sets Predicted

DISCLOSURE that American manufacturers already have cabled their London agents to reserve time should Britain adopt a commercial system of broadcasting when the British Broadcasting Corp. charter expires in 1946, plus assurances that within a year after the war television sets will be available for 85% of British homes, are important topics of conversation and newspaper comment in London, according to Howard L. Chernoff, managing director of the West Virginia Network, and now war correspondent in the European Theatre of Operations.

RKO recently began a survey of 500 persons to ascertain reactions to commercial broadcasting. That survey, writes a London newspaper correspondent, "was mysteriously cancelled". Advertisers already have held meetings looking to commercial radio similar to the American system. Some favor retention of the Government-controlled BBC. Others want the commercial method, while still another group would introduce the Australian system, which has both a national, or Government-controlled network, and a commercial network.

Meantime the seven governors of BBC keep an ear attuned to both broadcasts and public reaction. Mr. Chernoff advised. He referred to a published story that the governors decided the broadcast of controversial questions would inject a new life into broadcasting. Tentative plans are to try it out in the fall.

A member of the British Institution of Radio Engineers was quoted in the Sunday Graphic as saying that Britain will have the finest television service of any country after the war and production will begin immediately on color receivers, too about 25 pounds ($100 American money). The screen, which will be "infinitely clearer than in the prewar days, will be about 12 inches square", said the engineer. He predicted sound films in the home in color within five years after the war and television newscasts in theatres.
Listener Loyalty pays extra dividends to WDEL ADVERTISERS

WDEL has long been a potent force in the lives of the people living in the communities it serves. It covers a market that is normally one of America's wealthiest—now with sales soaring due to the greatly increased population brought here by its many war industries. Diversified, rich in industry and agriculture, WDEL's market includes Delaware, Southern New Jersey, parts of Pennsylvania, Maryland and Virginia.

Your advertising dollars are well-spent on this vital station—whether you're advertising for more sales today or to build good-will and influence for tomorrow in the post war years.

WDEL NBC BASIC NETWORK
**What’s Needed for a Television Station**

**Studio and Technical Facilities Must Be Adapted to Each Operation**

By T. A. SMITH

Engineering Products Dept.
RCA Victor Division, RCA

**WHAT SORT of station would you need to broadcast television?**

This is a question of considerable interest to those contemplating entering the visual broadcasting field. It is also a question which is not too easy to answer because of the multiplicity of factors which influence the layout and hence the cost.

However, let’s look for a moment at the standard broadcast situation and then attempt to see what can be learned. It is obvious that no two of the 900-odd stations on the air are exact duplicates. There are stations designed to serve small communities, larger stations in metropolitan centers, and network origination stations in New York, Chicago and Los Angeles. Stations are equipped with transmitters ranging in power from 100 to 100,000 w. Stations have studios of various sizes, shapes and numbers.

**Special Needs**

If a station is to perform a public service, it must conform to the demands for service in its community and market. It is uneconomic to exceed the requirements by too wide a margin and one so sighted to try to operate on a scale which will not permit adequate service. This means that facilities must be key to the particular situation. At the same time, most broadcast stations have attuned their facilities to the service requirements of their localities.

A good many broadcasting stations started with small installations. They grew as the demands for service grew, expanding their facilities to do the kind of job which was required. It is doubtful whether an independent station could have afforded five studios in 1933. Today many independent stations have at least this number.

Will it be possible for television to grow as sound broadcasting has grown, or will the public expect initial visual service at the same degree of perfection as 1944 broadcasting? This question must be answered if facilities are to fit the demands for service.

The answer, of course, involves economic problems. First, stations should have adequate facilities to do a first-rate job of entertainment for a limited number of hours weekly. As more transmitting time is required, the station should be prepared to expand its facilities to permit more service. In other words, television should push its best suit forward at the start, limiting the number of hours of programming which can be justified economically.

Experience has already shown that one hour of good program service per day is to be preferred to two or more hours of poor program service. High entertainment quality must be the television watchword. Second, stations should permit their facilities to expand and grow as the techniques of use are developed. At present, it is possible to produce interesting and entertaining programs without large costs, extensive lighting facilities or unusually complicated equipment layouts.

**Need Not Be Fancy**

Let’s look at some parallel cases; for example, the summer circuit of “barn” theaters is able to present first-rate entertainment with excellent actors. They do not use a big chorus, extensive costuming or trick lighting effects. They are able to key their entertainment to their economic circumstances by selecting the proper vehicle for presentation.

In radio, for many years, Amos ‘n’ Andy were one of the most popular shows. They did not use large casts or extensive production facilities. Similarly, television may present a good show by the use of ingenuity in programming. When economic conditions permit, stations should expand beyond the limitations imposed initially both as to hours of operation and scope of programs. It would not be advisable, however, to be emphasized again that television will have to entertain the audience or it cannot hope to succeed.

The suggestion is offered, therefore, that television stations grow with the art, doing a good job learning how to use the new medium and not attempting those things which cannot be immediately. There are many program possibilities which fall within this field, including studio presentations, films and outside pickups of current events.

It is perhaps wise for the station to install simplified initial facilities which can be used to good advantage immediately, deliberately planning on a program of expansion over a period of years.

How would a medium power television station in a metropolitan area start operations? Such stations should be located either in an existing building within the city limits or in a specially built structure on the outskirts of town. In either case, the one essential is plenty of area and height.

The more remote location will provide opportunities for expansion since land will not be expensive. The location should be chosen to avoid extraneous traffic or airplane noise. A relatively inexpensive construction can be used, still providing protection from the elements, with soundproofing and fireproof construction.

There is little necessity for elaborate treatment of the interior. At this point, a television studio had best be considered a workshop. Motion picture studio technique has demonstrated the flexibility of using “sets” within the studio rather than attempting formalized layouts.

**Studio Equipment**

Studios should, of course, be adequately equipped with lights and ventilating arrangements. Hollywood lighting fixtures which have been evolved over a period of time are also useful for television purposes. It may reasonably be expected that more sensitive television cameras will become available and naturally this factor will reduce the amount of light required in the studio as well as the ventilation problem.

Two studios would be desirable although one large studio together with a small “speaker’s” room may suffice at first. Two or three cameras can be used to advantage to present varied camera angles. A film projection booth containing 35 mm, 16 mm and slide projectors will be required. A single camera can be used in the “speaker’s” room. Control room equipment must provide for handling of each camera, monitoring, switching and supervisory functions of the program director.

Sound equipment should include high output directional microphones mounted on boom stands or slung so as to be outside the picture. Separate control room sound apparatus will, of course, be needed.

Since field events offer unique and interesting program sources, without serious production problems and at relatively low cost, field pickup apparatus will form an important part of the station equipment. Such apparatus, built in suitcase form, has been used to good advantage by a number of the existing television stations. A night truck, equipped to carry the apparatus, is desirable.

Serious consideration has been given to the use of field equipment in initial studio apparatus. While this apparatus does not offer the flexibility of a standard layout of studio units, it will serve admirably during the period when techniques of use are being developed. Equipment can be mounted on a control desk in such a manner that monitors and controls are conveniently reached. The camera used in the studio in the conventional way.

At such time as the station is ready for the installation of permanent studio apparatus, the field equipment need not be discarded but can be used to supplement the remote pickup facilities.

**Dual Transmitters**

Television stations require transmitters capable of carrying audio and sound. Hence dual transmitters are needed. The picture transmitter for a medium power station will probably be a 5 kw set. The transmitter location selected will depend upon the choice of a studio site. For example, if the studio is centrally located within the city, the transmitters may well be placed in a tall building or on the roof of the antenna on the roof.

If the studio is outside the city, the antenna may be supported by a steel tower to gain height, with the transmitters in a building at the base on the same plot as the studios. Of course, the studio and transmitters may be physically separated by greater distances although it is desirable to minimize the use of either radio or cable links between.

To sum up, it would appear that a medium power television station, located in mid-city, should cost perhaps two, at least two stories tall, equipped with lighting and ventilation, sound treated but not necessarily with a decorative finish. A control room raised to floor level would accommodate the control equipment. Nearby, a projection studio will contain film and slide projectors. A small control studio would provide the initial facilities. The transmitters would be placed in a penthouse on the roof of the same or an adjacent tall building. The

**THIS ISN’T fuzzy picture or a bad engraving. It’s a photograph of a television shot of the writer, made at Atlantic City in May 1939, during the NAB convention. At that time the writer was in charge of RCA television transmitter sales. That operation is still under his direction, in addition to his other duties.**

**Continued on page 124**

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Broadcasting • Broadcast Advertising
"What’s past is prologue"

SHAKESPEARE, THE TEMPEST, ACT II, SC. 1

THE RECORDS OF THE PAST

ARE BUT A CHALLENGE FOR THE FUTURE,

TO RENDER AN EVEN GREATER SERVICE

TO WLW LISTENERS

WLW

DIVISION OF THE CROSLEY CORPORATION

THE NATION’S MOST MERCHANDISE-ABLE STATION
A Radio Audit Bureau of Circulations

Common Base to Give Answers Wanted By Advertisers Is Advocated

By FRANCIS N. McGEHEE*

It is a radio station’s (1) power, (2) frequency, (3) tone quality, (4) antenna location, and (5) reputation, which determine its “circulation” of an advertising message.

It is fundamentally these facilities—total facilities of the station upon which time rates are or should be based. It is fundamentally the service which the station sells to the advertiser.

The program—the “copy”—is basically the advertiser’s responsibility.

The Audit Bureau of Circulations certifies to the average daily number of copies of the publication able to be read—specified number-SOLD in 12 months. It does not attempt to report the number of readers of these publications.

It does not attempt to measure, study, record, certify or report the “observation” of advertising copy, or the “reader” of a message.

It is generally recognized that “ABC figures” are averages. It is known that newspaper circulations, like radio audience potentials, fluctuate (sometimes violently) day by day, week by week, season by season and that today’s newspaper purchasers are not the same as tomorrow’s purchasers.

Basis for Comparisons

The ABC is eminently satisfactory to most advertisers within the limits of its function, i.e., the certification of the average number of opportunities which the advertiser buys from the publisher to get his copy read.

It is satisfactory because practically every daily newspaper in the country is measured and can be compared on an identical and therefore, comparable basis, i.e., the comparability of a newspaper to distribute an advertisement into a given area to a given average number of newspaper purchasers.

Why should the radio industry continue to experiment with research methods in an effort to find a way to measure simultaneously (1) the number of potential listeners provided by each radio station, (2) the number of these listeners available” in each hour of each day, of each of 52 weeks, and (3) the number of these who actually listen to each program?

Particularly, why should the industry attempt to cover so much ground at one time when all that is necessary is to put radio broadcasting facilities on a comparable basis with publication facilities to provide a simple, numerical count of the number of possible listeners broadcast to a station within a defined signal area?

Why should the industry and advertisers not adopt a standard for the measurement, on an identical basis, of the areas in which

(Continued on page 182)
"KFAB is a Member of Our Family Circle"

"We are like most Nebraska farm families, I guess—depending on KFAB for both entertainment and instruction.

"I don't listen to all the programs, but I pay close attention to the news and the market reports especially. My wife works and listens at the same time—doing her mending while she listens to Jessie Young's home-making talks. And, of course the youngsters have their favorite programs which they always tune to.

"So it is no wonder that we use so many KFAB-advertised products. I use them in my work on the farm—and my wife uses them in her work around the house. That includes quite a variety of articles...everything from farm machinery to breakfast food...from hand lotion to seed corn...all the necessities and many of the luxuries the modern farm family requires.

"If you have a product you'd like for us to know about, you can advertise on KFAB with confidence that we'll hear what you have to say."

"The BIG Farmer of the Central States"

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

HUGH FELTIS, General Manager
 Represented by EDWARD PETRY COMPANY
How Much Does a Television Station Cost?

Many station owners have been casting interested side glances at the video business as a possible line of postwar development. Logically they see in this business of "pictures through the air" a new and extremely important phase of broadcasting but in many cases, the reported price tag has left them in the category of window shoppers rather than customers.

I will not argue that it has not already cost large sums of money to develop and operate our present experimental outlets nor will I dispute the fact that television can continue to be expensive if the extravagances of the past are continued.

Integrated Units

Today it is possible for the potential video broadcaster to by-pass many of the expensive research and development costs of the past by buying packaged television equipment. These integrated units can be obtained in many combinations to fit the problems of each locality.

For instance, a complete camera chain with amplifiers, signal generators and control equipment can now be had for prices ranging upward of $20,000 a month. Likewise a video-audio transmitter capable of servicing the average local market with television is concerned can be picked up for around $20,000.

The average studio must have at least two and preferably three camera chains which will list at around $50,000. Sound, lighting, and other contributory apparatus should be easily obtainable for under $10,000 providing the buyer knows what he wants and is willing to limit his purchases to a minimum.

A tele-film chain, equipped for both film and slide projection will probably cost another $20,000 and will be a necessity in the production of a balanced program. Allowing a generous $10,000 for installation and incidentals, the equipment cost of a two-camera-one film studio and transmitter will run close to $80,000 installed and operating. This combination at $80,000 would in all probability be the minimum required for successful operation.

Variations of the basic selection can be had which will enlarge both the scope of the operation as well as the cost but it is generally conceded that a single studio station can be had for under $100,000.

Unluckily the average radio station owner who is today pricing television can be compared with the play-boy camper who goes to a sporting goods store and asks to be outfitted for a camping trip to the north woods. Besides the bare essentials he is generally billed for many interesting but extravagant prices of equipment which will later be discarded in the light of experience. Possibly this over-enthusiasm of the tele-sellman already has indicated a price tag of well over the hundred thousand mark for equipment.

Studio Problems

The equipment cost is above and beyond the expense of the property on which the station will be operated. Many radio broadcasters plan to convert existing studio space into television stages. A plan not without precedent and definitely the logical procedure if cost is to be considered.

The average radio studio with a ceiling height of better than 14 feet can handle better than 50% of all the shows that will be brought in for staging. In addition this space will normally be satisfactory from the acoustical standpoint and will be wired for the necessary sound channels. Control room space will also be available resulting in a further cut in cost of the installation.

Normally the transmitter for television will be located close to the center of the service area rather than in the outskirts of the city. This change in location is dictated, by many factors among which is the necessity of creating maximum signal where the maximum local interference exists which is, of course, the downtown commercial section.

This will, no doubt, require a new transmitter site which may or may not add to the cost of operation.

The practice today has been to locate the transmitter as close as possible to the studio to reduce both the cost of duplicate personnel and the extremely high expense of co-axial interconnections.

At WBBK in Chicago as well as WABD in New York, WPTZ in Philadelphia, and W6XAO and W6XYZ in Hollywood the transmitters are installed in the same space that houses the studio facilities. Experimentation has proved that the problems of shielding the cameras and studios from re-radiation is neither complex nor expensive.

In addition to the studio, space will be required for dressing rooms and prop storage. Apparently two dressing rooms for each studio in operation is a reasonable and workable standard. It is also a necessity to provide some space for pre-camera rehearsals. Radio stations can many times divert empty sound studios for this purpose and thus again reduce the overhead of operational costs.

The problem of manpower is one that will today vary from a minimum of 8 operators to well over 20 for each studio in work. It can be assumed, however, that eventually this wide variation will be reduced by reason of operational codes and that both the personnel and cost of operation will become standardized on a "per studio" basis.

Production Costs

The cost of television programming remains the one variable that cannot be predicted. Above and beyond the cost of talent, a scale that has as yet not been set, is the production budget. This figure, which takes into consideration the procurement of story material for dramatic presentation and the costs of scenery, props, and effects, can vary between wide limits. The costs of simple programming, news, educational interviews, simple plays and novelty acts can, however, be covered with a reasonable operational budget. In many ways this problem is not as baffling as it may seem.

Like radio, a simple sustaining show will generally return its cost to the broadcaster and as the cost of production rises the value of the spot normally increases in direct

(Continued on page 154A)

IN RADIO, he's Bill Eddy. In the Navy he's Comdr. William C. Eddy, USN (Retired), recalled to active duty, as commanding radio officer in the Chicago Naval District. A former submarine officer, he was retired physically because of deafness in 1934—the result of years of service in submersibles. Upon retirement he joined Philo T. Farnsworth in Philadelphia, pioneering in television. In 1937 came a tour with NBC's television department in New York, and in 1940 he journeyed to Chicago to head Balaban & Katz television. When the Japs committed the Pearl Harbor atrocity, he donned the Navy Blue again and transformed the B&K station into a school to train Navy radio technicians. He has to his credit numerous inventions related to video, such as a unique focusing device, a new camera design, the micrometer drop and a projection kaleidoscope.

Less Than $100,000 Needed if Care Is Used in Buying Equipment

By WILLIAM C. EDDY*

Director W9XBK
Balaban & Katz Television Station, Chicago

Mr. Eddy Builds a Seacoast in Miniature

*The opinions and views of the author expressed herein are personal not official, and do not necessarily represent the policies of the U. S. Navy Dept.
Once upon a time there was a member of a great family whose fame traveled to the far corners of the land. Now it came to pass that one day he was beset upon every side by loud words of praise. His was a kindly influence among the peoples. Yet, in these days of plenty, he tried not to forget that in his family rested the true strength of his position. That family is broadcasting—that member of the family, KMBC. Through advertising columns KMBC is telling the story of this industry's service to a nation in war as in peace, bringing to American enterprise testimonials of those in all walks of life. Further evidence that KMBC seeks constantly a position of operation NEVER TOO CLOSE TO THE TREES TO SEE THE FOREST.

KMBC
OF KANSAS CITY
FREE & PETERS, INC.

SINCE 1928 THE BASIC CBS STATION FOR MISSOURI AND KANSAS

Of course—
KMBC-FM
An extra service at no extra cost.
Important Radio Role Seen in Postwar World

BY HAROLD A. LAFOUNT

RADIO has a role in the postwar world that challenges the imagination. Along with television, motion pictures and the press, it is the instrument that will carry the messages of hope, reconstruction and democracy to men and women who are once more free. It can become a bond that will hold free peoples together in the pursuit of common aims. In a very real sense, therefore, the future of the world will be influenced by the development and control of these modern means of communication.

Used by Dictators

Looking backward, I sincerely believe that with free and intelligent use of radio this war might have been avoided. But we did have free and intelligent use of radio in the prewar years. The dictators prostituted radio to their own aggressive purposes. They prohibited free communication with the world beyond their own borders and used the ether waves to spread their vicious propaganda both at home and abroad. Radio was thus diverted from its great mission of spreading human understanding around the globe.

Likewise motion pictures and newspapers from democratic lands were excluded from the Fascist countries. There was no spontaneous and unbossed exchange of information and ideas. The Germans and Italians were not allowed to know what we were thinking and doing. If they had been well informed about our determination to remain free and to prevent the world from being overrun by dictators, I cannot believe that they would have acquiesced in the war-making policies of their leaders.

Nor should we forget that we, too, were poorly informed as to what was taking place in Germany, Italy and Japan. Worldwide freedom of communications would have increased our awareness of the enemies growing out of the dictatorial systems that were determined to spread their vicious doctrines over the earth. It is an ironic thought that the very period which gave the world its most marvelous medium for the exchange of ideas also brought a global war because of hatred, suspicion, lack of information and lack of understanding among men.

Our peacemakers should be doubly impressed, therefore, by the necessity of insuring free radio, free television and free exchange of motion pictures in the postwar world. If we expect to attain lasting peace, we must put first things first. That means we must start by disarming the heart and the mind—by centering the energies of mankind on constructive enterprises and better ways of living in place of war.

We must help the peoples of all lands to see the advantages of the democratic way of life. Obviously this will entail a free flow of information and ideas. Our peace will rest on a very insecure basis indeed if free radio and free exchange of films are not made cardinal principles in the relations among all nations.

Adjustment Periods

It is too much to expect that peace can be attained by merely signing peace treaties. Long periods of adjustment, gradual development of new institutions and extension of understandings between peoples will be necessary. If radio and television are to play their part in this process, the industry responsible for their development must also have opportunity to grow and expand and to improve its services. Much better radio service in many lands will be needed as well as constant enrichment of programs and improvement of techniques in our own country. The American genius for making an enterprise click will be in constant demand. For radio itself has to be progressive and successful before it can attain any great usefulness in the cause of peace and human advancement.

Now, of course, this relation of radio to world peace does not mean that the ether waves should be burdened with much oratory on how to avoid war, advice to our neighbors or propaganda about the glories of American democracy. Radio's contribution is much more basic than that. Radio is an instrument that enables people of different lands to share a laugh, to hear a concert or drama or listen in on advertising of innumerable products. Through its programs at almost every hour and every day of the year our neighbors come to know the things we eat and drink, the gadgets we use, the entertainment we have—in short, the way we live.

Such incidental information about American life stimulates the demand abroad for American goods. It tends to lift standards of living both here and abroad by promoting an exchange of products that each country is especially equipped to grow or make. It gives our neighbors an awareness of what our democratic civilization has been able to produce. Likewise it brings to us a keener appreciation of the music, customs and problems of other lands.

Perhaps the simplest way of putting it is to say that free radio promotes a reaching out to lands and peoples that have been virtually unknown to us. That reaching out creates, wants, new ideas, new opportunities and new understandings. It does not force the customs of one people on another, but it does give all a better chance to know the world in which they are living and more opportunity of moving toward ways of living that have proved to be the most satisfying.

In many respects, then, free radio becomes an expression of the dynamic age in which we are living. I find it impossible to visualize a peaceful world after the war has been won without widespread operation of this great medium of communications free from the influences that debauched it in some countries during the prewar years.
GEORGE WASHINGTON SAID—
"The spirit of encroachment tends to consolidate the powers of all (governmental) departments into one and thus create, whatever the form of government, a real despotism."

ABRAHAM LINCOLN SAID—
"I want every man to have the chance ... in which he can better his condition."

BENJAMIN FRANKLIN SAID—
"Whoever would overthrow the liberty of a nation must begin by subduing the freeness of speech."

To avoid despotism . . . to give every man a fair chance . . . to maintain the “freeness of speech”—to these three golden goals WJR dedicates the vast power of “Michigan’s greatest advertising medium” so that our returning heroes, their sons and their grandsons may glory in the fruits of democracy, which include free speech through the free air of a free land.

THE GOODWILL STATION
CBS
50,000 WATTS - DETROIT

BROADCASTING • Broadcast Advertising
August 29, 1944 • Page 77
New Services Foreseen From Allocation Revision

By C. B. Jolliffe
Chief Engineer
RCA Victor Division
Radio Corporation of America

SINCE 1920 there have been two major extensions of the frequency spectrum. Each has made possible the development of new services, and new industries have been created by provision of adequate and suitable frequency space.

In order to find room for broadcasting, it was necessary to use the part of the spectrum above 500 kc, in which previously the maritime services had used a few frequencies for ultra-largely hitting. This extended the useful range of the spectrum to 1500 kc and by that means provided room for the development of the broadcast industry. This industry has flourished since sufficient space was allocated to provide a national service.

At about the same time exploration started in the frequencies above 1500 kc and it was found that frequencies in this part of the spectrum were suitable for long-distance communication services, also that the lower portion of this frequency spectrum was suitable for short-distance communication service. Out of this exploration there came an allocation which recognized the peculiarities of propagation and provided space for worldwide communication service and, later, short-distance communication service used by police departments to inaugurate police communications. This portion of the spectrum also provided safety communications for aircraft and made possible safety communications for this service during the early development of air transportation.

New Industries

This extension of the spectrum resulted in several new industries, for example, worldwide communications, international broadcasting, emergency services, aeronautical communications, and several others.

In general, these services grew without much planning of the frequency spectrum. It was not until late in the 1920's that this portion of the spectrum started to come crowded. Attention to this crowding of the spectrum was brought to a focus at the time of the International Radiotelegraph Convention of Washington, D. C., in 1927. During this convention a worldwide agreement was obtained on an orderly allocation to services in the entire frequency band from 10 to 30 kc. This was a complete organization of allocation on the basis of which the new services obtained permanence and were able to develop with assurance of protection from interference throughout the world. Adequate frequency space permitted logical development of these services.

During the period since 1928 exploration of the possible use of frequencies above 30,000 kc has been going on, services have been developing using these frequencies, and information has been obtained on the propagation characteristics and possible uses of these frequencies. An allocation covering public services to be rendered in the band from 30,000 to 80,000 kc was adopted by the Federal Radio Commission in 1931. By 1937 this plan was outmoded due to the tremendous growth of domestic, emergency and miscellaneous broadcasting, including television services on frequencies above 30 mc.

Interference conditions and the needs of newly-developed radio services culminated in adoption by the FCC in 1939 of a revised allocation plan covering public service in the frequency range up to 80 mc. The orderly development of these services in accordance with this allocation set up by the FCC was interrupted by the war.

The rapid development of new services, new uses and new tools, brought about by the war, has extended the useful part of this frequency service far beyond anything that was contemplated a few years ago and much knowledge has been obtained concerning the uses to which these frequencies may be put when the war is concluded.

In the formation of the Radio Technical Planning Board, the FCC and the sponsors of RTPB recognized that the allocation that had been made prior to the war needed to have a complete review and a new allocation made which would recognize the information which had been accumulated during the war and carry the allocation to a much higher frequency.

Propagation in this part of the frequency spectrum limits the services in general to relatively short-distance communications, but it is recognized that these frequencies are extremely useful for such services as emergency communications, television, FM broadcasting, radio aids to aviation, radio instruments and many other services which now can only be considered to be in the formative stages.

The FCC has realized that the help of engineers working in the field will be useful in formulating a proper allocation for these frequencies and the work of Panel 2 of RTPB is designed to provide a recommendation which RTPB can make to the FCC concerning an orderly allocation to services of this band of frequencies.

As is now common in all parts of the spectrum there are more people desiring frequencies than there are frequencies available. It is also recognized that there is not complete information available on the propagation characteristics of these frequencies or sufficient information to determine which frequencies are most useful for a particular service. This is complicated by the fact that development of tubes and apparatus is not complete in the field, and study of the service and apparatus possibilities is not such that definite engineering determinations can be made.

Consequently, recommendations on frequency allocations in this

(Continued on page 122)

THE fundamental job of postwar allocations of new services, including FM and television, is in the hands of Panel 2 of the Radio Technical Planning Board, which will submit overall recommendations to the FCC. Chairman of the Panel is Dr. C. B. Jolliffe, engineer and allocations authority, now chief engineer of RCA Victor Division, Camden. From 1917 through 1922 he was an instructor at West Virginia U. and Cornell. He was a physicist in the Radio Section of the Bureau of Standards from 1922 to 1930, when he was named chief engineer of the Federal Radio Commission. When the FCC was created in 1934, he carried on and resigned in 1935 to become an engineering executive of RCA. He has attended many international radio conferences as a delegate or expert. From 1940 until last April he was chief, Electrical Communications Division of the National Defense Research Committee. He is secretary of Industry Advisory Committee of Board of War Communications.
Covers Like a Gentle Rain

- 19 Counties in Eastern Washington
- 10 Counties in Northern Idaho
- 5 Counties in Western Montana
- 3 Counties in Northeastern Oregon

In Its Primary Coverage Area Alone

5000 Watts—590 Kilocycles

Owned and Operated by

LOUIS WASMER, INC.
RADIO CENTRAL BUILDING
Spokane, Wash.

National Representatives: Edward Petry & Co., Inc.
FIRST

Awarded by
THE BLUE NETWORK

WISH NEVER OUT-PROMISES
BUT ALWAYS OUT-PERFORMS
WISH wins FIRST PRIZE among all Blue stations for outstanding promotion and publicity in the recent BREAKFAST CLUB membership drive. This award is tangible evidence of the accuracy of the WISH creed, “WISH never Out-Promises but Always Out-Performs.”

That is the way WISH will Merchandise and Publicize Your Programs in Indiana

WISH Indianapolis

Represented Nationally by Free and Peters, Inc.
How a Television Station Is Operated

ANY discussions on television station operation must necessarily be divided first into two main categories and then again into several sub-categories.

First of the two main categories is that of discussions of the operational methods of television stations in general. Second is the category of discussion of the operation of television stations which have special problems, such as a great number of problems such as stations which have large networks, many studios and many parts of the world to be covered.

Not as Simple

Apart, however, from the organizational setup, there is a very little television that is like radio. Radio is very much more simple to operate than television. To illustrate this, let it be assumed that a certain basketball game is to be broadcast. There is no script that the announcer and players must memorize. There is no rehearsing in advance. The game itself is the program. It is not necessary to have a control room, to have a control engineer, or to have the equipment that is necessary in the control room of a television station.

In a local station operation it's even more simple than this. An announcer or production man reaches into the record library, pulls out an album of popular or classical music, and the program is ready. Timing is no problem because any general musical selection which live or recorded can be faded off when the period is up. Consider such an event however on television. In the theater, the talent has to be cast and lines have to be memorized. Then rehearsal periods of at least four-to-one ratio have to be set up and every single one of these rehearsals has to be carried out in the studio and with the crew used for the telecast. Scenes and settings have to be devised, title cards, credits, etc., have to be drawn. Timing has to be more or less exact because you can't fade off a television show in the middle of anything, and, you can't stretch a television show merely repeating a few bars of music.

Two Main Categories

Films, of course, can be used but until such time as films are made specifically for television, it's rather difficult to acquire any kind of film even for emergency showing on short notice. It's possible however that special films will be made and held as standbys.

These then generally are the two main categories into which television programming falls. Foremost among the secondary categories are that in television programming extensive rehearsal periods are required, and most important, a four-to-one in air time ratio has to be maintained wherein the show itself is rehearsed in the studio and the telecast will take place and with the identical crew. In a television program it is just as important to rehearse the crew as it is to rehearse the cast.

REHEARSALS: Rehearsals for major television programs are a rather complicated affair. First, facts have to be determined by the actors, then there are the settings, the effects; the plotting of the show, showing camera action with the proper distances to individual actors for closeups and long shots, and the exits and entrances of the various actors onto the sets: then the costuming and finally the whole is put together into dress rehearsals.

Must Memorize Lines

Taking these various aspects of the rehearsal, one at a time, there is first the memorizing of the lines by the actors. This can be done anywhere and until it is completed and a few preliminary line rehearsals are held it is not necessary to come into the studio which will be used for airing the show. During this period the art director has set up the scenery and the show is plotted so that cameras can move about without getting in each other's way. Costumes, color, and design concepts are then determined, and the program is ready for its first recording.

It usually develops that during this first casting rehearsal a large number of changes are made in scenery and costumes so that there is the perfect color contrast. Various types of lights are used, each in an advanced stage of preparation which must be rehearsed with the camera rehearsal.

In the show itself there is the "focus" problem, wherein the lighting of greater focal depth, thus strong light is very desirable. Yet regardless of the quantity of light all action has to be planned so that there is a sufficient amount of light for both forward and backward movement on the part of the actors. And when this movement does occur it must be slow so that the cameraman can keep his subject in constant clear focus. Motion picture technique in this respect is the proper one here. The amount of distance of focus "shooting" is permissible when panning, but in dolly shots the focus must be absolutely perfect.

EDITING SCRIPT: No standard practice has been adopted with regard to the editing of scripts but since television is like radio in that it is not scheduled in advance, scripts are edited down to radio standards. Language used on the legitimate stage and cabaret is definitely taboo for television. Even certain lines which might be satisfactory in the movies have to be deleted. There is, however, this one point in television broadcasting which does not hold true in radio. Television has sight, and the language can be more elastic when it describes an action which the audience sees than would be the case - whereas the audience is blind, as it is in a radio program, is supposed to image the action that is taking place.

Actions, Too

Editing action and costumes in television are actually more important than editing the script itself because that the script itself can be rewritten. Editing can be rewritten. Editing

Television, like radio has a studio control room except that in television the studio control room is much larger and contains very much more equipment. Television cameras, as the reader has probably heard, are always referred to as camera lenses. The reason for this is that the studio television camera unlike the motion picture camera is not a complete unit with camera, lens, and all. The studio part of the television camera consists of a "dolly" upon which is mounted the camera head, lens, iconoscopes and a focusing screen.

Can Select Shots

DuMont cameras, unlike all others, are equipped with a miniature television receiver so that the camera man can see the picture from his camera as it actually goes on the air. The advantages of this are that the cameramen see not the entire stage but only the exact portion that is being picked up. He can therefore cut his lines both vertically and horizontally down to the finest point possible. To elaborate this point, just exactly how much head room he has and just exactly how much space he's showing on the sides. Incidentally it is this aspect of the program that has enabled television directors to put on elaborate shows in a very small space. The cameraman can cut into his set with no fear of picking up anything else and sets can be arranged one right beside the other.

Stringing back from the studio portion of the camera is a heavy cable which extends back into the control room, the location of the camera chain. Here, at the other, or rear end of the chain is a monitor mounted upon a rack over the control panel. Thus in a studio where there are two cameras the director can select his shots in advance. In such a setup there would be two monitors, one for each camera in the studio control room and then a third showing the picture which is on the air. Cameramen, light-men, microphones, and studio directors and assistants all wear earphones.

The director sitting in the studio control room can see his studio and he can talk to any single person in the studio except the actors, he can't order anything on the air. He thus previews his shot, tells camera exactly what he wants, and when camera has it to his complete satisfaction, he puts it on the air. In the beginning much has been said on the air previously to ordered to change position, focus on anything else, and then goes on the air and makes still further changes. The system, though it sounds complicated, in reality is relatively simple to operate and it is fool-proof in the sense that every picture is seen before it is aired. No picture (Continued on page 154D)

Broadcasting • Broadcast Advertising
TO TIME-BUYERS WHO WANT FACTS...not Fantasy!

OMAHA (WOW) HOOPERATINGS COMPARED WITH NATIONAL HOOPERATINGS

<table>
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<tr>
<th>PROGRAMS*</th>
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<tr>
<td>(Nighttime—Mon. thru Sun.)</td>
<td>Omaha**</td>
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<tr>
<td>Bob Hope</td>
<td>44.6</td>
<td>33.0</td>
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<tr>
<td>Fibber McGee and Molly</td>
<td>48.1</td>
<td>32.9</td>
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<td>Red Skelton</td>
<td>43.3</td>
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<tr>
<td>Abbott and Costello</td>
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<td>Bing Crosby (10:00-10:30 PM EST.)</td>
<td>39.4</td>
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<td>Kay Kyser</td>
<td>28.5</td>
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<tr>
<td>Mr. and Mrs. North</td>
<td>34.0</td>
<td>16.0</td>
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<td>People Are Funny</td>
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<td>Million Dollar Band</td>
<td>21.8</td>
<td>11.0</td>
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<td>Information Please</td>
<td>22.0</td>
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<td>Date with Judy</td>
<td>18.5</td>
<td>8.9</td>
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<tr>
<td>Jimmy Pidler</td>
<td>**11.5</td>
<td>8.6</td>
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<td>Right to Happiness</td>
<td>13.7</td>
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<td>Ma Perkins</td>
<td>13.9</td>
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<td>Light of the World</td>
<td>8.2</td>
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<tr>
<td>Road of Life</td>
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<td>Today's Children</td>
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<td>Guiding Light</td>
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<td>9.0</td>
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<td>John Charles Thomas</td>
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<td>12.9</td>
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<td>World News Parade</td>
<td>6.7</td>
<td>5.1</td>
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<tr>
<td>NBC Symphony</td>
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* List includes 24 representative commercial programs carried by 100 or more stations, including WOW.
** From the Winter-Spring, 1943-1944 Continuing Measurement of Radio Listening, December, 1943 thru April, 1944, C. E. Hooper, Inc.
*** From the 1944 Mid-Winter Comprehensive Hooperat- ings: "U. S. Urban" Hooperatings based on interviews in 80 cities, a cross-section of all 412 U. S. cities over 25,000 population.

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

SO WHAT?

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

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

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

- 34.4% of the MORNING audience;
- 49.0% of the AFTERNOON audience;
- 52.6% of the EVENING audience.
Facsimile's Place In Postwar Picture

Facsimile, greatly improved over its prewar performance both as to speed and definition, is ready right now—or as soon as conditions will permit the manufacture of transmitters and receivers—to become a public service. At the touch of a switch a facsimile recorder, probably housed in the same cabinet as the sound radio receiver, will provide news stories and pictures, recipes, road maps, comic strips, short stories and serials, any and every kind of printable material, including advertising, which as in radio will undoubtedly pay the freight for the service rendered to the set owner.

But the field of facsimile is much larger than that of broadcasting. In communications, facsimile will serve police, railroads, aviation, maritime and a wide variety of point-to-point services as well as broadcasting to the world at large. In business, facsimile will offer a reproducing service of photostatic quality with far less expenditure of time and money. In industry, it will provide an immediate and continuous record of office plant operations—the speed of a motor operating in a factory or the amount of liquid in a storage tank below ground.

Permanent Record

However, it is in broadcasting that facsimile will probably find its widest use and its greatest public service. Like television, facsimile can transmit pictures and text either as a purely visual service or accompanied by sound. Facsimile lacks television's ability to transmit motion, but it can provide a permanent record of what it transmits, which television cannot, so that the two media will be complementary rather than competitive.

Television, more spectacular, will probably get off to a head start in the postwar era, but facsimile, able to offer satisfactory service at modest cost from the outset, may be expected in a brief period to overtake and pass television on the basis of number of sets in homes and of service rendered.

The home facsimile recorder, about the size of a typewriter and weighing five or six pounds, can receive copy eight inches wide (the paper is nine inches wide, allowing for a lefthand line at either side, and the copy will probably be sent in four columns of slightly less than two inches each) at a speed of three to five inches per minute, well above good reading speed, but, when text and pictures are mixed, probably averaging a speed which the eye can comfortably follow.

This is a tremendous improvement over the half-inch-a-minute prewar transmission speed, which kept the observer constantly and annoyingly waiting for the next line to appear. The quality of the transmission has similarly improved, with recent samples showing none of the irregularities so common a few years ago. Costing hundreds of dollars to make on an individual custom-built basis, these recorders will be cut in cost to tens of dollars when mass production methods can be applied.

Will Use FM

Facsimile will be broadcast by FM, which has the same advantages for this service that it has for sound, providing clearer reception and permitting simultaneous transmission by a number of stations separated by relatively short distances. Question of band width has not yet been settled by the Facsimile Panel (7) of the Radio Technical Planning Board, which is still debating the comparative advantages of 40-kc (15-kc deviation and 10-kc guard band) and 200-kc (75-kc deviation and 50-kc guard band). The wider channel gives a better signal-to-noise ratio; the narrower one will permit more stations to operate in whatever space is allocated to facsimile.

Multiplexing of sound and facsimile simultaneously on the same channel is possible, but it is considered undesirable because it degrades the sound to some extent and because at present it is generally considered that it would necessitate equipping all sound receivers with filters to eliminate facsimile interference whether or not the set owners also own facsimile recorders.

Chicken and Egg

Because of the many advantages of coincidental facsimile and sound broadcasting, however, RTPB Panel 7 will probably request the FCC to permit facsimile to be broadcast in the regular FM band as well as in a special facsimile band of 20 continuous channels in the region between 100 and 200 mc. Transmission on both bands could be received in the same receiver with no more difficulty than standard and shortwave broadcasts are received on an all-wave AM set.

Since facsimile can be broadcast on any FM channel, the thought has been advanced that any FM licensee should be permitted to broadcast either sound or facsimile programs as he wishes, with no distinction made in the allocation or licensing. An objection raised to this plan is that in major metropolitan centers all of the available channels might be devoted to sound broadcasting as more immediately profitable, thus blocking the development of the newer service of facsimile in the places where it will otherwise have the best opportunity for rapid growth.

Faced with the chicken-egg problem of all new media—advertisers demanding circulation before purchasing space, public demanding program service before purchasing receivers, the broadcaster requiring advertising revenue to enable him to provide the program service—it is probable that facsimile will get its start through the pioneering efforts of a present broadcaster who is willing to risk some of his revenue from sound broadcasting in this new field.

A dozen or so broadcasters experimented with facsimile, chiefly in the early morning hours when they were offering sound service, in the prewar days and response to a letter by RTPB Panel 7 sent to all broadcasters indicates a considerable interest in the field today.

In addition to his transmitter, which will cost approximately as much as a sound transmitter, the facsimile operator also pays a number of recorders, which will he will install in clubs, hotels and theatre lobbies and other places, where a lot of people congregate, as demonstration sets. He will then provide the best program service he can buy or create—for example, a good comic strip not carried in any local newspaper. And on the same day, his facsimile service could create a juvenile demand that might force parent purchase.

Who Will Pay?

Set manufacturers can help by including facsimile recorders in their comic-sound receivers and by offering kits such as were marketed in the early years of radio, with which any man or boy at all handy with tools can construct his own receiver. And the first advertiser to offer a discount to any customer presenting a facsimile coupon would not only win many customers, but would also help to increase the sale of recorders as well.

To those who are worried as to whether the facsimile set owner will be able to insert a new roll of paper without calling in a service man the answer is that anyone who can put film into a camera can put paper in a facsimile receiver. And will be willing to pay for the paper? Well the pay cost might be in part defrayed by the set manufacturer or the broadcaster, or advertising might be sold along the lines of the comic. The real answer will depend on what he thinks of the service he gets from his set.

THE NAME of John Vincent Lawless Hogan is one of the best-known in radio. An engineer, he was the inventor of the "gang condenser" or single dial control, which transformed the radio receiver in the 20's from a mass of tuning gadgets to a single operation. He was there with DeForest as far back as 1907 and in 1910 was with the great Fessenden. A pioneer also in facsimile, he developed his own system. An avocation was his establishment of WQXR in New York in 1927 as a high fidelity station. The station recently was sold by Mr. Hogan and his associates to the New York Times, but he remains with it under a five-year contract. Engineer Hogan has worked with the National Defense Research Committee, the Signal Corps and the Army Air Forces, and his laboratory in Long Island City is working fulltime on war communications developments.

He is a director of FMBI and has filled the position of chairman of the Executive Engineering Committee of NAB.

Improved Performance Achieved and Medium Is Ready for Go-Ahead

Based on an Interview With

JOHN V. L. HOGAN

Chairman of Panel 7, (Facsimile) Radio Technical Planning Board

MR. HOGAN

Page 84 • August 28, 1944
"AS LONG as our government is administered for the good of the people, and is regulated by their will; as long as it secures to us the rights of persons and of property, liberty of conscience and of the press, it will be worth defending."

ANDREW JACKSON
Estimating Cost of Television Stations

Rough Figures on Needed Items Listed

By BRUCE ROBERTSON

HOW MUCH does a television station cost?

Any broadcaster knows that the cost of a radio station rendering satisfactory service in a city of 50,000 population is not the same as that of another station serving a city of 500,000 people, and that neither of these approaches the cost of a network key station in New York or Hollywood.

The same variations are found in newspaper plants, in department stores and in other businesses and industries. And television is no exception. The cost of installing and operating a sight-and-sound broadcasting station depends largely upon the kind of service to be rendered and the size of the market to be served.

Taking Reservations

But with all these variables, there are still some figures which may be quoted to give the potential video broadcaster some basis for estimating his investment. Companies definitely planning to manufacture and sell television transmitting equipment as soon as the military situation will permit the resumption of peacetime manufacture for civilian use are already accepting reservations if not definite orders from prospective television broadcasters. These are DuMont, General Electric and RCA. Farnsworth and other companies may enter the field, but they have made no announcements to date.

Reservations are based on dollars-and-cents price schedules, although the companies emphasize that the prices are prewar figures and should be taken as estimates only, since at that time every video transmitter was a custom-built proposition while after the war quantity orders should permit some savings through quantity production methods. Postwar costs of material and labor will also affect the eventual prices of television station equipment, as of everything else.

With those factors understood, we are now ready to proceed with the problem of television station costs. While one could take almost any kind of station set-up as a hypothetical example, the easiest approach seems to be to start with the simplest type of video operation, what General Electric engineers call a "satellite" station.

This is a station which originates no programs of its own, but serves merely as an outlet for network programs received by radio relay or coaxial cable for local broadcast. It is a transmitter and little else, with its power—and price—dependent upon the area to be served.

This problem is simplified in that television will not duplicate, at least in the immediate postwar period, the wide range of sound broadcasting transmitters that run from 100 kw to 50 kw. GE is offering only two transmitters, 4 kw and 40 kw. DuMont is concentrating on 5 kw and 25 kw models.

Those figures are for the visual transmitters; the aural transmitters in each instance have just half as much power.

Service area of the television transmitter depends on the location of the transmitting antenna—possibly atop a high office building in the center of town or on a hill or mountain outside the city—as much as it does on the station's power, which serves more to increase the strength of the signal laid down than to extend the range of the station. For satellite service, probably a 4 kw or 5 kw transmitter would be used, costing in the neighborhood of $50,000 for the sight and sound transmitters, monitors, antennas and the other apparatus necessary for the pick-up and re-broadcast of the network programs.

Higher powered transmitters would increase the cost radically—to about $80,000 for a 25 kw satellite station and $175,000 for a 40 kw setup. But since satellites will probably be chiefly used to serve markets too small to support a complete station operation, 25 kw or 40 kw stations of this type are improbable.

Other Equipment

Even a satellite station will probably be obliged to identify itself periodically with sight-and-sound announcements. This calls for a monoscope unit ($1,000), a synchronous pulse generator, mixer, amplifier and power supplies ($4,500), and an audio amplifier, microphone, control panel, plugs and cables ($1,000), or an outlaw of an additional $7,000 (GE figures).

Legal and engineering expenses in connection with filing an application with the FCC and other miscellaneous items bring the cost of a 4 kw or 5 kw satellite video station to roughly $60,000, not including erecting a transmitter house and running power lines to it, costs which vary too much with individual locations to be estimated on a general basis. Two engineers—three would be better—could operate such a station, which originates no programs locally. Their wages, which with power and replacement costs constitute the operating ex-

(Continued on page 150)
EVEN A 50,000 WATT STATION MUST RENDER Community Service

On April 21, 1944, WLAC dispatched the following "confidential" note to a highly-select list of Nashville business and professional men:

"The Columbia Broadcasting System has made elaborate plans to give American listeners full coverage of the 'Invasion.'

In anticipation of this important turn in the progress of the war, WLAC's engineering staff has been placed on 24-hour duty. Should the news break at a time when we are off the air, we shall resume broadcasting immediately.

Now when this happens, would you like for us to notify you by telephone?

... and in order that our system for handling the job may be completed just as quickly as possible, we must request an immediate reply."

More than 100 affirmative replies were received, and it is conservatively estimated that each of these people telephoned at least ten friends to tell them to "Tune in WLAC for the Invasion broadcast." From then on the news spread like wildfire and lights in thousands of Nashville homes blinked on during the early hours of dawn, June 7, 1944.

For this outstanding example of public service we are indebted to CBS—as well as all the other networks—without whose magnificent attention to the needs of the hour we could have not followed the Yanks to Normandy.

WLAC
"THE GATEWAY TO THE RICH TENNESSEE VALLEY"
Represented By Paul H. Raymer Co.
Ralston to Award Promotion Prizes
Exploiting of Youth Series by MBS Stations to Be Cited

PRIZES totaling $1,000 in War Bond sales for the winning station in each of the four contests will be awarded by Ralston Purina Co., St. Louis, to Mutual network affiliate stations for the best promotion of Mutual juvenile programs carried between Sept. 1, 1944 and March 1, 1945.

Winners will be determined by a committee from the editorial staff of Broadcasting.

Awards consist of a $500 War Bond first prize, $250 second, $100 third, $50 fourth, $25 for fifth, sixth, seventh and eighth prizes.

The awards will be based on (a) the most effective and complete promotion of Mutual juvenile programs carried by Mutual stations throughout the six-month period, and (b) the greatest volume of promotion consistent with the size and population of the community in which the station is located.

Eligible to enter are any promotion manager, publicity director, station manager, program director or other individual employed by a Mutual affiliate station who has been entrusted by that station with the work of a general program of merchandise promotion.

Entries are to be sent in the form of a scrapbook to Harold M. Coulter, manager, audience promotion, MBS, 1440 Broadway, New York 18, N. Y. Entries must be postmarked before midnight April 1, 1945, and become the property of Ralston Purina Co. No entries will be returned. Opinion of the judges will be final. Winners will be announced about July 1, 1945.

Representing Ralston Purina Co. in the contest is Hal Chase, head of the radio department of Gardner Ad. Co., Ralston Purina agency. Acting for Mutual are Robert Schmid, director of sales promotion, and Mr. Coulter.

Veterans' Opportunity

SERVICEMEN returning to civilian life will have the opportunity of three programs of study offered them by the Henry W. Grady School of Journalism, U. of Georgia. There will be a special one-year course, a four-year course leading to a B.A. in journalism, and a graduate course for an M.A. The term "journalism" as used in the Grady School includes radio reporting as well as magazine and newspaper journalism.

BELIEVED TO BE LAST PHOTO of Tom Treanor, NBC war correspondent killed in France Aug. 19, is this picture of Mr. Treanor and radio co-workers, gathered around a camouflaged radio truck "somewhere in France". Top row are George Hicks, Blue (I); Frank McCall, NBC (Standing, 1 to r.). Charles Shaw, CBS, who suffered a fractured leg in the accident that took Mr. Treanor's life; Larry Lesueur, CBS; Mr. Treanor. Seated is Bill Chapman of NBC.

1908 Thomas Stanley Treanor 1944

Thomas Stanley Treanor, 85, correspondent with Gen. Patton's Third Army for NBC and the Los Angeles Times, was fatally injured Aug. 19 in France when a jeep in which he was riding with Charles Shaw of CBS and another correspondent was crushed by an American tank. Mr. Treanor died 10 hours later in a hospital. Mr. Shaw received a fractured leg.

News of his death was announced on NBC last Monday by John MacVane in a broadcast from the American sector in France. Mr. Treanor's ambition was to be the first radio correspondent to reach Paris and send the word back home, said Mr. MacVane. At the time of his death the correspondent was at the tip of American Third Army units, pushing toward Paris.

Enroute to Seine

"Tom's loss will be great," said MacVane, his voice breaking. "He was greatly loved by his fellow correspondents—ever ready and enthusiastic—ever ready to help." William F. Brooks, NBC's director of news and special events, also paid tribute to Mr. Treanor, who, true to the tradition of newspapering, "sacrificed his life in the never-ending quest for news and in his desire to get it first."

Mr. Treanor was enroute to the Seine River front with two other correspondents (one of whose names has not been disclosed). As their jeep swung out to pass a column of tanks, a Sherman tank also swung out and ran over the small car. The driver and three correspondents were injured. Mr. Treanor received severe scalp injuries, a crushed foot and internal injuries.

Mr. Treanor was born in 1908, was graduated from the U. of California. He worked for the Los Angeles Express and later on the Times. Mr. Treanor who served as a war correspondent in the Far East, Africa, Sicily and Italy. He went to England in March 1944 and, in addition to his newspaper work, was correspondent for NBC.

He had written a book, One Damn Thing After Another, based on his experiences.

Tom Treanor was one of the first radio correspondents to cross the English Channel on D-Day, and was among the first to return to England with eye-witness stories of the early fighting. In recent weeks he had been assigned to Gen. Patton's Third Army.

Mr. Treanor leaves his widow, the former Eleanor Stimson, and three children. He was buried in an Army cemetery near Le Mans.
Borden Promotes

BORDEN CO., grocery products division, New York, on Sept. 11 for 1944-45 broadcasting season of Star- lac, a powdered skim milk, on the Make Believe Ballroom program on WNEW New York, Monday through Friday, 10:10-10:45 a.m. and Saturdays, 10:30 to 10:45 a.m. Product, new to the New York market, was previously promoted on radio in southern markets. Contract is for 26 weeks. Borden is also promoting Evaporated Milk three weeks on Meet the Missus on WBBM Chicago. Agency is Young & Rubicam, New York.

KRLD Agreement

A new WAGE contract has been approved by the War Labor Board between the local WAGE and KRLD Dallas. Local Union 1257 HHEW has announced, Wage has been increased from $1.10 per hour to $1.25 for a 40-hour week, retroactive to June 4.

PHILIP M. PRITCHARD, salesman in the rural division of Sylvanite Electric Products, has been promoted to manager of retailing tube sales for the east central division, with headquarters in New York.

IF YOU SELL

DRUGS

(OR DRILLS OR DYE)

Ask your distributor about KDAL, DULUTH

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

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

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

1000 WATTS. 60 KC. CBS

FREE & PETERS, INC., Exclusive Representatives

August 28, 1944 • Page 89
Sponsors and Agencies

Big Contributors in Blue’s Growth to Man-Size in Three Years

Recent Mailing by Network Recounts 1944 Progress; Acknowledges Cooperation from Many Sources; Pledges to Make it Easier “To Do Business with Blue.” Below are Excerpts from Letter by Edgar Kobak, Executive Vice-President

RIGHT after D-Day, Blue stations began wiring and writing us about the invasion news programs we were feeding them. One station, judging us from our service, said: “The Blue is now a mature network.” Allowing for bias in our favor, we like to think our station is right—that we are now man-size.

Let us see how the Blue measures up to “man-size”—from all the aspects of broadcasting. We believe such a review will interest you, because if you are a sponsor it is good to know that the horse on which you put your money is paying out; and if you are not yet an advertiser, well—here’s a medium that may soon fit into your marketing plans.

Big Handling of Big News

Man-size, we believe, describes the job we did on D-Day news: if you were tuned to a Blue station, we need not go into it. No one will forget that famous George Hicks broadcast from the gun-turret of a U. S. warship: Hicks emerged from it a “name,” and now has a program of his own—Tuesdays and Thursdays at 10:15 P. M., EWT.

Memorable, too, was the work of our other foreign correspondents covering the invasion: Arthur Feldman, Thomas Grandin, Herbert Clark, Harold Peters and Ted Malone, all of whom turned in great stories. We want to thank the editors of Time and Life ("Time Views the News" program); AP, UP and INS; also BBC; and the Navy and War Departments—for their cooperation; and thanks to our contemporaries, NBC and CBS and MBS, for being together in the pool broadcasts.

Man-size was our coverage of the Republican National Convention in Chicago. Listeners to Blue stations got not merely the speeches; they got a running picture of proceedings from Ray Henle, on the speakers’ platform; Martin Agronsky and Harry Wismer on the convention floor; William Hillman talking from the Blue booth; as well as Earl Godwin, Henry J. Taylor, Baukhage, Leon Henderson, Bryson Rash, Patricia Dougherty, and the editors of Time and Life. They also got a carefully reasoned summary every night by no less a personage than Mark Sullivan. No wonder Variety said that the Blue had the “best all-around coverage” of the Republican Convention of any network.

The Democratic Convention was covered with equal thoroughness and news-flair; not only was the same battery of Blue commentators again on hand, but their ranks were augmented by Walter Kierman and by Clete Roberts, Blue war correspondent for the Southwest Pacific, attached to General MacArthur’s headquarters—who served at the convention as a special roving reporter. Ernest K. Lindley, famed Washington correspondent for Newsweek, did the summary after each session exclusively for the Blue.

More Stations, More Coverage

From the viewpoint of stations and coverage, we believe the man-size fits. The most recent development has been, of course, the purchase by the Blue of Station KECA in Los Angeles. Other developments include the moving of WJZ to Lodi, N. J., so that this station now blankets the New York market; and the addition of 21 stations to the Blue since January 1, 1944.

Progress in Programming

Our Daytime Programming philosophy (based on survey findings that listeners want more than serials, they want variety) is proving out. We believe we are now man-size in listening. Hooper, who should know, says that taking the morning hours—9 to 12—the Blue has been in top position, i.e. ahead of all other networks, every month from January, 1944, on. That didn’t happen by virtue of one program which pushed up the average, but by virtue of consistent performance all through the morning. (Incidentally, we do have the No. 1 rating morning program on the Blue—"Breakfast at Sardi’s.")

And it begins to look as though in the afternoon, we are going to duplicate our morning performance.

Another program point: Since January, 1942, the Blue has originated, produced and sold more programs than any other network. We believe the reason is not that the Blue has a corner on program brains or ability or even money; but simply that we are honest enough to admit we haven’t such a corner and welcome brains when they appear.

Advertisers Find Net Man-Size

Now comes the crucial question: do advertisers think we have grown to man-size? Let us judge what they think by what they do. When they bought BLUE, part of the reason may have been that there was no time elsewhere; but when they renew and stay on the Blue, then it must be because the Blue delivers audiences at a profitable figure.

In the period January-July, 1944, we added 23 new advertisers to our roster and have sold 11 new programs to old advertisers. When you turn to our list of new and old advertisers, we invite your attention to two factors:

1—the importance of the advertisers who are on the BLUE figure for yourself whether they are the sort who would buy a network because they like the salesman’s hair-cut, or because they want results

2—the type of program and the caliber of the artists (more and more, advertisers are investing enough money to insure good shows — knowing that people listen to programs, not to kilocycles)

Another important point about BLUE advertisers is the consistency with which they order the full BLUE. At this writing there are 36 sponsors whose 45 programs were so ordered. Man-size networks, so to speak.

Never Too Young or Too Old

In addition to all this we believe we are doing a man-size job of covering listeners’ interest.
They are (almost) never too young or too old to get pleasure out of tuning to the BLUE.

For kids of pre-school and school age, we have the biggest block of children's programs of any network; for the "bobby sox" age we have the top name bands of the country, Spotlight Bands; for the serious minded we have the Metropolitan Opera, the Boston Symphony, and Town Meeting of the Air. Check the Blue's summer schedule—the new comedy shows make us perhaps the No. 1 comedy network in the summer with a challenge to old time comedy programs returning in the fall. Man-size? You be the judge.

Now, how about the part our network is playing in the industry: let us be content with citing the fact that at the Conference of Education by Radio, held in May at Columbus, O., our representatives were far from silent. We have also been vocal about the rating service picture. And we think that we were pioneering for all radio when we entered the international field through our affiliation with a group of leading stations in Brazil. Also, the Blue has its eyes and its mind on Television and FM.

An Industry Job

Our national advertising campaign is man-size, too, we think. We have long believed that the radio industry needed and would benefit from a broad-gauge advertising campaign—a year-round "listener-relations" project designed to dramatize for the people exactly what broadcasting was doing to serve them; what radio meant in terms that were at the same time broad and intimate. In other words, a job for the industry's leader. That job, we undertake.

The doing of so many things in ways bigger than we have ever done before has required more people—we have more people. When we started out, February 1, 1942, we had 407 people. On July 1, 1944, our payroll totaled 769. Meantime, 138 of our men and women are in the armed forces of our country.

Living Up to A Slogan

One final remark: you might think from what we have said that we are pretty pleased with ourselves. Well, we are not. We aren't satisfied that we can't do better and we are going to try and try hard. For example, we have under way a blueprint of future operations—to assure the best possible round-the-clock service to listeners and advertisers. Our slogan is "It's easy to do business with the Blue."

Sometimes, we are sure, it isn't so easy and realizing the fault is ours, we are going to continue working and improving so that our slogan will be true in every sense of every word.

The Blue Network

AMERICAN BROADCASTING SYSTEM, INC.
Peabody Awards Chairman Chosen

NAB Releases List of Local Committee Heads for 1944

THE NAB, through Dorothy Lewis, coordinator of listener activity, last week released a list of the local chairmen, who will set up committees to select and bring radio programs to the attention of the 1944 Peabody Awards (National) Committee.

List of chairmen follows, with areas indicated in parenthesis:

George Jenner, director, Chicago Board of Education (Chicago); Mrs. O. H. Palmer, regional director, listener interests, Minnesota Radio Council (Minneapolis); Mrs. Hazel Hills, director, Des Moines Schools Radio Council (Des Moines); Mrs. W. F. Ottman, pres., Omaha Radio Council (Omaha, Neb.); Mrs. A. E. Galway, American Legion Auxiliary (Tulsa); Mrs. N. B. Williams, League of Women Voters, Oklahoma City (Okla.); Mrs. H. G. Gunstroom, director, radio visual education, State Dept. of Education (Tenn.); Mrs. N. R. Linn, intermountain Radio Council, Salt Lake City (Utah).

E. T. Anderson, Great Falls High School (Great Falls, Mont.); Mrs. D. J. Bailey, Salem Radio Council (Salem); Mrs. G. M. Maloney (Dalton); Mrs. George Howard, National radio Education Committee (Chicago); Dorothy L. Dunn (Rochester); Kenneth Bartlett, (South Bend); Mrs. A. J. Delaporte, National Radio Council (Chicago); Mrs. H. J. Kott, regional director, NAB listener activity (Seattle); Mrs. Margaret Soffer, Cincinnati Public Library (Cincinnati).

M. Clifford Weiden, Maine Federation of Women’s Clubs (Me.); Mrs. Marya Wright, Portland (Maine); Mrs. M. J. Ramss, Kalamazoo (Mich.); Mrs. N. E. Babcock, Kalamazoo; Mrs. R. C. Galvagno, Kalamazoo; Mrs. R. H. Meister, executive director, Kalamazoo (Mich.); Mrs. J. F. Dye, Women’s Clubs of Wisconsin (Wis.).

AT THE CONCLUSION of its second year, plans are now being formulated in both Philadelphia and Boston for an extension of the program through the fall and winter. Pooh-pooh this is not the case. The Radio Stations “Radio Workshop”, it was announced a short time ago after the testimonial dinner given station officials July 27 which brought to a close the second annual Westminster Summer Workshop at KYW Philadelphia. Special instruction by station personnel will be given in script writing and radio production methods this fall.

Tested Elsewhere

The workshop plan for training school teachers, principals and supervisors in the techniques, utilization, and execution of educational purposes was originated at KYW Philadelphia by Gordon Hawkins, program supervisor of Workshop Stations in cooperation with the Philadelphia Board of Public Education. A number of universities have sent representatives to Philadelphia to study the plan which brings the educators into direct contact with professional workers in all phases of radio activities for demonstration and instruction in radio procedure and techniques.

Patterns evolved during 1943 at KYW were applied this year in the Pittsburgh and Boston workshops. The Boston Radio Workshop, conducted by WBZ, was directed throughout its 11 sessions by George Slade of the station’s staff, and ended Aug. 11. The KDKA Pittsburgh Workshop was directed by Robert White, program manager and ran through 10 sessions until Aug. 4.

An interesting experiment was conducted during the Workshop Session in Philadelphia with the addition to the adult classes of a special group of school pupils of varying ages taking a parallel course with the teachers. The group took part in actual educational broadcast and served as a test group to interpret to their school instructors the attitude and the needs of the youth in radio. Arrangements are made whereby Philadelphia school teachers attending these Workshop classes may elect to receive college credits for the work.

Guest speakers during the 1944 Philadelphia Workshop comprised the following:

L. W. Joy, KYW manager; J. E. Boeke, Westinghouse manager; Don Bennett, KYW; W. E. Gehrke, KYW educational director; E. E. Laidlaw, KYW; Robert Heckert, news commentator; W. S. J. Klein, program manager, KYW; Betty Jordan, home economist, KYW; Ernest Gage, chairman, KYW; James W. Duggan, radio director, KYW; Eleanor Ulmer, promotion manager, KYW; Dorothy Lewis, coordinator of listener activities, NAB; Walter Evans, vice-president Westinghouse Electric & Mfg. Co.; R. A. McDonald, general sales manager, WDR Inc.; F. P. Nelson, manager shortwave and television, WBS Inc.; Don Larch, R.S. Invest., R. W. Hall, WBS; Mrs. B. E. Haggard; Mrs. G. E. Goddard, principal, KDY; Mrs. J. R. Johnson, president, KDKA; Mrs. J. E. Boeke, Westinghouse manager.

OUT IN FRONT

710 kc Case Opened

TWO LONG pending applications for assignment on the 710 kc channel were reopened by the FCC last week on petitions from WBB Kansas City and WTCN Minneapolis. The Commission reopened the record for further hearing on the WBB request for a shift from 1,000 kW daytime only, 710 kc with 5,000 w fulltime, using a directional station. The station has sought fulltime operation for a decade. WTCN has asked for further hearing on its application to change its frequency from 1200 kc with 500 w during the daytime only, to 710 kc with 10,000 w fulltime, using a directional antenna at night.

WESTINGHOUSE RADIO WORKSHOPS

End of Second Year Training Sessions Finds
Stations Ready to Expand Course

ON COMPLETION of the Workshop course, offered by WBZ Boston in cooperation with the Boston U. Summer School, Ethel F. Parker, a teacher of the blind employed by the Massachusetts Dept. of Education was bestowed with a certificate from C. S. Young, general manager of the Westinghouse station. Interested in participating are W. B. McGill, supervisor of advertising for Westinghouse in Philadelphia, and Mrs. Doris Cornwell, assistant to the NBC Public Service Counselor.

Satee on post 70

CURTIS PUB. CO., Philadelphia, which recently added KYW Philadelphia to its list of stations promoting Saturday Evening Post, is using one-minute transcription spot announcements at varying intervals on some 70 stations throughout the country. Promotion on these stations will extend through 1945. Curtis also sponsors The Listening Post on 77 Blue Network, weekdays and Saturdays, 10:45-11:11 p.m. Agency is MacFarland, Aveyard & Co., New York.
national 'names' sponsored LOCALLY ... make WXYZ a great station!

First in California, then in Chicago, and now in Detroit... EDDIE CHASE and his phenomenally popular "Make Believe Ballroom" has the 'standing room only' sign up. Twelve hours a week he works for national clients such as A & P, Spur, Tootsie Rolls and some grand locals who know the selling power of Chase on Detroit ears.
Broadcasting Leaders Use

WMFM (Milwaukee). Licensed to the Journal Company (WTMJ).


IN 1938 when frequency modulation first caught the attention of the broadcasting field, Radio Engineering Laboratories had already collaborated with Major E. H. Armstrong, the inventor of FM, in installing the first FM transmitter (W2XMN, Alpine, N. J.).

Practically all the broadcasting leaders since 1938, to the advent of World War II, who were interested in FM, installed REL FM transmitters. Since the war, all FM transmitter orders for commercial use have been frozen, but when peace comes REL will be ready to serve the broadcasters in all their FM needs. REL has kept abreast of every FM development, and its war orders have added years of experience that will prove valuable to prospective owners of post-war FM stations.

RADIO ENGINEE

Long Island
REL-FM EQUIPMENT

WMTW (Mt. Washington - Boston). Licensed to the Yankee Network, Inc.

REL INSTALLATIONS

W2XMN  50KW  Major Armstrong's Station  (Alpine, N. J.)
WGTR   50KW  Yankee Network  (Boston)
WENA   50KW  Evening News Assoc.  (Detroit)
WMFM   50KW  Milwaukee Journal  (Milwaukee)
WMTW   10KW  Yankee Network  (Mt. Washington, N. H.)
WFIL-FM 10KW  WFIL Broadcasting Co.  (Philadelphia)
WELD   10KW  WBNS Inc.  (Columbus, O.)
WNBF-FM 3 KW  Wylie B. Jones Adv.  (Binghamton, N. Y.)
WHFM   3 KW  Stromberg Carlson Co.  (Rochester, N. Y.)
WHEF   3 KW  WHEC, Inc.  (Rochester, N. Y.)
WQXQ   1 KW  N. Y. Times  (New York City)
WNYE   1 KW  City of New York  (Educational)
WBOE   1 KW  City of Cleveland  (Educational)

WGTR (Paxton-Boston). Licensed to the Yankee Network, Inc.

WFIL-FM (Philadelphia).Licensed to WFIL Broadcasting Company.

RING LABS., INC.

City, N. Y.
Radio On-the-Spot Coverage Takes Long Stride Forward

Army's 299 Transmitter Is Used for Combined Network Broadcast of Landings in France

RAPID, on-the-spot war coverage by radio took a long stride forward last week when the initial announcement from Rome of Allied landings in Southern France was followed immediately by a brief broadcast from aboard a landing craft lying just a few hundred yards off the invasion shore.

The Army's public relations role leading the news from the scene was followed by a brief on-the-spot commentary by a reporter from the Associated Press, which was immediately relayed through the Army-operated French transmitter in Algiers, a 10 kw shortwave station which had been taken over on Nov. 8, 1942. Before the Naples operation all voice transmissions from the Western Mediterranean had been of necessity restricted to Algiers origination.

The Naples operation went on to the dramatic announcement that the Allied forces had landed in Southern France. The Army was first contacted by Rome at 3:55 EWT Tuesday evening. Brief service messages were exchanged in which final plans for the dramatic announcement and broadcast were made.

Transmitter Moved Ashore At 6:10 a.m. EWT the Army in Rome flashed the news of the landings and switched immediately to the beachhead from which point Correspondent Chester Morrison spoke, representing the American networks. The Army transmitter was operated with only a whip antenna, but the signal was picked up in Rome and relayed to Pittsburgh.

At 11:30 the morning of D-Day, Capt. Frederick O. Wickham, Officer in Charge, moved the transmitter ashore. It was set up in a pine grove near the beachhead, and a temporary double antenna erected in double time, and an hour and a half after the Army radio men first stepped ashore a broadcast began in which Erie Seveland and Chester Morrison, U. S. network representatives, and Vaughn Thomas of the British Broadcasting Corp., were included in their accounts of the invasion. The broadcasts were heard in America with almost perfect clarity.

The Army Public Relations transmitter which was moved in D-Day is a 2 kw, direct shortwave transmitter, that was capable of making radio broadcasts for 2,500 miles with a voice broadcast of 30 seconds. The Army's 299 transmitter, a small, compact, mobile 250-watt unit, it operates on either code or voice and is now being used for both—press copy is moved on CW and radio material by voice. Throughout D-Day morning and thereafter, the transmitter was sending press copy when not in use for voice.

Overall planning for the radio operation in Southern France was under the direction of Capt. Lawrence G. Hoover, Communications Officer for PR AFHQ, and Lt. Robert Eckhouse, Radio Officer, PRO AFHQ. Both were in Rome “sweating out” the initial broadcasts from the Riviera.

The plan for a combination of radio coverage of all important Army operations is coordinated by the theater public relations staff with Radio Branch, Bureau of Public Relations, War Dept., Washington. The Radio Branch then coordinated plans with the networks, giving them sufficient advance notice to make practicable broadcasting plans, but at the same time preserving the required security for the operations themselves.

Wire Recording Heard

In addition to the transmitter, portable wire recorders were carried in D-Day by three members of the public relations staff of Allied Force Headquarters for the Mediterranean. They were Lt. Carl Zimmerman, who was program director of WEMP Milwaukee; Lt. Daniel Sutter, former NBC producer; and Corp. Jay McMullen, newswriter with the Princeton U. Station of “Gaspipe Network” 1am.

Their job was to record graphic descriptions, interviews and impressions of the landing assault and subsequent operations.

A feature recorded by Lt. Zimmerman was used by the Army Hour Aug. 20, received by shore station from Rome. In it Lt. Zimmerman did ad lib interviews with two parachutists who had participated in the assault. The recording was made on a hillside command post inside France just a few months after the Normandy forces had broken thru to the area held by the airborne units. The participants had just captured 300 Germans.

The wire recorder permitted the interview to take place while scenes and impressions were still vivid in the minds of the parachutists.

This eyewitness coverage, by both ship’s and shore’s wire recorder, was the culmination of years of effort on the Army’s part to speed news of new operations to the soldiers of the home front. With each succeeding campaign the radio reporters have spoken from points closer and closer to the battle front.

RCA Sets Up

First successful broadcasts from Italy came from Naples, when the Allied armies were fighting just a few miles to the north. There a 1 kw transmitter was installed and operating a few days after the Nazis had been driven from the city. Naples was at that time on the point of the land fighting from which radio men had spoken.

As the situation consolidated in Italy, RCA Communications installed two transmitters and opened a voice circuit direct to New York. Prior to that time all transmissions from Italy had been relayed through the Army-operated French transmitter in Algiers, a 10 kw shortwave station which had been taken over on Nov. 8, 1942. Before the Naples operation all voice transmissions from the Western Mediterranean had been of necessity restricted to Algiers origination.

RCA have arranged for the dramatic announcement and broadcast. By Radio Technicians who made the long trip to Naples, the Army moved its operation around the Anzio beachhead. That continued until the triumphal march into Rome.

In planning for the move into Rome Army radio men developed a mean of broadcasting from the Italian capital the day of occupation as it was by use of Signal Corps 299 transmitter, same as the one which was used again last week in the Southern France operation.

The transmitter was mounted in a 2½ ton truck, a collapsible antenna constructed for beaming either to Naples or Algiers, a GI generator mounted in a trailer attached to the truck, and the car-avan moved off to join the spearhead for the attack toward Rome.

With this transmitter radio correspondents could broadcast a hill on the outskirts of Rome a few hours before the city was actually occupied, and from within the city just a few hours later.

The Army transmitter which had been used in Naples first was then moved to Rome to establish a more satisfactory day-to-day circuit with New York via Algiers. Now RCAC is beginning operations in Rome and the Army transmitter is being freed for movement to forward areas where the correspondents speak simultaneously with the guns.

FOR THE SECOND successive year Mutual will present weekly concerts of the Chicago Symphony Orchestra, direct from WHK during the fall and winter starting Oct. 15 in the Sunday 7-8 p.m. period.

Radio Installations Aid Pacific News
Navy Sets Up Pearl Harbor And Guam Facilities

INSTALLATION of radio facilities to expedite news from the Central Pacific was announced last week by the Radio Dept. Two new studios will be erected, one at Makalapa, Pearl Harbor, using the available RCA facilities, the other at Guam, where a Navy transmission facility was in the background of operations for radio coverage.

The Pearl Harbor studio will permit radio correspondents to broadcast. Its six new power sources will be prepared at all times to censor and edit film recording as soon as they are received. Two programs can be fed simultaneously over the RCA facilities.

Available to BBC

The first radio in the Central Pacific designed specifically for the conveyance of combat news, the Guam transmitter can be used for voice broadcast, for filing press copy and for radio picture transmission. Its source of power is a Diesel generator. Facilities will be available to both American and BBC radio correspondents, and network transmitters will be based there. The station also makes possible the immediate broadcast of Marine combat recordings, here before flown to the States.

Planes will be provided to fly back on-the-scene accounts of action to be broadcast from the Guam station. The equipment will record film up to 5,000 cycles as compared with the 2,500 cycles used in European operations.

In addition to the two studios, the Navy has agreed to allow live broadcasts from flagships in the center of action, subject to the tactical commander’s approval, for the ship’s radio, the broadcasts will be shortwaved to Guam and relayed.

Staffing the Guam radio will be the last of the Army radio coverage of the Normandy landings in June: Lieut. James C. Shattuck, USNR radio officer; Lieut. F. R. Rowan, USNR engineer in charge; Radio Technicians 1st Class Charles Chrisiron, assisted by other personnel. Lt. Comdr. J. Harrison Hartley, USNR Officer-in-Charge, Radio Section, Navy public relations will supervise installation and the start of operations.

Arrangements for the Pacific news coverage were made two weeks ago by Maj. A. S. Merrill, USN, director of public relations, who made a tour of the area accompanied by Lt. Comdr. Charles J. Bartley; Lt. Comdr. Walter Karig, USNR, officer in charge of the magazine and book section; Comdr. A. J. Bolton, USNR, consultant to four of public relations, West Coast; Maj. John H. Dillon, USMC, special secretary to the Secretary of the Navy; Lt. Royston; George W. Healy, OWI; Ray Mackland, Life Magazine, representing the Roto-Photo pool.

BROADCASTING • Broadcast Magazine
CHAIN television is here! With the recent dedication of the new Philco Relay Transmitter at Mt. Rose, N. J., the first Television Network, linking Philadelphia, New York and Schenectady, is in actual operation today. Now Philadelphians enjoy clear reception of programs from New York through their local Philco television station. Thus the first step has been taken through which millions will eventually witness events that take place thousands of miles away... by television.

HOW PHILCO RESEARCH SPEEDS THE ADVANCE OF TELEVISION

This first television network is an example of how Philco research is working to establish transmission principles which can extend chain television broadcasting from coast to coast. At the same time, Philco research is improving the clarity, sharpness and detail of the television picture... so that future television sets will have the greatest possible sales appeal. Thus in two ways... by helping to broaden the market for television, and by designing a more saleable product for that market... Philco leads toward the goal of television as tomorrow's "billion dollar industry."

Radio Hall of Fame Orchestra and Chorus.
Tune in Sundays, 6 P. M., E. W. T., Blue Network.

*BACK THE ATTACK—BUY WAR BONDS
"Give them what they want"

Ask a veteran showman how to attract audiences, and he'll probably answer, "Give them what they want!" But with radio audiences, that's a pretty big order. They want everything—and they want the best. Few stations could hope to fill this order without help. World Broadcasting gives them that help.

The World Library of electrical transcriptions puts into the hands of stations exactly what the public wants. The four thousand individual selections cover everything needed for balanced program-building. This basic library is constantly kept fresh by the addition of fifty or more new selections each month.

But variety is only the first requirement. Radio listeners want to hear the artists and orchestras they have voted tops. So World gives them such talent as Jimmy Dorsey, The Andrews Sisters, Duke
... A LARGE ORDER!

Ellington, Dorothy Lamour, Kenny Baker, Woody Herman—and scores of others with tremendous followings. In World's own studios, these stars have every advantage of sympathetic direction and the world's finest technical facilities.

World takes over a further part of the program manager’s burden with the Continuity Service. This consists of seventy-eight complete continuities each week, in quarter- and half-hour periods. Written by World's staff of experts, these shows make first-class sustaining or sponsored programs.

The high fidelity of World recordings is famous among radio men. In a recent poll, a large majority of radio engineers voted the World Vertical-Cut Wide-Range transcriptions the highest quality reproduction.

*     *     *

For a detailed explanation of World services, write to World Broadcasting System, Inc., 711 Fifth Avenue, New York 22. New York.

Transcription Headquarters

WORLD BROADCASTING
SYSTEM, INC.
A SUBSIDIARY OF DECCA RECORDS, INC.
NEW YORK    CHICAGO    HOLLYWOOD    WASHINGTON
**THE BLUE BEETLE**

**THREATLING DRAMA OF THE AVENGGING GANG SMASHER**

**TWICE A WEEK -- 15 MINUTE TRANSCRIBED RADIO PROGRAM**

**THE BLUE BEETLE**

**MERCHANDISING**

1. Free promotion and publicity in Fox Comic Group Magazines with net paid circulation of 1,800,000.
2. Press releases — mats for newspaper ads, etc.
3. Tie-in with exclusive 16-page give-away booklet “Radio Comics.”
4. Big time promotion ideas for listening audience.
5. Free distribution of truck banners, display cards, window and counter cards.

See Harry S. Goodman at N. A. B. Convention

HEADQUARTERS AT PALMER HOUSE

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**Merchandising & Promotion**

**BROCHURE** entitled Men With Plans, presented by Chapmann & Smith Co., Chicago bakery supply house, inviting retail bakers all over the country to take part in a localized advertising and marketing program designed to help bakers retain the bulk of their wartime sales, describes a full year’s product and sales promotion plan stressing the use of local radio station spots and newspaper ads. Campaign, to start in September, will be made available to retail bakers in three-four month units. A booklet presenting a specific product and sales plan will be sent out each month. John P. Garrow, vice-president and director of sales for Chapmann & Smith, is the author of the plan. MacDonnell Down Co., Chicago, is the agency.

**Trade Deal**

NORMAN DRAKE, public relations director of American Meat Institute, Chicago, is in Hollywood supervising details of trade deal involving United Artists film, "Abroad with Two Yanks," starring William Bendix, who is also featured in weekly Blue program, The Life of Riley, American Meat Institute sponsors the radio series. Motion picture trailer will carry credit lines advertising program, network and broadcast time. Promotion for the film will be inserted in forthcoming broadcasts.

**Promotion Kit**

TO ASSIST the more than 500 stations which have scheduled Something for the Girls, all-star Wave recruiting transcription series produced by the Navy for a midsummer campaign begun in July. [Broadcasting, July 3], the Navy distributed to the press books including complete stories on each program, mats, thumbnail descriptive of program stars, newspaper ads, instruction sheets and provision for glossy photos.

**Flour Promotion**

BRIEF HISTORY of durum wheat produced in the United States and how Pillsbury, now celebrating its 70th anniversary year, through the enterprise of John S. Pillsbury, chairman of the board of directors, pioneered in finding an American market for durum wheat and its products, is told in a booklet entitled From Wheat Field to Macaroni Products, published by Pillsbury Flour Mills Co., Minneapolis.

**Grey Tele Book**

GREY ADV., New York, to show its interest in television as an advertising medium, is distributing to prospective clients, station managers and other radio executives Television Sales Matter, a monthly four-page bulletin showing how video is affecting advertising and merchandising. Booklet is edited by Stanley Graham, director of publications.

**SAMPLE** jar of Ma Johnson's wild plum jelly along with a promotion letter boosting the farm family of Johnsons has been sent out by WBT Charlotte, from which station the Johnsons broadcast. The letter closes with "May a taste of the Carolina wild plum jelly forever remind you that Carolina radio tastes are just as different. Ask us . . . to tell you more about them."
KRLD
does a BIG JOB in Texas!

50,000 WATTS
CBS

THE TIMES HERALD STATION. DALLAS
Represented by the Branham Co.
BIG NAMES IN COMMUNICATIONS: WESTINGHOUSE, BENDIX, LOCKE INSULATOR, WESTERN ELECTRIC--ALL HAVE PLANTS IN BALTIMORE

Today these plants are engaged in vital and, in some cases, highly secret war work. But the very same type of operations can produce eagerly awaited peace time articles with practically no “time out” for conversion. When you enjoy television, frequency modulation, radar, electronics after the war, chances are that part or all of the equipment that contributes to your pleasure will be made in Baltimore.
GREAT CENTER OF THE COMMUNICATIONS INDUSTRY

You can't talk about life in post-war America without referring to radio, radar, electronics, frequency modulation, television, improved telephone and telegraph service and all the other wonders of electronics and communications.

And, in Baltimore, communications is represented by the factories and research laboratories of the leaders of the industry!

The growth of this new industry in Baltimore is typical of what is happening in more than 100 different industrial classifications in Baltimore—the fastest growing big city in the East. The present boom is simply continuing and accelerating the trend of the last 25 years—a steady growth, an expansion in industrial output, in wage earners and in payrolls. Baltimore's great diversification of industry insures continued progress. Now, and in the peace to come, Baltimore is one of America's great markets—and Baltimore's number one advertising medium is WBAL.
Beyond Victory

RADIO GOES to its third annual meeting in wartime; its 22nd since the organization of the NAB. All signs are that it will be the last war conference and that when broadcasters foregather again in 1945, victory will have been ours with the reconversion well under way. That's why this meeting is transcendental. The agenda can't be trimmed to a single issue or to a group of related ones. Of topmost importance is how radio, in this home stretch toward victory, can contribute most by shortening the war a month, a day, an hour; by saving a life or helping avert a casualty. That, radio is poised to do.

Then broadcasters must peer beyond victory. There's FM and television and facsimile. There's the bid for business on a normal plane — when advertisers aren't spending institutionally. There's the regulatory tug-of-war which will be intensified in the new peacetime economy.

The pressure groups haven't waited for hostilities abroad to cease. They've already begun firing. Jimmy Petrillo had his campaign strategy all worked out by trying to invoke in wartime his private WPA for relief of non-existent unemployment. CIO has unveiled its all-front campaign to cudgel radio into giving or selling time to labor unions and will ring station doorbells from now on demanding time to answer almost anybody on anything.

The broadcaster must deal in fundamentals.

The basic ingredient with which he works is his franchise—his assignment in the ether. That assignment is dictated by the Congress, for it is the licensing authority. It can't burden itself with details of allocation and regulation, so it delegates that authority to an independent agency—the FCC.

Both of these fundamentals—allocation and legislation—are here. The FCC has called an all-encompassing allocations hearing Sept. 28. The State Dept., looking toward the imminent ending of the war, has begun its own preparatory sessions for world conferences. The second fundamental—new legislation—is ever-present.

The latest expression is from Chairman Lea of the House committees charged with radio, in his article in this issue. He calls for revision of the existing law (see page 42).

On allocations for new services, there are undercurrents and travails. Much is being withheld about technical developments—because of war restrictions. Yet a sound allocation can't be projected without that knowledge. How FM and television should be accommodated in the ultra-high spectrum, and how much properly should be allotted each, requires full information as to the needs of other services, including Government departments.

The FCC wisely has called the allocations hearing. It has the responsibility under the law to devise the allocations. It is seeking information from every service and source to enable it to reappraoch the entire spectrum and determine the needs of non-governmental services. Broadcast services will be given a full hearing. But they are shooting in the dark because of the rigid restrictions placed upon wartime developments by the military.

The NAB agenda covers these postwar broadcast operations. All of them—FM, television and facsimile—are the heritage of the standard broadcaster. He is best equipped by experience, background, public service and know-how, to do the job. He knows the hazards, too.

A new law is the umbrella under which post-war radio can develop and thrive and continue to give to the American people the world's best broadcast service. All these problems can be met under a good statute—the kind Chairman Lea bespeaks.

The time to start the ball rolling is this week in Chicago.

Can Radio Sell Radio?

THERE'S SOMETHING new under the sun. Entering Arden X. Pangborn, manager of KGW Portland, has launched a 13-week spot announcement campaign over WQXR New York and its FM affiliate WQXQ to acquaint sponsors, timebuyers and an exclusive eastern audience with the station and the Pacific North-west area it serves.

The idea is new for radio, but not for other media. Newspapers advertise in other newspapers for the same business objectives. The experiment will be watched by others in the advertising field.

Radio sells everything from peanuts to politics. Then why can't it sell radio?

CIO's Heat Wave

RADIO has come to grips with the greatest pressure campaign it has ever undertaken but turbulent history—against its own Code of Ethics.

CIO is forcing the issue. It has brought license renewal proceedings against WHKC Columbus, because the station edited its radio scripts, refusing to permit a labor spokesman to attack political candidates for public office. But the CIO's only one—CIO's goal is to "aboliterate" the NAB Code and to force stations to carry its "educational" programs or face the alternative of revocation proceedings.

It is obvious, too, that this is only one facet of the all-out CIO campaign to toss about its political weight. The Radio Handbook of the Political Action Committee made evident that unions were told to shout to the high heavens in their quest for free radio time and report to Chairman Fly when stations refuse.

The NAB code inveighs against sale of time for controversial issues or for membership causes. That provision of the code largely was drafted to curb the Coughlins. It is a valid tenet of self-regulation.

But the code is not frozen. It can be changed by majority vote of the NAB's membership. If events indicate the desirability of change, the NAB membership can act. The opportunity is presented at the Executives War Conference this week.

The WHKC proceedings laid bare the CIO quest. It wants the Commission to force stations to carry CIO answers to programs sponsored by manufacturers where anything smacking of a labor issue is involved.

Since the Commission has no censorship power and proposes to assume none (according to its own statements), it seems to us CIO has gone to the wrong forum.
Two Great Stations with One Single Purpose

...SERVING THE PEOPLE OF MILWAUKEE

WTMJ, The Milwaukee Journal Station, and WMFM, The Milwaukee Journal FM Station are different in many ways. They are programmed entirely separately and run independently. But both stations have one common denominator...serving the people of Wisconsin.

On the air since 1927*, WTMJ is unquestionably Wisconsin's number one radio station. It delivers a lion's share of the audience morning, noon and night. Its programming to local tastes, its dial position (620), its outstanding local and NBC network personalities, all contribute to WTMJ's overwhelming popularity.

WMFM, The Milwaukee Journal FM Station, is the first FM station to be built west of the Alleghenies. Its four years of pioneering, of keen programming, have produced a schedule that is an integral part of the lives of thousands of Milwaukee and Wisconsin families.

As soon as equipment is available, WMJT, The Milwaukee Journal television station, will take to the air to add another link to the radio services of The Milwaukee Journal radio stations.

When planning your Wisconsin radio programs, remember the call letters of WMFM and WTMJ...keys to success to Wisconsin.

*The Journal Company's Radio Service to Wisconsin People Began in 1927
"this...is MUTUAL"

More than a network signature...more than an engineer's cue...
"this...is MUTUAL"...has come to mean exciting progress in
programming for millions of listeners, profitably delivered by the
largest number of stations ever affiliated with one network.

Here is an abbreviated cross-section of Mutual programming today:

news

GABRIEL HEATTER, top-rated commentator, heard six nights a week.
WORLD'S FRONT PAGE, with 850 world correspondents on daily call.
FULTON LEWIS, JR., most widely sponsored of all news analysts.
CECIL BROWN, veteran of many years' observation of overseas action.
CEDRIC FOSTER, and other aces on the largest news roster in radio.

quiz

DOUBLE OR NOTHING, perennial favorite of listening millions.
SKYRIDERS, novelty show for military personnel and the folks at home.
QUICK AS A FLASH, fastest-paced program on the airwaves today.
STOP THAT VILLAIN, uncorking a bright, new idea in quiz shows.
WHAT'S THE NAME OF THAT SONG? hilarious and nostalgic.

drama

THE SHADOW, most popular daytime show in radio, year after year.
WALTER HAMPDEN, veteran stage star in his first radio series.
YOU CAN’T TAKE IT WITH YOU, adapted from the great hit.
FIRST NIGHTER, presenting “The Little Theater off Times Square”.
SHERLOCK HOLMES, the master-detective solves new mysteries.
BULLDOG DRUMMOND, another ageless character comes to life.

SUPERMAN, super-enthralling the nation’s young five nights a week.
TOM MIX, rides to new, straight-shooting conquests of all juveniles.
CHICK CARTER, protege of the immortal Nick, glues kids to the dial.
SAFETY LEGION, Colleen Moore’s popular safety stories and songs.

BOXING, from ringside seats in Madison Square Garden Friday nights.
GOOD WILL HOUR, radio’s oldest program of friendly counsel.
JANE COWL, intimate daytime chats with the stage's first lady.
SCREEN TEST, unprecedented talent hunt by a top Hollywood studio.
AMERICAN WOMAN’S JURY, a women’s panel rules on women’s problems.
MEDIATION BOARD, featuring the original A. L. Alexander as conductor.
TANGLER VARIETIES, Sammy Kaye for music, Mahoney and Winchell for fun.
WORLD’S SERIES, in its sixth annual one-network triumph for MUTUAL.

You can’t compress all that Mutual offers into the space available here. So we close this tabulation with the simple statement that Mutual stations, Mutual listeners . . . and Mutual advertisers are happily in accord—they all approve our progress in programming.

We plan to perpetuate that approval.

THIS IS MUTUAL
Our Respects to (Continued from page 104) and news with recordings.

"We didn't know what to do with a radio station, so we finally sold it," remarked Col. Steinman. Then followed radio's meteoric development and the Steinman brothers concluded they had made a mistake in letting their little venture go.

In 1929 they returned to radio when they established WGAL Lancaster, in what was the beginning of the Mason Dixon group. Two years later they bought, for $24,000, a struggling small outlet in Wilming-
ton, Del., WILM. They planned to move it to Lancaster but the Federal Radio Commission wouldn't approve. So the Steinman brothers found themselves with stations in two communities, as well as their newspapers.

"We spent another $24,000 trying to make something out of WILM, and finally concluded the only way to get back our investment was to buy the opposition," said Col. Stein-
man. They acquired WDEL also, in 1931. Wilmington didn't need two stations at the time, they thought, so they broadcast half the time with one station in Wilmington and half the time in Hazleton, Pa.

In March 1932 they built WORK York, Pa., and in December the same year they acquired the full-time WAZL Hazleton. Early in 1936 they bought a small outlet in Lancaster, Pa., moved it to Easton as WEST. Three years later the Steinman brothers acquired WKBO Harrisburg from the Harrisburg Telegraph and only a few weeks ago they bought a minority interest in WRAW Reading, Pa., [Broadcasting, Aug. 21].

District Operations

When they started WGAL the Steinman brothers transferred Cisir R. McCullough, who had been with the Steinman family in the newspaper business since 1915, to their radio interests. He is executive vice-president of each station and general manager of the Mason Dixon group.

Under the FCC duopoly rule the Steinman brothers disposed of WILM. They have sold two-thirds interest to the Chester (Pa.) Times, subject to FCC approval. Plans are to move WILM to Chester. In the meantime the Steinman brothers had built it from a struggling station to a thriving outlet.

In all their operations the Steinman brothers have never associated their Wilmington and radio interests, believing each has a distinct field. Their newspapers and stations are operated as two entirely separate enterprises. They have always insisted that each outlet do a highly localized job and to that end the Mason Dixon outlets have gained nationwide reputations for public service.

In addition to their newspaper and radio interests the Steinman brothers own the Steinman Coal Corp. Col. Steinman also is director of the Hamilton Watch Co. of all his business enterprises, he likes radio because, he said, "radio, as the newspaper, deals with human interests and the public". In the newspaper field he learned journalism. In radio he has learned a new type of journalism. "Radio stations and radio go hand in hand," philosophized Col. Stein-
man, "Radio stations are informative, educational and entertaining. So is radio. Both deal with the public."

Civic Activities

Mr. and Mrs. Steinman live with their three daughters, Louis Tina-
ley, Caroline Morgan Hale and Beverly Randolph, in a country home on Marietta Pike, just outside of Lancaster. They have leased a house in Washington, however, and plan to move to the capital in the fall for the duration.

When Col. Steinman isn't looking after his business interests and family he takes time out for horse-
back riding, duck shooting and bird hunting. He has six riding horses. His interest in civic affairs is more than passing. He's a member of the Pennsylvania State Planning Board, is chairman of the Lancas-
ter County Defense Council and commander of the Citizens Defense Corps. He is a member of the So-
ociety of Colonial Wars and the Pennsylvania Sons of the Revolu-
tion.

Col. Steinman maintains mem-
bership in the Lancaster Bar Assn. His fraternity is Pi Upsilon and his clubs include Yale, Racquet and Hamilton. He is president of the latter.

Zenith Preparing

ENGINEERING has been almost non-stop at Zenith for civilian use and the company has not encountered any reconver-
sion problem, Condo. E. F. McDonal,
d, Jr., president of Zenith Radio Corp., said in a statement to stockholders last week. He added that production on the new models can be started in 60 days if ma-
terials are made available.

JOHN F. STEINMAN

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

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

*NBC Tale of 412 Cities
**Ross Federal Survey

STEVEN A. VETTER has left his post as general manager of WFTL
Chicago and has become district manager of WAGA Atlanta, in the case of Industry Inc., temporarily is supervising operations.

WILLIAM B. YODER, assistant to the treasurer of the New York
Phillips, has been named controller of the company. Mr. Yoder was associated with Mathewson & Alken & Co. Philadelphia public accountants, from 1925 to 1942 when he joined Philco.

HUGH KENDALL ROICE, vice-

president in charge of sales of WQXR New York, is heading radio promo-
tion for the Travelers Aid Society of New York in its current fund drive.

MRS. L. R. UPHAM of Minneapo-
lis, has been elected president of the Minnesota Radio Council which now has a representative membership of nearly 600.

LT. COL. REN K. DYKE, former
director of advertising and promotion of
NBC, is now on duty in New Orleans as immigration and education officer, U. S. Army Forces in the Far
East. Among other activities is the
SWPA "Jungle Network," compris-
ing stations in the area.

LT. THOMAS P. LITTLEPAGE Jr., on active duty in the Navy since November 1942, on Aug. 21 was honor-
ably discharged at his own request and has returned to his radio legal practice with the law firm of Little-
page & Littlepage, Washington, in which he is a partner. In aviation volunteer specialist, Lt. Littlepage served in the Navy Bureau of Ships, Radio Division, Design Section, Air-
borne Radio & Radar.

FRANK FLYNN, salesman of KMYR
Denver, and Jeanette Gross, of the
station's traffic department, recently were married.

EVERETT PARKER, assistant man-
ger of NBC's public service depart-
ment, has been appointed by the board of directors of the Congrega-
tional Christian Churches, New York, to head a projected radio committee. He will work to further the movement of religious broadcasting. He will as-
sume his new post Oct. 1.

ALLEN R. LANCASTER, president, Al-
en R. Damont Labs., Passaic, N. J.,
on Aug. 20 received from the Remme-
ler & Ahlrichs Institute the honor-
ary degree of Doctor of Engineering,
with a citation for his achievements in the sciences and art of television and in the development of the cathode-
ray tube. Occasion was the 120th commencement ceremony of the Uni-
versity, of which Mr. Daumont is a graduate.

COMDR. F. O. WILLENBUCHER,
chief of the Special Studies Section, Plans Division, Office of the Director
of Communications, last week passed the District of Columbia bar after having taken a competitive ex-
amination. He has been a member of the New York bar since 1934.

EDGAR KOAB, executive vice-
manager of the Blue Network, fol-
lowing the NAB conventions in Chi-

ago, will lease a 20,000 mile trip of the South and Southwest, returning
around Sept. 13. Present plans call for visits and clients in St. Louis, Fort Worth, Dallas, New Orleans and Atlanta.

TEMPORARY "VETKINS.
WPTO-
WQL Fort Wayne station is, the father of a boy.
The Pacific Coast is divided in half, and to successfully woo both halves with radio, you have to use the Don Lee Network. For half the retail sales are made outside the counties containing Los Angeles, San Francisco, Oakland, Portland and Seattle, and only Don Lee completely covers this outside half.

Most markets in the "outside half" are surrounded by mountains, and long-range broadcasting won't work. But Don Lee, with 36 local stations, broadcasts from within each of these mountain-surrounded markets. A special Hooper survey (276,019 calls in 33 cities) showed 60 to 100% of the listeners in many of these "outside" markets are tuned to Don Lee stations.

Here's some interesting "inside" information: When Jack Benny added a Don Lee release recently, he got a higher Hooper rating on Don Lee than on Network A, the network he's been on for years. Point Sublime's Hooper rating jumped from 8.9 to 12.4 since switching to Don Lee from Network B. When Lowell Thomas changed from Network C to Don Lee, he got a higher Hooper in 3 weeks.

If you want to woo and win both halves of the Pacific Coast, BUY DON LEE!

The Nation's Greatest Regional Network

Mutual

DON LEE

THOMAS S. LEE, President
LEWIS ALLEN WEISS, Vice-Pres. & Gen. Mgr.
5515 MELROSE AVE., HOLLYWOOD 38, CAL.
Represented Nationally by John Blair & Co.
JOE SMOCK, former assistant advertising manager of the Times Recorder, Zanesville Signal, Zanesville Sunday Times Signal, Zanesville, Ohio, has joined the sales department of WWVA Wheeling, W. Va.

WILTON E. HALL, owner of the Front Anderson, S. C., and publisher of the Anderson Independent and Daily Mail, has been elected to membership in Sigma Delta Chi, professional journalism fraternity, upon recommendation of Dr. Henry R. Grady chapter, of Georgia.

JOHN SALT, North American director of NBC, returned to his desk last week, having recovered from a serious illness.

DAVE ROBERTS, released by the field staff, has joined his KFGW Kearney, Neb., has been added to the sales department of KVAK Anchorage.

SHELTON EARP, former assistant manager of KROY Steubenville, Ohio, has joined KECA Los Angeles, as account executive.

MILTON OTTE, former on the sales staff of F. S. Mosley Co., Chicago, has joined the sales staff of WJJD Chicago.

LT. M. K. VICKERY, USNR, in civilian life president and general manager of WHSL Dayton, returned home on leave last week and reported that Victoria, whom he had been in the Navy since the spring of 1942, serving in the South Pacific.

Stewart Leaves KCMO

JACK STEWART, general manager of KCMO Kansas City for five years, last week announced his resignation. He has not disclosed his plans.

Tom Barber, who joined KCMO on Aug. 8, 1939, previously had been national sales manager of WOR New York and prior to that had been manager of WCAE Pittsburgh, WFBF Baltimore, and WCAO Baltimore.

L. E. MILLER, president of KCMO and of the Crown Drug Co., has not announced Mr. Stewart's successor.

Joseph Mansfield

JOSEPH (Joe) MANSFIELD, 23, announcer of WNBC Hartford, died of a heart attack late last month. Prior to his position with WNBC, he was an announcer-engineer of WETA Batavia, N. Y., following his attendance at Clarkson College of Technology and the Blue Network's Announcers School. He is survived by his parents and a sister, living in West Hempstead, L. I.

Announcers' Fight

SAM BROWN, announcer of WINX Waltham, who was last week arrested and held for $1,000 bond on a charge of striking a fellow announcer, Ray Wakeman, sports- caster, with the leg of a piano stool while the latter was on the air. Reportedly Mr. Brown "scraped" Mr. Wakeman's leg by broad-stroke track results traditionally handled by the sportscaster, who alleged his objection. It is said, by slapping him further just before the end of the program. Mr. Brown is then said to have returned the blow during Mr. Wakeman's sports program. Mr. Wakeman was taken to Emergency Hospital where ten stitches were taken on his head wound. Hearing against Mr. Brown is scheduled Sept. 7.

BEHIND THE MIKE

W. W. CHAPLIN, NBC correspondent, returned earlier this month from assignment in Normandy, beginning Aug. 26 takes over the World News Round-up on NBC Monday through Saturday, 8 a.m. Elmer Peterson, who has been handling the series, has been transferred to the West Coast, in line with expansion of NBO's offices there to handle anticipated increase in the volume of Pacific area news/Broadcasting, Aug. 17. Mr. Peterson will work out of KPO, NBC's San Francisco office.

MAJ. MEL WILLIAMSON, former chief of the West Coast office radio branch, Bureau of Public Relations, War Dept., and now on terminal leave until Oct. 25, is to return to civilian radio production.

HENRY ORBACH, in charge of the KGO San Francisco news bureau, has been appointed Blue western division news and special events director effective Sept. 1. He replaces John C. Robbins, resigned.

BOB HIESOND, production manager of KFI Los Angeles, is the father of a boy.

JANE GLENN, of the CBS Hollywood publicity department, has been shifted to New York and assigned to the network fashion editor staff.

PAUL HUEBNER, released from the Marines, has joined KPG Stockton, Calif., as announcer. Connie Slater has been added as station traffic manager.

JOHN BOYLAN, former producer at De Luxe Broadcasting System Hollywood, has joined the publicity department of Paramount Pictures as assistant to Martin Lewis, in charge of radio.

LOUISE BOOSE, formerly of WHK Cleveland, has joined the publicity department of KHJ Hollywood, succeeding Helene Himburg, resigned.

LOWELL SMITH, announcer of KFWB Hollywood, and Nancy Denison, secretary to the KFWB program director, were married in San Bernardino Aug. 26. Mr. Smith is resigning his station post to become program director of Allied Adv. Agencies, San Francisco, on Oct. 1.

CHARLES GRANVILLE, former chief announcer of KFMB San Diego, Cal., has joined KFAC Los Angeles as announcing engineer. Mr. Granville of Miami has also joined KFAC.

WLW Promotions

THREE promotions are announced by WLW Cincinnati. Edward G. Feinthel, in charge of WLW copy production, has been appointed assistant sales promotion manager. Mr. Feinthel is now copy production manager, and previously was field representative for the station's merchandising dept. in the Huntington, W. Va. area. Rudolph Prihoda, who has been with WLW's ad dept. for six years, was promoted to ad director.

BYRON POSSEN, announcer of KSFO San Francisco, has joined KYA San Francisco.

BOB SWEEENEY, chief announcer of KYA San Francisco, has resigned to freelance. Lenn Curley succeeds him.

JANET POMEROY, formerly with United Press, Chicago, has joined the news staff of WENR Chicago.

MARIE INGRAM has left OWL to join the writing staff of KFRC San Francisco.

CHARLES MURPHY has joined the announcing staff of WDAY Fargo, N. D.

ROLAND (Rollie) FURMAN, former announcer and war program director of WGSY Syracuse, last week became program director of WELI New Haven.

DON SHERWOOD, released from the Navy, has joined KFRC San Francisco as announcer.

JACK PETERSON, former announcer of WIND Chicago, has joined the WBMB Chicago production department as producer.

FRAN WEIGLE, formerly of WLAV Grand Rapids, has joined the announcing staff of WJZA Chicago.

ARTHUR KANE, formerly of WBSX Salem, Mass., and WMEX Boston, has joined the announcing staff of WTAG Worcester, replacing Bill Paris.

JEANNE BREWER, former writer-announcer at WDWS Champaign, Ill., has joined KGK Tyler, Tex.

GEORGE MULVYHILL has re- leased Eugene Smith as announcer at KGVO Missoula, Mont.

ROGER KING has returned for part-time announcing at KOMA Okla. City. He is an instructor at the Naval Aviation Training Center at Norman, Okla.

JIM DELINE, former senior announcer with WBFL Springfield, has been promoted to assistant program director. J. F. Wylie has been named merchandising manager.
Where to go this fall... for your new headliner show

GO where most astute advertisers inevitably wind up... at NBC's Radio-Recording Division... advertisers who've discovered that NBC's syndication plan of sharing a show's cost among many non-competing advertisers all over the country is the most economical means of getting an expertly produced show that does a real sales job against tough competition. Here's a digest on some real finds:

**Destiny Trails**... recreates immortal classics of James Fenimore Cooper. First, The Deerslayer... 39 programs depicting the spirit of adventure that is our American heritage. Next, The Last of the Mohicans, 39 programs. 78 quarter-hours ready for release September 15 for three-a-week broadcast.

**Come and Get It**... first recorded audience participation show, radio's newest quiz mixes food, facts, and fun. Bob Russell, MC, questions contestants selected from studio audience representing all sections of the country; then tosses the subject to "Board of Experts." Alma Kitchell, well-known for her Woman's Exchange program and Gaynor Maddox, for food articles read by millions. Experts uncover unusual facts about food in question. 78 quarter-hour three-a-week quiz shows—ready for release about September 1.

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**FOR CHRISTMAS PROMOTION**

**Happy the Humbug**... adventures of that strange breed of the Animal Kingdom and his fascinating menagerie of animal pals... whimsical adventures fabricated into a rib-tickling fantasy. 15 quarter-hours for Christmas promotions with a follow-up series of 39 programs, introducing many new characters and situations, to start Jan. 1. Two 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 fairy tales with a Christmas setting. The Fir Tree (Andersen) and The Shoemaker and the Elves (Grimm). Each acted by a superb cast... all offer direct tie-in for retail displays. 12 quarter-hours, for 3-a-week broadcast four weeks preceding Christmas.

**Ned Jordan—Federal Ace**... thriller with new twist... woven from swift-action facts, sans fantasy... from "inside" sources on underground activities. Produced in association with King-Trendle Broadcasting Corp., creators of Lone Ranger. 52 half-hours for release about Sept. 15.

**The Weird Circle**... modern dramatizations of the eerie classics... by such celebrated writers as Poe, Balzac, Dumas, Hawthorne, and Victor Hugo. 13 brand-new adventures bring program total to 65 half-hours.

**Stand By for Adventure**... stories of exciting happenings in far places among strange people... as told among four friends—a retired army officer, a star reporter, a New England sea captain and a South American scientist. 52 quarter-hours for one- or two-a-week broadcast.

If in planning your fall schedule you had in mind a definitely different type of show from those listed above, remember NBC Radio-Recording Division has myriads of other first-ranking shows from which to choose. Remember, too, that complete facilities are available to produce your own custom-built show—from idea to finished pressings. Write, phone, or wire for detailed information and audition records.

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ANN CARLEY, new to radio, has joined the WBBM Chicago transcription department.

HAL MOORE, following honorable discharge from the Army, is to resume on WNUX New York. Post is relinquished by Bob Lewis who took over from August when the latter entered the service. Mr. Lewis had just been discharged from the service.

BILL JEFFERAY, former announcer of WQX Washington and prior to that with Geyer, Cornel & Newell, and Ted Kings, who was m. c. of the Musical Steelmakers show at WKKW Wheeling, W. Va., have joined WQX Washington as announcers.

HELEN KING, former radio editor of the Buffalo Evening News and seriously publicly and promotion director for WKBW and WEIR Buffalo, has joined the WOR New York publicity staff.

CONNIE GREEN, former assistant to Ted Kings, commentator of WJZ New York, has joined WNEW New York as a writer.

MILDRED BRADSHAW, former school teacher, has joined WBBM Chicago as assistant to Florence Warnier, educational director.

EDWARD STOCKMAR, network staff of NBC central division, is the father of a girl.

BO KEARNS, formerly of KYV Atchison, Kan., has joined WIBW Topeka, who replaced him at KYW by Dick McPhail.

CHARLES DUKEK is a new announcer at WFTL Ft. Lauderdale, Fla.

ALEXANDER S. GIBSON, announcer at WFTL Ft. Lauderdale, Fla., is a father of a boy.

PAUL PRICE, formerly with WAWY Vineyard, Ind., has joined WJKO Kokomo, Ind., as announcer.

VERN LOUDEN, former assistant production manager of KUTA Salt Lake City, Utah, has joined the KAY San Francisco announcing staff.

LITA ANDERSON, of the KUTA Salt Lake City continuity staff, was married to Deon Janes on Aug. 10.

JOHN SINCLAIR, discharged veteran who recently joined KUTA Salt Lake City, was returned to the station after a long illness.

PATRICK F. KORNE, formerly of the 1st Marine Division of Guadalcanal, is now an announcer at KVNC San Luis Obispo, Calif.

BILL MARLOWE, former newscaster of WMC Memphis, has joined KOIN Portland, Ore.

WALLY KING, formerly at WRRF Washington, D.C., is now an announcing staff of WOLS Florence, S. C.

CHARLTON MILLER, former announcer with stations in the South, has joined WPTZ Philadelphia.

FRANK HARTON, former assistant personnel director and editor of the house organ for Wilson & Co., Chicago, has joined the newswriting staff of WBBM Chicago.

WELCOMING SMILES for Lt. Commander, former NBC Chicago announcer now stationed in Anacostia, D. C., with the Navy's Photo-Science Lab., come from Ann and Pat Humble, NBC central division program manager, and his secretary, Vera Fitzsimmons.

Lester E. Swinehart

Lester Emmett Swinehart, 49, an executive of Lewis & Gilman, Philadelphia, died recently of a heart attack. Mr. Swinehart started his career as an office boy with Lord & Thomas, Chicago in 1911. By 1917 he had become production manager in charge of copy, art and printing. After the war, in which he served as a second lieutenant, he became manager of the production dept. of Harry, Hurst & McDonald, Chicago. He was appointed vice-president of the firm, and later joined N. W. Ayer & Son, Philadelphia. In 1943 he went with Lewis & Gilman. Mr. Swinehart is survived by his widow and daughter.

EDWARD SOBOL, NBC television director, has taken leave until Oct. 1 to supervise a series of stage productions for USO Camp Shows.

DON FRANK, senior announcer of WPEN Philadelphia, has been named manager in charge of night operation.

MARIAN ELLIS, formerly of WKMO Kokomo, Ind., has joined the transcription department of WOWO-WGL Fort Wayne, Ind.

AL IARR, formerly with WISH Indianapolis, is now an announcer at WSYR Syracuse.

DON MCCRAIG, KLZ Denver traffic manager and lieutenant in the Civil Air Patrol, is now on active duty at Lowry Field, Col., undergoing special Army Air Forces training.

MARK SCHREIDER, sports announcer of KMYR Denver, has been elected president of the U. of Colorado Alumni Assn., succeeding Gov. Ralph L. Carr.

MARGARET W. SIMPSON replaces H. C. Golds as continuity writer for the WJW-Cleveland, a successor to Walter Kay.

WALTER A. KLOZAR, former announcer and promotion manager of WMVR Marion, O., is now with WTSP Cleveland, succeeding under the name of Walter Kay.

A. R. WHITMAN, a vice-president of Benton & Bowles, New York, returned to the agency following an 18 month leave of absence to serve as deputy director of the Office of War Information, taking over the post of director of the fuel rationing division of the Office of Price Administration in Washington, D.C.

ED SILVER, formerly with Con- stance Hope Assoc., New York public relations firm, has re-joined the agency as de- partment, New York, in charge of publicity department copy.

CHARLES LEVITT, West Coast ad- man, has completed his OWH Washington, D. C., assignment and re-established the Charles Levitt Advertising Agency at 412 West 6th St., Los Angeles. Telephone is Vandyke 6-4062.

A. M. EMONES, vice-president of Henri, Hurst & MclOneil, Chicago, has been elected to the board of directors.

E. F. (Bud) HASCALL Jr., account executive with Young & Rubicam, Chicago, has been transferred to the agency as de- partment manager.

LT. JOHN R. MONTGOMERY Jr., after 10 months of Army service, has joined the executive department of Geyer & Newell, New York. He was formerly advertising and sales manager for WJZ New York, vice-president and promotion manager of Newsweek.

DAVE ELTON and Arthur Moore, Hollywood producers of Young & Rubicam, have been shifted to the agency's New York staff.

TED WICK, Hollywood producer of Forte, Cone & Belbin, has joined the agency for three months of Hollywood talent service, as radio department head. He succeeds Joe Donahue.

LESLIE N. DANIELS Jr., formerly of Blumberg-Sample-Hummert, Chicago, and Benton & Bowles, New York, has joined the copy staff of Duane Jones Co., New York.

CAMPBELL-EWALD Co. has re- established Los Angeles offices at 714 W. Olympic Blvd. for Robert H. Cooiker, executive vice-president and a director, in charge of Pacific Coast operations. Telephone is 428-6224. Richard C. Francis has rejoined the agency as assistant manager of promotion. He succeeds George L. Noving as public relations director.

ALBERTO N. NORIEGA, in the foreign trade field for over 20 years, has joined Irwin Vladimir Co., New York.

Ruthrauff & Ryan Opens
Video Talent Auditions

RUTHRAUFF & RYAN, New York, has set up regular weekly auditions for commercial television talent. The agency has compiled a catalogue of available talent and obtaining actors for experimental shows for R&R clients. According to Lee Cooley, R&R television director, the catalogue is similar to one he built up for Don Lee-Mutual on the West Coast. The agency has set aside the 4:30 p.m. period every Tuesday for auditions, with the supervision of Mr. Cooley, with the assistance of Betty McCarthy, who handles details of talent casting and arranging. Tom Viteri, program projetor.
Every trading area in the country has a high Effective Buying Income today. In selecting markets, however, judge their relation to the rest of the country—their pre-war status—and their likely post-war level.

On all these counts, the Hartford Trading Area deserves first consideration on advertising schedules. Its pre-war leadership—present rating—and constant stability make it a better investment for advertising dollars.

In selecting media to cover this market, remember that the Hartford Trading Area fans out into 26 surrounding towns. The way to cover this entire market—economically and effectively—is to take to the air, on WDRC.

As the Basic Columbia Network Station for Connecticut, WDRC gives your advertising message wings—to reach a million people in the station's Primary Listening Area.

**Use WDRC to connect in Connecticut**

Write Wm. Malo, Commercial Mgr., WDRC, Hartford 4, Conn., for market study, and spot availabilities.
ERIC S. HOKES, former as-
istant manager of research of Arthur
Knodler Inc., New York, and pre-
viously head of the Reayon Research
Corp., a division of Reayon Eck-
hardt, New York, has joined Abbott
Kodak Co., New York, as director of
the research and marketing division.

RAYMOND SPECTOR, president,
Raymond Spector Co., New York, is
recovering from virus pneumonia. He
is in the office where he is doing his
general work.

EARLE BARTEAU L’HOMME-
DIEU, formerly with the American
Club, Inc., Chicago, has joined the
public relations staff of N. W. Ayer
& Son, New York.

MITCHELL-FAUST Adv., Chicago,
and the agency of ADV, Inc., have
been elected members of the Adver-
sion Association of Chicago.

CHARLES O. PUFFER, former ac-
count executive of BBDO, Chicago, has
joined Goodfriend, Joice & Morgan,
Chicago, as account executive.

HOWARD B. KETTING, account ex-
ecutive; Haskon Groeseth, in charge
of merchandising, and Albert R.
Cailles, head of the media depart-
ment, of Ruthrauff & Ryan, Chi-
ago, have been elected vice-presi-
idents.

JOHN W. SWALLOW, acting pres-
ident; John H. Scalpone; Dionysus,
Los Angeles, and formerly program di-
rector for NBC in Hollywood, has
joined Goodfriend, Joice & Eckhard,
New York, as director of the Pacific
cocoast radio operations.

Y & R LISTS NEW FALL ASSIGNMENTS

NEW producer assignments for
Young & Rubicam’s radio pro-
grams starting this fall have been
announced as follows:

HOLLYWOOD SHOWS:

New Adventures of Sherlock
Holmes, Chicago, sponsored by
Dell Records, 250; Old Time
Radio, 250; Blue Ribbon
Barker, 150; The Shadow, 150;
Mr. District Attorney, 100; The
Bourbon Street Ballet, 100; The
Secret Agent, 50; The Racketeer,
50; The Return of Doctor Fu Man-
chu, 50; The Perils of Pauline,
50; The Three Musketeers, 25; The
Grim Men, 10; The Great
Broadcast, 10.

NEW YORK SHOWS:

Hop Harrigan, Harry Langman; We
Love and Learn, Mary Harris; Two on a
Clue, Robert Coote; Bulldog Drummond,
John Marin; Happy Island (starring Ed
Wynn), Wabus; Coast to Coast; World
Today, Peter步; Kate Smith Hour, Ted
Collins (agency producer unassigned);
The Aldrich Family, Ed Duett; Great
Moments in Music, (Producer as yet
unassigned); Alan Young, David
Elliot; March of Time, Lester Vail;
We, the People, Joe Hill; News
Radio, Mal, Harry Hacket; My Best
Girl, Ken McKeever; Mystery Theater,
Frank Telford; Fannie Hurst, Presents,
Eric Pinker; Bright Horizon, Day Tuttie;
Paul Pfeiffer; Dakota Down; Barbara
Jackson, M.D.; Ralph Butler; Kate
Smith Speaks, Day Off.

Harry Ackerman will be asso-
ciated director in charge of all pro-
duction. The supervisors are George
Garret, Joe Hill, Ed Duerr and Glennham Taylor.

Compton Expands

COMPTON ADV., New York, is
adding four new members to its
radio copy department, including
William Thomas, former NEC scrip-
turer; and Mildred Kearney, formerly
of H. B. Humphrey Co., Boston. Other
additions are from the Rivers, formerly
of Knox-Reeves Adv, Minneapolis,
where he worked on space and radio
work for General Mills and Bob
Kuhn, who joined the West Coast
office of Compton as a commercial
writer on Crisco. Mr. Kuhn was associ-
ated in advertising with Ruthrauff &
Ryan in New York, and later in Holly-
wood, where he worked on copy for
Lever’s Bob Burns show on CBS.

CHICAGO TRANSFORMER Corp.,
Chicago, has begun sponsorship on
WGQ Chicago of a quarter-hour mu-
sic program beginning Sept. 6, 7:45-8
p.m. (CTW). The program is to
be heard on WGN and WMAQ.

MELVILLE SHOE Corp., New York
(Tom McAu shoes), has renewed its
52-week contract with WLB Chi-
ago for Monday through Saturday.
Airtime is from 7:30 to 7:45 p.m.
(CTW). Agency is in N. W. Ayer
& Son, New York.

FORD-HOOPKINS Co., Chicago,
announces a three-week rating in-
spection test of an hour program,
11:00-12:00 p.m. (CTW) on WMAQ.
Contract is for 20 weeks through H. W.
Kantor & Sons Adv., Chicago.

W. W. WHITNEY Co., Chicago,
on Sept. 6 is to change the time of
America in the Air from Sundays 3:30-
6:30 p.m. CTW over WBBM Chi-
ago. Agency is J. Walter Thompso
Co., Chicago.

PHILIPS do Brasil S. A., Brazilian
producer of radios and other elec-
tronics, has announced its
100th birthday. The company is
expected back in the United States in
1944.

UNION PACIFIC RAILROAD is
sponsoring a series of programs on
KANSAS CITY (CTW). The programs
are handled by the Scott Advertising.

BERNARD M. KLIEMAN, former ad-
vertising and promotion manager of
J. Schneiderson & Sons, New York,
has been appointed advertising direc-
tor of the Gruen Watch Co., Cincin-
ati. He replaces Dus Hall who recently
entered the armed forces.

GIMBEL BROS., Inc. (department store) Sept. 9 starts on WOR New York, Saturday, 10-11
a.m. Calling All Girls, trans-
scribed features produced in con-
junction with the magazine of the
same name and packaged by Frederick
W. Ziv, Chicago. Series is being
sponsored by the Gimbels Chain, and
is designed for department store advertis-
ing. Business is placed direct.

ADMIRAL Corp., Chicago, has re-
appointed McClean Distribution Co.,
Charlotte, N. C., as distributor for all
Admiral products in the Char-
lotte district.

N. W. Ayer Expands

N. W. AYER & Son, Hollywood has
announced additional office space at 1695
N. Vine St. Charles Herbert, former
CBS New York producer, has joined the
agency as assistant general manager, and is
assigned to CBS Electric Hour starting
Sept. 11. Ivan Hill, assistant general manager,
agency vice-president in charge of radio, has
returned to New York following con-
fereces in Los Angeles and San Francisco.
Cheers like these for U. P.'s superb coverage of all the fighting fronts are heard every day.

What especially has brought forth bravos from broadcasters is U. P.'s unprecedented advance supply of background material—as much as 45,000 words of it—for use with spot news flashes. This enables U. P. clients not only to seize listeners' interest but to hold it.

The service-plus job which U. P. has turned in it will repeat on V-Day—and every day before and thereafter when big news is on the brink of breaking. In addition to the fastest news, U. P. will continue to provide the fullest news background.

U. P. is foremost in radio news, with more clients than all other services combined. The reason why it is foremost is that it offers most.
KMYR Drops Middle Newscast Commercials

KMYR Denver eliminated all middle commercials in its newspaper effective Aug. 6, and reports that not a sponsor balked. A brochure is being prepared for agencies, local accounts and advertisers.

First station to eliminate middle commercials in news broadcast was KSD St. Louis, NBC outlet. The station has also established a policy of not accepting news sponsor- ship from middle commercial advertisers or from sponsors who use time exclusively for the sale of vitamins. KMYR had announced elimination of middle commercials in news broadcasts.

WJR Clients Stay

WJR, Detroit, has not lost an advertiser because of its new policy restricting newscast advertising. Charles Burke, WJR sales manager, announced last week.

The new policy, effective Sept. 1, as announced by WJR Vice-President Leo J. Fitzpatrick, eliminates the middle commercial and adopts a pattern which permits not more than 45 seconds of opening and 75 seconds of closing announcements on quarter-hour newscasts.


Fuel Firms to Use Radio

A PUBLIC relations program designed to create an understanding of the need for fuels, radio commercials and win friends for the industry has been inaugurated among 35-5000 fuel oil distributors by the Petroleum Industry War Council, headed by J. W. Connolly, of the Standard Oil Co. of New Jersey.

Campaign material includes a portfolio of advertising tools with suggestions for radio commercials. McKesson-Robbins Co., B. C. Tandy, has furnished advertising in preparation of the program. In a letter seeking cooperation from members of the fuel oil industry, the Council stated that $50,000,000 will be spent by allied industries in the promotion of conservation of all fuels, for insulation, weather-proofing and fuel conservation methods.

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marks the spot

PAST

FUTURE

ASSURED

PROVEN

WGRC BASIC Mutual

LOUISVILLE'S TRADING AREA
= 47% of Kentucky's population
= 57% of its buying power

BURN-SMITH *National Representatives
**FASHION PROGRAM TO BE SYNDICATED**

DEPARTMENT stores will have a new vehicle for radio advertising with Tobe, New York, program of commentary on fashion, beauty care and similar subjects with contest tie-in, to be available as a syndicated live and transcribed feature beginning Sept. 4. Stores in 30 cities had already contracted for the series of 15 weeks with renewal options last week, according to Tobe, New York, fashion and beauty authority, owner and originator of the program. Show is heard live on WOR New York under sponsorship of Bloomingdale's, New York.

Outstanding feature is a contest inviting listeners to submit topics for discussion by Tobe to the local sponsoring store, which awards prizes of $5 in merchandise for the best entries. Store forwards winning ideas to Tobe who makes two awards of $10 each in store merchandise for the best of all national entries, and includes them in her programs each week.

Disc is set up as a twice-weekly quarter-hour feature, with contest tie-in for live copy by the sponsor to promote merchandise and announce contest. Tobe then makes addition to discussing fashion and beauty problems and various topics suggested by her listeners, presents Hollywood gossip and other items in "signposts", brief concluding feature. Disc is cut and distributed by RKO Recording Division, New York.

**CKCL Toronto Control Acquired by J. K. Cooke**

ANNOUNCEMENT was made last week that Jack Kent Cooke, president of the Toronto Broadcasting Co., officially would take over control of CKCL Toronto on Aug. 28, the station to be thereafter identified as CKLY and to operate on a 24-hour-a-day and 365-day-a-year schedule of new programming and policy. Purchase price for the 1,000 kw metropolitan outlet on 580 kc, previously operated by Henry Gooderham, was not disclosed.

Mr. Cooke, long associated with independent broadcasting in Canada, had up to the first of this year served as general manager of Northern Broadcasting Co. and is identified with the organization and operation of such Canadian stations as CKRN Rouyn, CKVA Val d'Or and CHAD Amos, Que. He also has been associated with the installation and management of CKWBS Kingston and CHPX Peterborough, Ont. Mr. Cooke joined Northern Broadcasting in 1935 when that organization operated CKGB Timmins, CJKL Kirkland Lake and CFCH North Bay, Ont. He was appointed general manager in 1938.

**Jackson Local Granted**

NEW STANDARD station on 1490 kc with 250 w and unlimited time, for Jackson, Miss., was granted by the FCC last week to Broadcasting Co., a partnership composed of P. K. Ewing, owner of WQHM Greenwood, Miss., and F. C. Ewing, general manager of the station. Transmitter and studio locations for the new outlet are still to be determined.

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**OWI PACKET, WEEK SEPT. 18**

Check the list below to find the war message announcements you will broadcast during the week beginning Sept. 18. All descriptions contain the 30-second announcement suitable for sponsorship and three 30-second chain breaks on each side of disc. Tell your clients about them. Plans schedules for best timing of these important war messages.

**WAR MESSAGE**

**STATION**

**ANNOUNCEMENTS**

**GROUP**

**GROUP**

**NET-**

**WORK**

**PLAN**

**NET-**

**WORK**

**PLAN**

**AFF.**

**AFF.**

**10**

**10**

**Ind.**

**Ind.**

**Live**

**Live**

**Trans.**

**Trans.**

Christmas Mail

War Bonds

Red Cross Home Nursing

WAVES

Coca Cola

Carolee Talk

Play Square with Gasoline

See OWI Schedule of War Messages 126 for names and times of programs carrying war messages under National Spot and Network Allocation Plans.

**W. E. Long Co. Tells FCC Its Programs Are Entirely Free of Lottery Inference**

"TELEPHONE MONEY" shows sold by the W. E. Long Co., Chicago, are free of lottery inference, the FCC is informed in a letter sent by E. J. Sperry, director of radio for Long. Copies of the letter were sent to a long list of Commission members and legal personnel and to trade journals.


Attached to the letter are copies of two articles in Broadcasting, dealing with giveaway programs.

**Dept. Stores Sponsor**

TWO Washington department stores have been added to the list of sponsors by WTOP. Claude Man-

**N. Y. Ad Course**

THE ADVERTISING and Selling Course of the Advertising Club of New York opens its 21st year Oct. 9, with a series of Monday and Friday night lectures, to be held this year at the headquarters of the Engineering Society, 29 W. 39th St., New York. Designed to begin in Feb-

**KEYSTONE Broadcasting System**

now has a total of 269 affiliates, with the recent addition of three Ken- nucky stations—WTOI Hopkinsville; WSON Henderson and WPAD Paducah.
CONSIDER

Simplicity of Control

WHEN YOU SELECT A NEW TRANSMITTER

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

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

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

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

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

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

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

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

PLACE YOUR ORDER NOW FOR YOUR POSTWAR TRANSMITTER

By placing your order today for a Westinghouse transmitter, you assure yourself of the fastest possible delivery following the lifting of wartime manufacturing restrictions. We are scheduling deliveries in the sequence in which orders are received. For details, write Westinghouse Electric & Mfg. Company, Dept. 1NB, P. O. Box 868, Pittsburgh 30, Pa.
Come into a huddle with Hall
Touchdown Time with Halsey Hall, an expert wise in the ways of Northwest sports, is a new series of WCCO broadcasts that will follow the 1944 football fortunes of Minnesota's own Golden Gophers. There's room at Hall's microphone — part of the time — for some smart sponsor.

Football in the Northwest is like baseball in Brooklyn — and, up here, the Golden Gophers are football. Yet they might as well play without goal posts as without Halsey Hall at the mike. He's reported their deeds, via radio and newspapers, for 20 years now. Never missed a game.

His actual play-by-play descriptions of Minnesota's Saturday battles this fall can't be sponsored. But half an hour before each one starts, WCCO will offer Touchdown Time — a 25-minute preview of the day's football highlights across the country, transcribed by Hall, plus live college melodies and songs by The Backfield Men.

Five minutes before gametime, Hall comes on the air from the stadium; keeps up a swift play-by-play account (non-sponsored) until the final whistle. Then, when it's all over, WCCO listeners get Part 2 of Touchdown Time — a game review appraising every aspect of the afternoon's contest.

These before-and-after summaries are available, singly or as a pair. They'll be heard by a large, enthusiastic audience of Northwest fans who follow Halsey Hall as faithfully as they do the Golden Gophers.

Giving our listeners the best in football broadcasters is one more plus-mark in WCCO's long record as "Good Neighbor to the Northwest." If you want to get into a huddle with Halsey Hall and do some sales-scoring of your own in the Northwest, just call on us or the nearest Radio Sales Office.

Good Neighbor to the Northwest

Represented by Radio Sales, the SPOT Broadcasting Division of CBS.
McGeehee (Continued from page 72)

each radio station can be heard clearly by those who live in those areas?

With these contour lines established, the total population available to hear the signal is readily obtained.

That information is fundamentally what advertisers want to know; that is what is needed to compare the opportunities for advertising to be read in newspapers, and magazines—and heard in radio—on a comparable basis.

List of Functions

Why not, then, an “Audit Bureau of Radio Circulations”, organized and controlled by advertisers, advertising agents, and station owners, to do for the radio industry one “research” job, and one research job only, by performing these functions:

1. To establish the procedure through which, by generally accepted and universally applicable engineering standards, the average primary and secondary contours of each radio station can be ascertained, the areas in which each radio station’s signal can be heard clearly.

2. Seek to induce all radio stations to cooperate in their signals in conformity with this standard procedure, publishing this information periodically for the interest of advertisers, together with a calculation of the number of persons residing in these areas, i.e., the number of persons who have an opportunity to hear the station’s programs.

3. Auditing and certifying to the measurements and statements of the station owners.

Mechanical Methods

Of all research methods, the technic least subject to debate, difference of opinion, argument or distortion is that which relies upon mechanical methods of measurement. Few dispute the validity of a meter reading or tape recording. Many deny the absolute accuracy of any research which involves the human and psychologically uncontrollable elements in personal interviewing, manual tabulating, and interpretation.

There can be little dissent from the accuracy of station signal areas measured by proper mechanical means.

And there is little doubt about the essential reliability of the U. S. Census, and interim population estimates derived from Government and other reputable sources.

Once these two absolute factors are combined, on an identical and therefore comparable basis, in the measurement of audience potentials for every radio station in the country, the succeeding steps in a further refinement of radio’s ABC are obvious:

(a) Measurement of the areas within the primary and secondary contours in which station signals fall below the established basis of contour definition—and the elimination of population residing within these areas from the total credited to the station within its contours.

(b) Separation of daytime and nighttime contours, with proper population adjustments.

(c) Study of seasonal variations in territorial coverage.

(d) Analysis of age, sex, economic, intellectual and other population characteristics within the station’s contours.

(e) Exploration of the amount and character of each station’s potential audience which is available, by hours, days, seasons.

Pointed questions are beginning to be asked about radio’s actual audience. More questions will be asked when advertisers have goods to sell again, when war contracts are terminated, when every dollar of advertising expense must be justified by facts.

Jolliffe (Continued from page 78)

band must be made without complete information. Assumptions must be made which are based on the best information available and decisions made which seem to be technically sound. This is not a situation which is new to allocation engineering. Allocation, to be effective, must always precede complete use.

Because of the large number of claims for use of frequencies and the lack of complete information as to what is possible, it will be necessary to make compromises and it will be impossible to meet all the requests of the claimant services. In the past it has been possible to make assumptions and arrive at compromises and conclusions which, through the years, have been found to be fairly satisfactory. It is expected that in the present discussions, compromises will be agreed to and the best engineering answers determined.

The present extension of the frequency spectrum will produce many new services and much improvement in many existing services. Much depends on the ability of engineers to look ahead and make reasonable predictions of things to come. The future successful operation and expansion of many radio services will depend on decisions and recommendations made now as to the orderly arrangement of this spectrum. It is expected that all engineers engaged in this work will realize their responsibilities to the engineers of the future who must make this allocation work.

Wichita KFH

SMOOTH WORK IN BOOM TOWN!

A selling job is smooth work, too in booming Wichita! For Wichita has the perfect set-up for record-breaking sales today and tomorrow! Wichita’s doubled population has likewise doubled its buying power per family. This lush spendable income is reflected in $16,000,000 in retail sales monthly, topping every city in the great Southwest; in second place for sales increases in the entire Nation! Booming Wichita is an airport center today . . . and Aviation is here to stay! Bucked by its basic wealth in agriculture and oil, Wichita will remain your easiest ‘push-over’ market.

Your sales increases in Wichita will stick if you stick to that Selling Station in Kansas’ Richest Market—

KFH WICHITA

CBS 5000 WATTS DAY & NITE ASK ANY PETRY OFFICE

Farmers’ Aid

CJLK Kirkland Lake, Ont., broadcasts a resume of the day’s programs every morning for rural listeners. Because these listeners do not have their sets on all day to conserve hard-to-get batteries, the station broadcasts its program resume so that listeners may know when their favorite programs will be broadcast by the station.
Why AMPEREX

WATER and AIR COOLED TRANSMITTING AND RECTIFYING TUBES

Even for small Amperex tubes, extraordinary processing temperatures are specified by our engineers. To achieve these, we employ high frequency induction heating with high power water cooled tube generators. This "Amperextra" drives the occluded gases from the tube elements, after which they are pumped out in an operation for which specific and unique equipment was devised in our own tool shop. A better Amperex tube is the result... as substantiated by operating economy and an increased number of working hours per tube.

AMPEREX ELECTRONIC CORPORATION

79 WASHINGTON STREET BROOKLYN 1, N.Y.
EXPORT DIVISION, 12 EAST 40th STREET, NEW YORK 16, N.Y., CABLES: "ARLAB"

SHARE YOUR BLOOD WITH A WOUNDED SOLDIER... VISIT YOUR BLOOD BANK TODAY
THE BRANHAM COMPANY

Chicago
New York
Detroit
Atlanta
Dallas
Charlotte
St. Louis
Memphis
Kansas City
San Francisco
Los Angeles

Smith on Video
(Continued from page 70)

antenna would be anchored to the building framework.
A station on the outskirts of the city would be located so as to provide satisfactory signals to residential areas. It would be placed in a locality free from noise. The plot would be large enough to contain studio and transmitter buildings and provide room for expansion. One large studio, one smaller studio, a control room, dressing room, storage space, film projection room and offices would comprise the operating portion of the building. The transmitters could be placed in the same structure or perhaps preferably in a smaller building at the other side of the plot. A tall steel tower would support the antenna.

Truck Needed

The video equipment would consist of three studio cameras, two film cameras, associated control equipment, monitors, etc. Audio equipment would comprise directional, high gain microphones slung or mounted on boom stands together with control room apparatus.

In either studio location, the use of portable type video equipment for initial installation is a possibility.

A light truck equipped with portable television pickup equipment is practically a "must" for any television station.

The factors which will vary widely with each situation are installation cost, rent or buildings, antenna support (roof modifications or supporting tower), transmission line, video studio to transmitter connection and accessory items.

The planning of a television station is, of course, far beyond the scope of a brief article such as this. The prospective station owner should avail himself of the best advice in considering the problems in detail. However, it is hoped that this material will indicate the possibilities of getting started in television, of the necessity of growing with the art and of the wisdom of starting on a reasonable basis and planning for future expansion.

Fighting Tropics
GOOD NEWS for fighters in the Pacific is the disclosure that the new research laboratory at the Belmont Radio Corp., Chicago, is undertaking intensive studies in tropicalization, the prevention of fungus growth in electronic equipment. When the Signal Corps recently released information on tropicalization in connection with battle equipment in the South Pacific, Belmont's part in the work was revealed to the public.
It's Too Soon for a Television Price Tag

ONE of the earliest recorded examples of snap judgment was set by an anonymous woman who never got to be anybody known as Jack's mother. She was the lady, if you haven't forgotten your "Jack and the Beanstalk," who berated her son needlessly for windming up a series of transactions with a handful of beans. The point is that said beans turned out to be a most fortuitous investment, what with golden eggs in the air and the fair dame might have witheld her fire until she knew a little bit more about the potenitalities of the bean business.

Television has its short-sighted parents, too; and they're attempting to evaluate the medium without taking into consideration what must be, in a sense, the four most important aspects—its selling possibilities. After over a year of exploring this extremely vital avenue, I'd like to recommend a revision of the figure on the television price tag. In fact, it seems to me that it might be an excellent idea to leave the thing blank until—we'll, until. There's going to be a lot more money in the television bean business than most people seem to realize.

A Dynamic Force

During a commercial television career that has serviced such variegated clients as Park & Tilford, Tintex, Official Detective Magazine, Alfred Dunhill of London, Click Magazine; Harvey Wines, Real Story Magazine and Casual Clothes Inc.—such services as WAC recruiting, the Pat Salvage Campaign, and the AWVS, we've had a chance to explore the drawing possibilities of the medium. This experimentation has convinced us that television is destined to be the most dynamic selling force in history.

For example, there is the classic story of the Yale professor and folding globe. His demonstration of a $1 article drew over 200 letters—this, at a time in television's development when the known maximum is somewhere around 5,000 sets available to receive an advertising message. Those of us with radio background know that this would be an astounding percentage of direct sale, even accepting the highly improbable circumstances that 100% of the receivers were in working condition—which isn't very likely—and that every listener was at his post—which is, to say the least, improbable.

Then there was the Casual Clothes fashion show. Several women called to inquire about the price of costumes displayed immediately after the telecast, and several sales of expensive garments were made. This, again, at a television time when there is neither color nor sharp detail.

The WAC show deserves mention here, too, since it had its selling job to do, too. Its effect on the viewing audience was potent—so much so that one girl in the 42nd floor viewing room at WABD was so moved that she took advantage of a five-minute film interlude to come into the studio and volunteer—and was sworn in over the air before the show was over!

Too Expensive!

Yes, television will sell merchandise, and sell it dramatically. As a department store executive said to me after a recent telecast, "Our industry spends millions of dollars primarily to get attention to our stores for demonstrations and sales talks. With television, you accomplish the most difficult part of the selling job for us, convinving and graphically." And he was right; your television salesman can do just about everything short of putting the fountain pen between the prospect's fingers.

This whole situation isn't especially new, incidentally. I remember sitting in on a conference of space salesmen almost 20 years ago, at a meeting called by the advertising manager of a midwestern newspaper, to discuss the potential threat radio offered to newspaper advertising. The prevailing break was an optimistic note; rumor had it, it seemed, that half-hour radio programs were going to cost as much as $500 apiece, and it was the unanimous opinion of the advertising men present that no advertiser in his right mind could be induced to waste THAT kind of money.

A year of commercial television convinces me that today's estimates of tomorrow's television costs are largely fallacious. Oh, I'm not quarreling with the estimates as such, although in many cases I'm pretty sure that they're overly pessimistic. As a matter of fact, I've had a lot of experience budget-wise too, and I know a lot of television commercials that are ripe for the cutting.

Two-fold Objection

My objections are two-fold: First, of all, I think that there's altogether too much invidious comparison with the radio budget. Radio has long been in the fantastic stage; soaring talent costs, based on what are often quite nebulous values, are rapidly becoming the aircasting norm.

I feel that television budget is going to be affected favorably by an influx of show people, for television is simply show business turned into mass communications. Those show people have, for many years, been accustomed to working under restricted financial conditions. I think that if you contrast the thinking which has developed half-hour radio programs loaded with $15,000 to $25,000 talent fees—and there are at least several in that category—with the practical showman's spending—the kind that turned out a two-hour "Oklahoma!" for $50,000 to $60,000 and dramatic shows for a fraction of that—you will get the general idea.

What Can It Do?

My other objection to premature pricing is the total impracticability of attempting to set a figure on a horse race until you've found out how fast it can run. A sponsor, aside from being a mysterious individual, is a hardheaded business man. He's primarily interested in the sale of shoes, or toothpaste, or what have you. He's far less interested in the expenditure than he is in the income; in other words, he hasn't any objection to investing a dollar that comes back to him with interest. That's why I say that you can't put a price tag on television until you know how much toothpaste it will sell. If a telecast sells, let's say, four times as much toothpaste as its radio counterpart, isn't it conceivable that a talent budget of two to three times the cost of the radio show may still be within the realm of economic common sense?

Let's not forget today's radio lost motion, either. Half-hour network commercials rehash—and expensively—from several hours to several days. Television isn't going to need much more time—or much more money. It'll be a matter of using your time—and your money—to better advantage.

Learning the Hard Way

Commercial television, it goes without saying, has a long, hard pull ahead. We're making—and correcting—mistakes almost weekly. And we're stowing away a lot of invaluable—and pertinent—facts as we go. We're experimenting with expensive shows and inexpensive ones, long commercials and short commercials, that are partly visual and partly oral, commercials that are part of the basic action and commercials that are entirely separate. We're working with large casts and small casts, variety shows and dramatic shows, educational programs and shows that are purely informational.

And, through it all shines the important fact that brings me right back to my starting point: Let's do a little more considered thinking about the television beanstalk. It's going to justify a liberal expenditure of the advertiser's "Jack".

RAYMOND E. NELSON blames his entry into television on the mistaken idea that a director of daytime programs didn't have anything to do evenings. At any rate, Ray was director of daytime programs at WOR New York when that station began experimenting with television by putting on a weekly telecast at WABD, Du Mont video station, and Ray was assigned to superivise production. The anticipated chore turned out to be a challenging experience and after nearly two decades in radio as actor, announcer, sportscaster, program director and production manager, Ray found himself an enthusiastic television pioneer. Since joining Charles M. Storm Co., in charge of radio and television, he has produced several score sight-and-sound programs for the agency's many clients.

MR. NELSON
## Transfer of Control of Licensee Corporations Authorized by FCC Since January 1, 1944

(As of Aug. 16, 1944)

### LICENSEE, LOCATION AND ASSIGNMENT OF STATION
- Twin City Broadcasting Co. (WCOU) Lewiston, Maine 1240 kc, 250 w, U
- Cascade Broadcasting Co. (KTYY) Yakima, Wash. 1460 kc, 500 w, U
- WHEB, Inc. (WHEB) Portsmouth, N. H. 750 kc, 1 kw, LT
- WKNE Corporation (WKNE) Trenton, N. J. 1340 kc, 250 w, U
- WHEB, Inc. (WHEB) Lewiston, Maine 920 kc, 1 kw, U
- WKNY Corporation (WKNY) Kingston, N. Y. 1400 kc, 100 w, U
- Main Broadcasting Co. (KING) Portland, Maine 1290 kc, 5 kw, U
- WPGG Corporation (WPGG) Philadelphia, Pa. 1030 kc, 5 kw, U
- Sagam Broadcasting Co. (WSAM) Saginaw, Mich. 1400 kc, 250 w, U
- Sagam Broadcasting Co. (WSAM) Saginaw, Mich. 1400 kc, 250 w, U

### TRANSFEROR
- Jean B. Couture, Deceased
- Dr. J. R. Blayno
- L. E. Wallgren
- R. G. LeTourneau
- A. Harry Zoog
- Bert Horwell—84%
- Beverly Gordon Horwell—35%
- Pauline Mayer Gordon Estate—36%
- Daniel David Palmer
- Roy E. Blasen—499 shares
- Daisy B. Blasen—1 share
- Thompson L. Guernsey
- Philadelphia Record Co.
- Benjamin F. Feiner, Jr.—500 shares
- Morris S. Norville—125
- Louis J. Ferman—125
- Adolph Groesebman, Deceased—55 shares

### TRANSFEREE
- Faust O. Couture (Son of Jean B. and Mgr. of station)
- A. W. Talbot (Owner KGEZ and KEVR)
- Charles M. Dale (Attys. and Mayor of Portsmouth)
- Elmer H. Wene (Son now has 11/2 shares—46%) Chicken Hatchery business and Congressman)
- M. F. Wilder (Owner and H. C. Wilder (also own interest in WSYR and WTRY)
- Dr. J. Palmer, Mabel Palmer, Daniel David Palmer and Wm. M. Brandon
- L. M. Bennett (Part owner and Mgr. WHBU)
- Eastland Broadcasting Co.
- William A. Banks (Employed Station WIP)
- Myer Winemalbel—107
- Max C. Swearingen—107
- John J. Laura—107
- Richard Fiebold—107
- Jack N. Berman—107
- Alex Fiebold—107
- Louis Berman—107
- Milton L. Groesebman (Son of Adolph)

### CONSIDERATION AND DATE AUTHORIZED
- 850 share bequested to son by will.
- 1-4-44
- 125 shares—100%, $27,500.00.
- 1-11-44
- 750 shares—100%, $60,000.00.
- 1-11-44
- 43 1/8 shares—11%, $4,685.75.
- 1-11-44
- By lease of Preferred stock.
- 1-11-44
- 100 shares—100%, $7,000.00.
- 1-18-44
- No money involved. Trust agreement to father, mother, son and friend to keep stock in family.
- 1-18-44
- 500 shares—60%, $10,000.00.
- 1-21-44
- 100%—$160,000.00.
- 2-1-44
- 200 shares—100%, $22,500.00.
- 2-8-44
- 750 shares—60%, $12,500.00.
- 2-17-44
- Oral agreement.
- 2-17-44

(Continued on page 188)
Drop anchor at Standard Radio Headquarters in the Palmer House during the NAB Convention—and spin a yarn with those well-known "sale-ers" JERRY KING, MILT BLINK, ALEX SHERWOOD, JACK RICHARDSON, HERBERT DENNY, and GUS HAGENAH. You'll find it a mighty friendly harbor—and maybe we can help you set your course for the Port of Postwar Prosperity!

Standard Radio
"THE MOST POPULAR OF THE LIBRARY SERVICES"

NEW YORK • CHICAGO • HOLLYWOOD • DALLAS
TRANSPEROR

Lehigh Valley Broadcasting Co. (WSAN) 1479 kc, 50 kw, 32,1944
Allentown, Pa.

Palm Beach Broadcasting Corp. (WBTA) 1450 kc, 250 kw, 32,1944
Palm Beach, Fla.

Thomson Broadcasting Co. (KTHB) 1480 kc, 250 kw, 32,1944
Springfield, Mo.

KOV, Inc. (KOCW) 1490 kc, 250 kw, 32,1944
Jacksonville, Fla.

Poughkeepsie Broadcasting Co. (WPXQ) 1490 kc, 250 kw, 32,1944
Poughkeepsie, N. Y.

Richards and Rogers Co. (WLAQ) 1500 kc, 5 kw, 32,1944
Lawrence, Mass.

Southeastern Broadcasting Co., Inc. (WAHA) 1500 kc, 5 kw, 32,1944
Springfield, Mo.

OMC Broadcasting Co. (KOMC) 1500 kc, 5 kw, 32,1944
Omaha, Neb.

Central States Broadcasting Co. (KPOB) 1500 kc, 5 kw, 32,1944
Lincoln, Neb.

Krocero Broadcasting Co., Inc. (KTBV) 1500 kc, 5 kw, 32,1944
Tacoma, Wash.

KETM Radio Corp. (KETM) 1500 kc, 5 kw, 32,1944
Los Angeles, Calif.

WDSM, Inc. (WDSD) 1500 kc, 5 kw, 32,1944
Superior, Wis.

Black Hills Broadcasting Company of Rapid City (KBHF) 1500 kc, 5 kw, 32,1944
Rapid City, S. Dak.

Indiana Broadcasting Co. (WIBC) 1500 kc, 5 kw, 32,1944
Indianapolis, Ind.

Sweetwater Radio, Inc. (KXOK) 1520 kc, 250 kw, 32,1944
Sweetwater, Tex.

Arkansas Broadcasting Co. (KEBA) 1520 kc, 250 kw, 32,1944
Little Rock, Ark.

WCOL, Inc. (WCOL) 1520 kc, 250 kw, 32,1944
Columbus, Ohio

KID Broadcasting Co. (KID) 1550 kc, 600 kw in 5 kw-LS, U
Idaho Falls, Idaho

Silver Broadcasting Co. (KWAL) 1560 kc, 600 kw in 5 kw-LS, U
Wallace, Idaho

Palm Beach Broadcast Co. (WPGF) 1840 kc, 250 kw, U
Palm Beach, Fla.

TRANSPEROR

Allentown Call Publishing Co.—495 shares
Royal W. Weller—50
J. Calvin Shummanber, Sr.,—165
David A. Miller—11
Fred W. Weller—115
Samuel W. Miller—60
Donald P. Miller—50
Miller and Associates—50

Silver City—100 shares
C. L. McElwain—120
Lee W. Jacobs—20, Will Promagation Mgr. KPFJ, temporarily employed at newspaper.

Palm Beach—495 shares
Glenn E. McCormick—50
Paul W. McElwain—170

H. B. Read—150 shares
Lee W. Jacobs—20, Will Promagation Mgr. KPFJ, temporarily employed at newspaper.

Springfield—250 shares
Lester E. Cox—142
Ralph D. Foster—845
C. Arthur Johnson—695
L. M. Magruder—7

Springfield Newspapers, Inc.—50 shares
W. C. Smyle—1

M. E. Callister

Wallace, Idaho

Lawrence, Mass.

Palm Beach, Fla.

(Continued on page 182)
Today and Tomorrow

Specialists in Broadcast Engineering
AM·FM·Television·Facsimile·Relay

RING and CLARK
CONSULTING RADIO ENGINEERS
MUNSEY BUILDING · WASHINGTON, D. C.
Damm Replies to Lodge
(Continued from page 54)

all years. The phenomenon of very short bursts of long distance interference appears to be closely associated with, and possibly a manifestation of, sporadic-E transmission of these effects. However, it is not such as to seriously impair the value of those frequencies. It may also be stated that no radio frequencies are free from transmission vagaries.

I surmise that a general statement of this kind is all that the Panel wishes. If it desires specific propagation data so as to go into the subject quantitatively I shall be glad to use the records of the military committee which controls the work of my laboratory.

Note particularly the portions of Dr. Dellinger's letter which I have italicized. It would seem that this opinion coming from a man who obviously has more accumulative information on this subject available than anyone else should settle this issue once and for all. It did in so far as the membership of Panel 5 was concerned and for the time being it did for Mr. Lodge too. After Mr. Jansky had submitted Dr. Dellinger's reply to the Panel for its information, the Panel voted 27 to 11 in favor of keeping the FM band at that portion of the spectrum where it now is located, namely in the vicinity of 800 megacycles. Mr. Lodge voted with the majority on this issue.

Scope of Data

Now, a diligent search for truth on the part of the Acting Chief Engineer of CBS is to be highly commended. However, there is a difference between a presentation of all of the facts and emphasis of only those which substantiate a given conclusion. Why does Mr. Lodge refuse to accept the verdict of the highest and competent authority to which he, himself, desired this question referred? Why do we have so widely published in your magazine this attempt based upon what is obviously a limited amount of data to find fault with the present position of FM when even a layman like myself knows that FM is better able to overcome interference and noise than any other type of modulation?

If we cannot use this portion of the spectrum for an FM modulation service, in the name of all that's fair and reasonable, what kind of a service can we use it for? Certainly not television as is intimated by the Interdepartmental Radio Advisory Committee, because in accordance with the Television Panel's own report, television is 26 to 50 times as vulnerable to interference as FM. In the light of all available facts, what better place in the radio spectrum is there for FM broadcasting? Is thorough engineering being used to guide the proper development of the radio art or is engineering data limited in scope being used to substantiate conclusions already reached?

The marked superiority of FM broadcasting over anything now possible in the AM band has been amply demonstrated and is admitted by all. No portion of the radio spectrum possesses ideal characteristics for any service. As Dr. Dellinger has so succinctly put it: "It may also be stated that no radio frequencies are free from transmission vagaries"; therefore, until someone adequately and completely proves that when all of the facts are considered there is a better place for FM broadcasting than in the vicinity of 50 mc, let's quit trying to focus a microscope upon minute flaws in the ether which everyone admits exist and direct our honest and sincere attention to the development of the kind of a radio broadcasting structure which the people of the United States are entitled to and which takes the fullest possible advantage of the tremendous noise and interference reduction properties of Frequency Modulation.

First we had to dispel the smoke screen of automobile ignition interference—that this bugaboo would forever make an FM broadcast system impossible. Now it's the smoke screen of bursts. Now it's sun spots. Each in its turn was proven just what it is—a poorly conceived argument against the almost miraculous acceptance of FM by the majority of not only engineers but that part of the public which had a fair contact with FM broadcasting.

WALTER J. DAMM,
President
FM Broadcasters Inc.
Milwaukee,
Aug. 18.

Surprises in Television Seen by Dr. De Rosa

DR. LUIS DE LA ROSA, of Mexico City, chairman of the National Chamber of the Radio Broadcasting Industry, Mexico, and a member of the Federal Commission on Radio of the Dept. of Communications & Public Works of Mexico, who recently came to this country to study radio developments, shortwave a talk to Mexico through the facilities of NBC's international department.

His address, re-broadcast by XEW, NBC Pan-American Network affiliate in Mexico City, Dr. De La Rosa predicted that in the not-too-distant future, radio, before any other medium, will announce the complete victory of our arms and ideals.

Television, which will soon be within the reach of the most humble, he said, "reserves for us really incalculable surprises . . . and will become a very important factor in the raising of the cultural level of the people."

There are 172 stations in Mexico this year as compared to one in 1925, and there are more than 1,800,000 radio sets in the Republic of which 200,000 are in Mexico City and its environs, he stated.

Spots for Thieves

THIEVES—WTAG Worcesters has a message for you! Keep your radios tuned in and hear the daily announcements on that station telling you that those War Bonds you have been lifting from their owners are redeemable only by those to whom they are issued. WTAG also tells the owners to record bond serial numbers.

The Mid-South Network (World's Smallest), affiliated with The Mutual Network (World's Largest), points with pride to this picture of listening in Columbus, Miss., as recorded by C. E. Hooper, Inc., for the Spring of 1944:

<table>
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<tr>
<th>INDEX</th>
<th>WBBI</th>
<th>STA. &quot;B&quot;</th>
<th>STA. &quot;C&quot;</th>
<th>STA. &quot;D&quot;</th>
<th>OTHERS</th>
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<tbody>
<tr>
<td>8:00 AM—12:00 NOON</td>
<td>84.8</td>
<td>1.9</td>
<td>8.2</td>
<td>1.9</td>
<td>3.2</td>
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<td>MON. thru FRID.</td>
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<tr>
<td>12 NOON—6:00 PM</td>
<td>85.6</td>
<td>6.7</td>
<td>7.7</td>
<td>0.0</td>
<td>0.0</td>
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<tr>
<td>MON. thru TUES.</td>
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<td>6:00 PM—10:00 PM</td>
<td>61.9</td>
<td>11.8</td>
<td>11.3</td>
<td>5.6</td>
<td>9.4</td>
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<tr>
<td>SUN. thru SAT.</td>
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MARKET DATA, COLUMBUS AND TUPELO:

Population . . . . . over 800,000
Radio Homes . . . . . over 80,000
Retail Sales . . . . . over $65,000,000

BINNEMES JR., Owner
Bob Mcraney, Gen. Mgr.
The Atlantic Refining Company has made a great many friends in Pittsburgh during the last seven years.

And isn’t making friends after all the goal that every business house having something to sell to people, strives (or should strive) constantly to achieve. It’s that intangible and yet most precious element without which no business can succeed . . . good will. So for seven years . . . since 1937* the Atlantic Refining Company has sponsored the broadcasts of big league baseball and football games (college and professional) over WWSW. There’s no way of telling or showing just how many friends . . . how much good will Atlantic Refining has created for itself and how much acceptance it has gained for its products but when 10,000 requests are made for admission tickets to a “Sunday Afternoon Party” at Carnegie Hall and 7500 letters and postcards are received registering listener votes for their favorite crooner (one announcement) and the Nixon Theatre was packed to its 2300 capacity for 16 successive Sundays on the broadcast of War Workers Victory Varieties . . . all WWSW productions . . . it’s fair to assume that Atlantic Refining Company has made many, many thousands of friends and customers in the last seven years. WWSW can help any and every merchant and manufacturer to build good will and sell what they have to sell . . . efficiently, effectively and economically.

*WWSW has been broadcasting Pittsburgh Pirates National League games since 1932
<table>
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<tr>
<th>LICENSEE, LOCATION AND ASSIGNMENT OF STATION</th>
<th>TRANSFEROR</th>
<th>TRANSFEREE</th>
<th>CONSIDERATION AND DATE AUTHORIZED</th>
</tr>
</thead>
<tbody>
<tr>
<td>City Broadcasting Corp. (WELI) New Haven, Conn. 960 kc, 500 w 1 kw-LS, U</td>
<td>Morris Hamilton</td>
<td>John V. L. Hogan</td>
<td>$275 shares or 100%, $200,000.00 9-20-44</td>
</tr>
<tr>
<td>WJJD, Inc. (WJJD) Chicago, III 1160 kc, 20 kw, Limited</td>
<td>Arlene L. LaFount</td>
<td>The New York Times Co.</td>
<td>10,000 shares common or 100%, $260,000.00, preferred out of 900 for $99,000.00, Total $666,000.00. 7-4-44</td>
</tr>
<tr>
<td>Interstate Broadcasting Co., Inc. (WQXR and WQXQ) New York, N. Y. 1460 kc, 10 kw, U</td>
<td>William F. Iser [ASO]</td>
<td>John V. L. Hogan</td>
<td>$100,000.00 6-5-44</td>
</tr>
<tr>
<td>KTAR Broadcasting Co. (KTAR) Phoenix, Ariz. 620 kc, 6 kw, U</td>
<td>A. A. H. Johnson</td>
<td>The Yankee Network, Inc. (WICC) Bridgeport, Conn. 1400 kc, 260 w, U</td>
<td>$12,500 shares out of 25,000—$15,437.50. 7-18-44</td>
</tr>
<tr>
<td>Yuma Broadcasting Co. (KYUM) Yuma, Ariz. 1240 kc, 250 w, U</td>
<td>Edgar L. Warm</td>
<td>The Yankee Network, Inc. (WNAC) Providence, R. I. 1480 kc, 1250 w, U</td>
<td>50,000 shares out of 64,706 or 77.3%—$150,000.00. 7-18-44</td>
</tr>
<tr>
<td>WINX Broadcasting Co. (WINX) Washington, D. C. 1540 kc, 250 w, U</td>
<td>John V. L. Hogan</td>
<td>The Yankee Network, Inc. (WICC) Bridgeport, Conn. 1400 kc, 260 w, U</td>
<td>12,500 shares out of 25,000—$15,437.50. 7-18-44</td>
</tr>
<tr>
<td>Southwest Broadcasting Co. (KYCA) Prescott, Ariz. 1490 kc, 250 w, U</td>
<td>John V. L. Hogan</td>
<td>John J. Louis</td>
<td>64 shares or 64.5%—Will and Court Order. 7-25-44</td>
</tr>
<tr>
<td>KFJ1 Broadcasters, Inc. (KFJ1) Elkmont Falls, Oreg. 1490 kc, 250 w, U</td>
<td>John V. L. Hogan</td>
<td>John J. Louis</td>
<td>5,200 shares or 100%, $408,529.63. 7-25-44</td>
</tr>
<tr>
<td>New Jersey Broadcasting Corp. (WHOM) Jersey City, N. J. 1480 kc, 500 w 1 kw-LS, U</td>
<td>John V. L. Hogan</td>
<td>Lewis C. Tierney</td>
<td>144 shares or 100%, $26,000.00. 8-3-44</td>
</tr>
<tr>
<td>Williamson Broadcasting Corp. (WBTH) Williamston, W. Va. 1400 kc, 250 w, U</td>
<td>John V. L. Hogan</td>
<td>Lewis C. Tierney</td>
<td>500 shares or 100%—Cancellation of 12 shares and Transferor held by Transferee. 8-4-44</td>
</tr>
<tr>
<td>Richmond Radio Corp. (WRNL) Richmond, Va. 910 kc, 5 kw, U</td>
<td>John V. L. Hogan</td>
<td>Howard F. Guthery</td>
<td>101 shares or 50.5%, $183,370.00. 8-4-44</td>
</tr>
<tr>
<td>The Marion Broadcasting Co. (WMRN) Marion, Ohio 1490 kc, 250 w, U</td>
<td>John V. L. Hogan</td>
<td>Howard F. Guthery</td>
<td>101 shares or 50.5%, $183,370.00. 8-4-44</td>
</tr>
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Assignment of Licenses and/or Construction Permits Authorized by FCC Since January 1, 1944

(As of Aug. 15, 1944)

ASSIGNEE | ASSIGNOR | CONSIDERATION and DATE AUTHORIZED |
<table>
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<tbody>
<tr>
<td>Phoenix Broadcasting, Inc.</td>
<td>M. C. Reese (KPHO) Phoenix, Ariz. 1280 kc, 300 w, U</td>
<td>$60,000.00 1-11-44</td>
</tr>
<tr>
<td></td>
<td>J. W. Birdwell (WBIR) Knoxville, Tenn. 1240 kc, 300 w, U</td>
<td>$185,000.00 1-11-44</td>
</tr>
<tr>
<td></td>
<td>WDSU, Inc. (WDSU) New Orleans, La. 1250 kc, 5 kw, U</td>
<td>$15,000.00 1-11-44</td>
</tr>
<tr>
<td></td>
<td>Donald G. Trower (KGGE) Kalamazoo, Mich. 1840 kc, 100 w, U</td>
<td>Change from a corporation to a partnership only. 2-17-44</td>
</tr>
<tr>
<td></td>
<td>Ralph A. Horton (WFTL) Miami, Fla. 710 kc, 10 kw, U</td>
<td>Lease agreement for 20 years—$1000 for 6 mos. option to lease, $15,000 for first 3 yrs. rent, lease to run for 20 yrs. at $5000 per yr. option to buy for $18,000 after first 156 mos. 2-29-44</td>
</tr>
<tr>
<td></td>
<td>The Yankee Network, Inc. (WAAB) Worcester, Mass. 1460 kc, 5 kw, U</td>
<td>$275,000.00 2-29-44</td>
</tr>
<tr>
<td></td>
<td>The Yankee Network, Inc. (WREB) Providence, R. I. 790 kc, 6 kw, U</td>
<td>No money involved. 2-29-44</td>
</tr>
<tr>
<td></td>
<td>The Yankee Network, Inc. (WICC) Bridgeport, Conn. 600 kc, 30 kw-LS, U</td>
<td>Radio Station WIAK, Inc. (Enrique Abravsa Sandefur—Pres. 1920—2% shares however more 144 shares to be issued to Sanfels upon approval) 2-29-44</td>
</tr>
<tr>
<td></td>
<td>The Yankee Network, Inc. (WNAC) Providence, R. I. 1480 kc, 1250 w, U</td>
<td>KBZI, incorporated (James J. Comroy, Superior, Wis.—Pres. and 99.6%—Lawyer and part owner of WDSM). 2-29-44</td>
</tr>
<tr>
<td></td>
<td>KNSB, Inc. (KNSB) Columbus, Ga. 1840 kc, 250 w, U</td>
<td>L. J. Duncan, Leila A. Duncan, Josephine A. Keith, Effie H. Allen, Aubrey Gay. d/b/a Valley Broadcasting Co. (WDAR) 2-29-44</td>
</tr>
<tr>
<td></td>
<td>KNSB, Inc. (KNSB) Columbus, Ga. 1840 kc, 250 w, U</td>
<td>Central Broadcasting Corp. 2-29-44</td>
</tr>
<tr>
<td></td>
<td>KNSB, Inc. (KNSB) Atlanta, Ga. 1840 kc, 250 w, U</td>
<td>Walter C. Bridges (Owns interest in WEBB, WHEL, WMFG and WEAU) 2-18-44</td>
</tr>
<tr>
<td></td>
<td>KNSB, Inc. (KNSB) Atlanta, Ga. 1840 kc, 250 w, U</td>
<td>O. L. Taylor (Owns interest in KRST, KTSA and KFMB) 4-11-44</td>
</tr>
<tr>
<td></td>
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<td>(Continued on page 154)</td>
</tr>
</tbody>
</table>
FITS PERFECTLY Into High Frequency Design

At last designers of tomorrow's high frequency apparatus have an improved type of glass-bonded mica insulation to specify where new advancements in low-loss characteristics are desired, as in ultra high frequency applications.

Just as the original MYCALEX was a vast improvement over other ceramics, so the new MYCALEX 400 is a comparable advancement over all early forms of glass-bonded mica.

MYCALEX 400 meets government specifications for L-4 characteristics, by virtue of its pronounced low-loss factor of 0.013 at 1 megacycle, and its surface resistivity of 300,000 megohms. Its power factor is 0.0018 at 1 megacycle, in accordance with American War Standard C-75.1-1943 (Jan. 1-10). Its dielectric constant is unchanged from 50 kilocycles to 10 megacycles.

MYCALEX 400 can be machined with greater precision. Drilled, tapped, milled, sawed, turned and threaded.

Improved postwar h f equipment deserves this newly refined and perfected electronic insulation. Let us supply your stock requirements in sheets and rods, or have us fabricate component parts to your specifications. Write for full details and samples.
## Applications Pending Before FCC for Transfer of Control of Licensee Corporations (As of Aug. 10, 1944)

### LICENSEE and LOCATION  
**ASSIGNEE, LOCATION and ASSIGNMENT OF STATION**

**Capital Broadcasting Co., Inc. (WCOV)**  
Montgomery, Ala.  
1520 kc, 50 kw, Day

**Paducah Broadcasting Co., Inc. (WHOP)**  
Hopkinsville, Ky.  
1260 kc, 50 kw, U

**Paducah Broadcasting Co., Inc. (WSON)**  
Henderson, Ky.  
880 kc, 50 kw, Day

**The Garden City Broadcasting Co.**  
(Homer A. Kilman and Frank D. Conard) (KIUL)  
Garden City, Kansas  
1260 kc, 100 kw, U

**Fred O. Grimwood (KLCN)**  
Blytheville, Ark.  
900 kc, 5kw, Day

**Southern California Broadcasting Co. (KWKW)**  
Pasadena, Calif.  
1480 kc, 1kw, Day

**Oakland Broadcasting Co. (WOSH)**  
Oaklawn, Wisc.  
1490 kc, 250 kw, U

**Arkansas Broadcasting Co. (KGHI)**  
Little Rock, Ark.  
1280 kc, 250 kw, U

**Ruth W. Finlay, Executrix of the Estate of E. L. Finlay, deceased, (KECA)**  
Santa Rosa, Calif.  
1550 kc, 1kw, U

**Baylor University and Carr P. Collins (KWBU)**  
Corpus Christi, Texas  
1010 kc, 50 kw, Day

Visalia, Calif.  
940 kc, 5kw, U

**South Carolina Broadcasting Co., Inc. (WCSC)**  
Charleston, S. Car.  
1850 kc, 50 kw 1kw-LS, U  
Radio Station (KRMD), Inc. (KRMD)  
Shreveport, La.  
1340 kc, 250 kw, U

**J. Leslie Doe (WLJD)**  
Beemster, Ala.  
1400 kc, 250 kw, U

**Earl C. Anthony, Inc. (KECA)**  
Los Angeles, Calif.  
179 kc, 5kw, U

**Irvs Broadcasting Co. (ESO)**  
Des Moines, Iowa  
1460 kc, 5kw, U

**Frank E. Burt, (KFXD)**  
Nampa, Idaho  
1280 kc, 250 kw, U

**WSIX, Inc. (WSXIX)**  
Nashville, Tenn.  
980 kc, 5kw, U

**Ben E. Stone (KFLM)**  
LaFresne, Oregon  
1450 kc, 250 kw, U

**Joe W. Engel (WDEF)**  
Chattanooga, Tenn.  
1400 kc, 50 kw, U

**Forrest Broadcasting Co., Inc., Hattiesburg, Miss. (WFOR)**  
1400 kc, 250 kw, U

### TRANSFERS  
**G. W. Covington, Jr.**  
(Now owns 19½ % out of 250 shares and is Pres. of WCOV)

**Hopkinsville Broadcasting Co., Inc.**  
(Now same as previous)

**Henderson Broadcasting Co., Inc.**  
(Now same as previous)

**Frank D. Conard tr/3 as Radio Station KIUL**

**Harold L. Sudbury**  
(Mgr. of KLCN)

**Marshall N. Neal, Paul Bublig, E. T. Foley and Edwin Earl, d/b as Southern California Broadcasting Co.**  
(Now—Pres. KWKW and with Douglas Aircraft Corp. in special capacity; Foley—Contractor; Bublig—employed by Foley; Earl—Orange grove owner and operator.)

**Myles H. Johns, Wm. F. Johns, Jr., Wm. F. Johns and Frederick W. Renshaw, d/b as Oaklith Broadcasting Co.**

**A. L. Chilton and Leonore H. Chilton, d/b as KGHI Broadcasting Service.**

**Ruth W. Finlay**  
(Owner Press Democrat Publishing Co.)

**The Century Broadcasting Co.**  
Baylor University—75% share, Carr P. Collins to pay for same and Baylor to pledge shares as security; James M. Collins (son of Carr) 100 shares; Crazy Water Co.—250 shares; Fidelity Union Life Ins. Co. of Dallas—140 shares; Pat O‘Daniel—100 shares; Mike O‘Daniel—100 shares.

**J. E. Richmond, Homer W. Wood, Percy M. Whiteside, Morrey M. Maddox and Charles A. White, d/b/a Tulare-Kings Counties Associations.**

**John M. Rivers**  
(Mgr. WCOV)

**T. B. Lanford, R. M. Dean, Mrs. T. B. Lanford, Sr. and Mrs. R. M. Dean, d/b as Radio Station KRMD**

**George Johnston, Birmingham, Ala.**  
(Industrial banking business)

**Blue Network Co., Inc.**

**Kingston Murphy**  
(Newspaper executive)

**Frank E. Hurt and Son**  
(Frank E. Hurt—now licensee, his son Edw. P. Hurt has been Chief Engr. KFXD for 8 yrs.)

**Jack M. Draughon, Louis R. Draughon, d/b as WSIX Broadcasting Station.**

**Inland Radio, Inc., Baker, Oregon**

**WDEF Broadcasting Co.**

**C. J. Wright, B. M. Wright and C. J. Wright, Jr., d/b as Forrest Broadcasting Company**

### CONSIDERATION and DATE AUTHORIZED

**Breaking 6½ shares transferred to Covington and Covington assumes all liabilities.**  
4-25-44

**Paducah Broadcasting Co., Inc. to have 66 2/3% of stock plus $1,500.00.**  
5-6-44

**Paducah Broadcasting Co., Inc. to have 59% of stock plus $8,026.50.**  
5-3-44

**$1.00 and other considerations.**  
5-16-44

**$15,865.12**  
6-6-44

**$64,000.00 plus pay off any indebtedness.**  
5-16-44

**Change from corp. to partnership only.**  
5-30-44

**48% shares of KECA traded for KGHI. See 7-19-44 for KECA.**  
5-30-44

**Court Order.**  
6-13-44

**1500 shares—$100 par value.**  
6-19-44

**Visalia Publishing Co. is voluntarily dissolving and liquidating and transferring its interest in kind to its stockholders, Maddox and Whiteside more taking its place as partners.**  
6-27-44

**$1,200.00 per month rent for 12 years.**  
6-27-44

**Change from corp. to partnership only.**  
7-11-44

**$106,000.00**  
7-18-44

**$50,000.00**  
7-18-44

**$275,000.00**  
7-25-44

**No money involved.**  
7-25-44

**Change from Corp. to partnership only.**  
8-1-44

**$15,000.00**  
8-1-44

**From individual to corporation.**  
8-6-44

**No money involved. Change from corp. to a partnership only.**  
8-15-44

---

**Page 134 • August 28, 1944**
STATION FOR NORTH CAROLINA'S NUMBER ONE MARKET
The Prosperous HEART OF THE PIEDMONT

WSJS
in Winston-Salem
5000 WATTS-600 KC.

Represented by
HEADLEY-REED COMPANY

(FM) AFFILIATE WMIT
<table>
<thead>
<tr>
<th>LICENSING AND LOCATION</th>
<th>TRANSFERORS</th>
<th>TRANSFERRERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Puerto Rico Advertising Co. (WFRA)</td>
<td>Ralph Perez Perry</td>
<td>Andres Camara</td>
</tr>
<tr>
<td>Mayaguez, P. R.</td>
<td></td>
<td>Mayaguez, P. R. (Pres. WFRA)</td>
</tr>
<tr>
<td>2-7-44</td>
<td></td>
<td></td>
</tr>
<tr>
<td>990 kc, 1 kw 5 kw-LS, U</td>
<td></td>
<td>Frank Mitchell Farris, Jr.</td>
</tr>
<tr>
<td>Muscle Sheds Bld., Corp. (WLAG)</td>
<td>Joseph Wires Hart</td>
<td>Nashville, Tenn.</td>
</tr>
<tr>
<td>Muscle Sheds City, Ala.</td>
<td>Joseph C. Russell</td>
<td>(Attorney—now in Navy)</td>
</tr>
<tr>
<td>4-18-44</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1450 kc, 250 w, U</td>
<td></td>
<td>Tri-State Broadcasting System, Inc.</td>
</tr>
<tr>
<td>Radio Broadcasting, Inc. (KTBS)</td>
<td>John C. McCormack</td>
<td>(Licensee of KTBS)</td>
</tr>
<tr>
<td>Hot Springs National Park, Ark.</td>
<td>Allen D. Morris</td>
<td></td>
</tr>
<tr>
<td>5-18-44</td>
<td>P. E. Prior</td>
<td></td>
</tr>
<tr>
<td>1990 kc, 1 kw, 10 kw-LS, U</td>
<td>George D. Wray</td>
<td></td>
</tr>
<tr>
<td>Neptune Broadcasting Corp. (WFGP)</td>
<td>All stockholders</td>
<td>John J. Lux</td>
</tr>
<tr>
<td>Atlantic City, N. J.</td>
<td>(No one stockholder has control)</td>
<td>Richard Twittlebaum—99 shares</td>
</tr>
<tr>
<td>5-28-44</td>
<td></td>
<td>Alex Twittlebaum—99 shares (Retail Ladies' Wear business)</td>
</tr>
<tr>
<td>1450 kc, 250 w, U</td>
<td></td>
<td>Myer Wiesenthal—99 shares (Owner retail furniture store)</td>
</tr>
<tr>
<td>Nebraska Broadcasting Corp. (KORN)</td>
<td>Lloyd C. Thomas—64</td>
<td></td>
</tr>
<tr>
<td>Fremont, Nebr.</td>
<td>Pari J. Lee—40</td>
<td>Louis Feckman—99 shares (Iron and steel brokerage)</td>
</tr>
<tr>
<td>5-26-44</td>
<td>S. S. Fleter—81</td>
<td>Jack N. Berton—99 shares (Iron and steel brokerage)</td>
</tr>
<tr>
<td>1450 kc, 250 w, U</td>
<td>A. C. Fidler—10</td>
<td>Charles C. Swarner—99 shares (Gen. Mgr. Mead—conney Ward Store at Reno)</td>
</tr>
<tr>
<td>Philadelphia, Penn.</td>
<td>Arde Bulova</td>
<td>Arthur Baizlin, Fremont, Nebr. (now owns 12 shares—6.18% of KORN) (Real estate and insurance business)</td>
</tr>
<tr>
<td>6-10-44</td>
<td></td>
<td></td>
</tr>
<tr>
<td>950 kc, 6 kw, U</td>
<td></td>
<td>Bulletin Company</td>
</tr>
<tr>
<td>State Broadcasting Corp. (WNBC)</td>
<td>Arde Bulova</td>
<td>The Yankee Network, Incorporated</td>
</tr>
<tr>
<td>Hartford, Conn.</td>
<td>Harold A. LaPount</td>
<td></td>
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<tr>
<td>6-10-44</td>
<td></td>
<td></td>
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<tr>
<td>1410 kc, Skw, U</td>
<td></td>
<td>Radio Service Corp. of Utah—Licensee of KSL, Salt Lake City, Utah.</td>
</tr>
<tr>
<td>Southern Utah Broadcasting Co. (KSUB)</td>
<td>Leilani M. Perry</td>
<td></td>
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<tr>
<td>Cedar City, Utah</td>
<td></td>
<td></td>
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<tr>
<td>8-31-44</td>
<td></td>
<td>C. O. Chatterton, Mgr. KWLK</td>
</tr>
<tr>
<td>Twin Cities Broadcasting Corp. (KLWK)</td>
<td>Marvly C. Clune, Executrix Estate of Ray McClung, 95 shares</td>
<td></td>
</tr>
<tr>
<td>Longview, Wash.</td>
<td>Hugh McClung—95 shares</td>
<td></td>
</tr>
<tr>
<td>6-15-44</td>
<td></td>
<td></td>
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<tr>
<td>1400 kc, 250 w, U</td>
<td></td>
<td>Irving E. Rogers</td>
</tr>
<tr>
<td>Hillsbro &amp; Roberts Co. (WLAW)</td>
<td>Irvor E. Loaves, Harold B. Morrill and</td>
<td></td>
</tr>
<tr>
<td>Lawton, Mass.</td>
<td>National Shamwood Bank of Boston,</td>
<td></td>
</tr>
<tr>
<td>685 kc, 5 kw, U</td>
<td>Proctor under will of Alexander H.</td>
<td></td>
</tr>
<tr>
<td>6-16-44</td>
<td>Woodworth (owns 179 shares out of 280 and is selling 160).</td>
<td></td>
</tr>
<tr>
<td>Tacoma Broadcasters, Inc. (KTBI)</td>
<td>L. M. Kenton—501 shares</td>
<td></td>
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<tr>
<td>Tacoma, Wash.</td>
<td>Cora C. Kenten—498 shares</td>
<td></td>
</tr>
<tr>
<td>1450 kc, 250 w, U</td>
<td></td>
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<tr>
<td>6-26-44</td>
<td></td>
<td>Iva Broadcasting Co.</td>
</tr>
<tr>
<td>Anderson Broadcasting Corp. (WIBU)</td>
<td>Arde Bulova—8,000 shares Common and 416 Preferred.</td>
<td></td>
</tr>
<tr>
<td>Anderson, Ind.</td>
<td>Harold A. LaPount—1,950 shares Common and 94 Preferred.</td>
<td></td>
</tr>
<tr>
<td>1240 kc, 250 w, U</td>
<td>Gen. Cohen—60 shares Common.</td>
<td></td>
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<tr>
<td>6-26-44</td>
<td></td>
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</tr>
<tr>
<td>Massachusetts Broadcasting Corp. (WCOP)</td>
<td>Georgia A. Burling</td>
<td>Charma Company (Manufacturer of Candy)</td>
</tr>
<tr>
<td>Boston, Mass.</td>
<td></td>
<td></td>
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<tr>
<td>1150 kc, 500 w, U</td>
<td></td>
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<tr>
<td>6-27-44</td>
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<tr>
<td>Radio Industries Broadcast Co. (WCAP)</td>
<td>C. W. Myers—400 shares Mrs. Josephine Hunt—400 shares</td>
<td>Journal Publishing Co. (now has 409 shares in KALE and owns 25% of stock in KORN).</td>
</tr>
<tr>
<td>Ashbury Park, N. J.</td>
<td></td>
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<tr>
<td>1310 kc, 500 w, Shares with WTNJ and WCM 6-30-44</td>
<td></td>
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</tr>
<tr>
<td>KALE, Inc. (KALE)</td>
<td>David G. Shepard—68 shares</td>
<td></td>
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<tr>
<td>Portland, Ore.</td>
<td>Howard S. Johnson—9 shares</td>
<td></td>
</tr>
<tr>
<td>1320 kc, 5 kw, U</td>
<td></td>
<td></td>
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<tr>
<td>7-7-44</td>
<td></td>
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<tr>
<td>Moorhead, Minn.</td>
<td>J. K. Kennedy and Palace Theatre Co.</td>
<td></td>
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<tr>
<td>1340 kc, 250 w, U</td>
<td></td>
<td></td>
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<tr>
<td>7-8-44</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mandan Radio Amn. (KGCU)</td>
<td>J. Hale Steinman</td>
<td></td>
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<tr>
<td>Mandan, N. Dak.</td>
<td>John F. Steenman</td>
<td></td>
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<tr>
<td>1270 kc, 250 w, U</td>
<td></td>
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<tr>
<td>7-20-44</td>
<td></td>
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<tr>
<td>Delaware Broadcast Co. (WILM)</td>
<td>Clifford M. Cabe—25%</td>
<td>Alfred G. Hill—301 shares common—50.5%</td>
</tr>
<tr>
<td>Wilmington, Del.</td>
<td>Harold O. Landis—25%</td>
<td>Julia G. Hill—30 shares common, 61 preferred</td>
</tr>
<tr>
<td>1450 kc, 250 w, U</td>
<td>Harry S. Grauber—25%</td>
<td>Chamber Theater—40 shares common, 7 preferred</td>
</tr>
<tr>
<td>7-24-44</td>
<td>Raymond A. Gaul—25%</td>
<td>(Two Hill lease Chamber Theaters).</td>
</tr>
<tr>
<td>Berks Broadcast Co. (WEEU)</td>
<td>Irwin Steingut</td>
<td>George J. Fenberg—75%</td>
</tr>
<tr>
<td>Reading, Penna.</td>
<td>Elias J. Golofsky</td>
<td>Joseph M. Nanes—12.5%</td>
</tr>
<tr>
<td>7-25-44</td>
<td>Aaron L. Jacoby</td>
<td>Milton J. Hinlin—15.6%</td>
</tr>
<tr>
<td></td>
<td>Arthur Pake</td>
<td>(Fenberg is m. gr. of textile)</td>
</tr>
<tr>
<td></td>
<td>William Weinman</td>
<td>Namas State Director of Publicity will be Mr.</td>
</tr>
<tr>
<td></td>
<td>Louis W. Berne</td>
<td>WEEU, Hinlin is licensee KDRO, Sedalia, Mo.</td>
</tr>
<tr>
<td></td>
<td>J. G. Kretzinger</td>
<td></td>
</tr>
<tr>
<td>WLJB, Inc. (WLJB)</td>
<td>Dorothy S. Thackery</td>
<td>(Owner and publisher New York Post)</td>
</tr>
<tr>
<td>Brooklyn, N. Y.</td>
<td>(Owner and publisher New York Post)</td>
<td>100%—$250,000.00.</td>
</tr>
<tr>
<td>1180 kc, 1 kw, LT</td>
<td></td>
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<tr>
<td>7-31-44</td>
<td></td>
<td></td>
</tr>
<tr>
<td>East Texas Broadcast Co. (KDKR)</td>
<td>James G. Ulmer</td>
<td></td>
</tr>
<tr>
<td>Tyler, Tex.</td>
<td>(Acquisition of Control by James G. Ulmer and Mrs. Minnie R. Ulmer thru purchase of 15% shares common stock).</td>
<td>15 shares at $25.00 per share.</td>
</tr>
<tr>
<td>1450 kc, 150 w, U</td>
<td>Ulmer will have 65.2% and Mrs. 1.6%.</td>
<td></td>
</tr>
<tr>
<td>7-3-44</td>
<td>W. F. Miller</td>
<td></td>
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<tr>
<td></td>
<td>(General Construction Contractor for 20 years and hotel operator 10 years.)</td>
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</tr>
</tbody>
</table>

**CONSIDERATION**

| | 77 shares Common—out of 236 shares—$250,000.00. Camara now owns 115 shares. | 664.5% shares out of 1,000—$126,000.00. Farris now owns 93.1%. | 400 shares—60%. In exchange for assignment of License of KTBS. | 2751/4 shares—$108,775.00. |

| | $65,000.00. | 5,000 shares common and 500 shares preferred stock—100%—$220,000.00. | 1,260 shares common stock—$1.25, 1,005 shares for $5,500.00, 250 shares for $1,250.00, and price of other 25 shares not given. | 85 shares from Marly C. McClung for $6,070.70 and 56 shares from Hugh Mixon for $3,929.50. |

| | (256,357,080 shares at 10% 19 per share. Irving E. Rogers already has 14 making a total of 831 out of 700. | 156 shares for $19,800.00 (Total of 200 shares outstanding). | $45,000.00 (John R. Atkinson is VP and has 1 share and will retain same). | 5,000 shares Common and 500 shares Preferred for $150,000.00. Also buying all stock Sanborn Realty Co., which owns (and on which WCOP is Transmitter—located for $75,000.00. |

| | 21 shares—5.5%, $5,075 cash, 21/2 shares or purchase notes (an amount Burt- ley's) $11,000 unpaid (all others to be sold within 30 days). | 6,394.91 due son (Thos. F.) as salary. | No money involved as exchange of stock. Journal Co. to receive release of KOIN for KALE. | No money involved. Stock given as compensation. |

| | Transfer of 146-2/3 shares—66.5%. Price not given. | 66-2/3% of all stock for $125,000.00. | 66-2/3% of all stock for $125,000.00. | $210,000.00. |

| | 15 shares at $25.00 per share. | | | |
Tonight

INTERMOUNTAIN AMERICA
WILL HEAR
RCA Transmitters have long been recognized as the finest that money can buy.

Evidence is the fact that for ten years RCA Transmitters have outsold all others.

This record includes large and small stations—among them a large proportion of the most notable installations made during this period.

During these ten years nearly all major advances in transmitter design appeared first in RCA Transmitters. These improvements include:

- High-Level Class B Modulation
- Air-cooled High-Power Tubes
- Mercury Vapor Rectifiers
- Front-of-Panel Access
- Streamlined Styling

RCA earned its leadership in this field, and will maintain it.
RCA Transmitters have had it for years!

The RCA 50 KW transmitter shown below employs high-level modulation.

This high-efficiency system was first introduced by RCA some ten years ago.

All RCA transmitters sold in recent years have been high-level modulated.

They have high efficiency NOW.
RCA has been and will continue to be an active leader in FM development.

A considerable number of FM Transmitters designed, built and installed by RCA are in service...including five 10 KW's, one of which is shown at the right.

RCA engineers have had more experience in building (and operating) radio transmitters than any other group.

And the truth is that FM Transmitters do not differ very greatly from other transmitter installations, particularly Television.

RCA has always pioneered in development of high-frequency antennas...and is now building many different models for the armed services.

RCA will continue to offer top-rank transmitting equipment for every broadcast need...in AM, in FM, in Short Wave, and in Television.

RADIO CORPORATION OF AMERICA
RCA VICTOR DIVISION - CAMDEN, N. J.
LEADS THE WAY...in Radio...Television...Tubes...Phonographs...Records...Electronics
The 10 KW FM Transmitter, shown below, looks like a de luxe broadcast transmitter. It should. Like all RCA FM Transmitters, it is built to the high standards of the best AM Transmitters...RCA quality standards which broadcast engineers know and appreciate. It is built the way broadcast engineers want it built. It incorporates such proven RCA features as front access doors, vertical chassis construction, and stylized design.
RCA pioneered the development of electronic television.

RCA engineers developed the Iconoscope, the Kinescope and the Orthicon, as well as circuits for their use.

NBC, a member of the RCA family, operates a commercial television station which has pioneered program development—a station whose programs are rebroadcast by other stations.

RCA had developed a full line of commercial television transmitting equipment before the war and had offered it to broadcasters.

RCA is now utilizing its engineering experience by building for the armed forces a large quantity of electronic equipment.

RCA will be prepared to offer for postwar service a full line of new and improved television equipment, including studio equipment, film equipment, portable equipment, relay equipment, studio-transmitter-link equipment, and, of course, audio and video transmitters.
RCA installations now in operation

The de luxe-type installation shown below is one of several RCA Television Transmitters installed before the war.

All of these installations are standard transmitter models, designed and constructed to broadcast specifications and installed for regular television stations.

They are in addition to a number of experimental and relay-type television installations made by RCA as part of its own television development program.

RCA's experience in this field is unequaled.
Applications Pending Before FCC for Assignment of Licenses
(As of Aug. 15, 1944)

LICENSEE AND LOCATION
(With Date of Filing)

Assignee

CONSIDERATION

$100,000.00

$30,000.00

$22,000.00

$175,000.00

$100,000.00

$100,000.00

$10,000.00 and other good and valuable considerations.

$68,000.00

In exchange for transfer of 600 shares—80% stock of KTBS.

$8,000.00

Pending FCC for assignment of license.

$12,500.00

Before FCC for assignment of license.

$225,000.00

$235,000.00

$400,000.00

$457,410.00

$11,250.00

$20,000.00

$68,000.00

$22,000.00

$175,000.00

$285,000.00

$30,000.00

$10,000.00 and other good and valuable considerations.

$68,000.00

Pending FCC for assignment of license.

$12,500.00

Before FCC for assignment of license.

$225,000.00

$235,000.00

$400,000.00

$457,410.00

$11,250.00

$20,000.00

$68,000.00

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$235,000.00

$400,000.00

$457,410.00

$11,250.00

$20,000.00

$68,000.00

Pending FCC for assignment of license.
Always in Step with Progress and as usual leading the procession in Virginia • Richmond’s WMBG will be out in front with F. M. and Tele-
vision.

Wilbur M. Havens
Pres. - General Manager

WMBG- The First in Virginia To Apply For a Frequency Modula-
tion License
WMBG- The Only Virginia Station To Apply For a Television License
WMBG’s Prewar Policy - Vision-Decision-Accomplishment
WMBG’s Postwar Policy - Decision-Television-Accomplishment
WMBG BRINGING TO VIRGINIA THE LAST WORD IN
RADIO. THE FIRST WORD OF TELEVISION
DIRECTORY OF COMMERCIAL FM BROADCASTING STATIONS IN U. S.  
(Corrected to August 15, 1944)  
Frequency is Given in Megacycles; Service Area in Square Miles, where Station is Connected With a Standard Broadcast Station. Affiliation is Shown in Parentheses Except Where Call Letters Are Identical.

**CALIFORNIA**

KHJ-FM, LOS ANGELES—Licensed to Don Lee Broadcasting System. Frequency: 44.5 mc.  
KTLA, LOS ANGELES—CP issued to Metro-Goldwyn-Mayer Studios Inc. Frequency: 41.1 mc. Service Area: 7,000 sq. mi.

**CONNECTICUT**

WDBC-FM, HARTFORD—Licensed to WDRC, Inc. Frequency: 46.5 mc. Service Area: 6,100 sq. mi. Personnel: Franklin M. Doolittle, director; Carlton Brown, transmitter engineer.

**ILLINOIS**

WBBM-FM, CHICAGO—Licensed to Columbia Broadcasting System Inc. Frequency: 46.7 mc.

**INDIANA**

WMLJ, EVANSTON—Licensed to Evanston On The Air Inc. (WJGA-WGFR). Frequency: 44.5 mc. Service Area: 8,400 sq. mi. Personnel: Clarence Leich, director; Erwin Schoeny, chief engineer.

**LOUISIANA**


**MASSACHUSETTS**


**MICHIGAN**

WENV, DETROIT—Licensed to The Evening News Association (WWJ). Frequency: 44.5 mc. Service Area: 6,200 sq. mi. Personnel: Edwin K. Wheeler, director; Carl Wessing, chief engineer; P. F. Wallace, business manager.

**MISSOURI**

KMBF-FM, KANSAS CITY—Licensed to Midland Broadcasting Co. Frequency: 46.5 mc. Personnel: Arthur B. Church, president; Karl Koenner, managing director; Huch M. Gray, manager; Eric Hay, commercial manager; Richard Patsy, chief announcer.

---

New Radio Research Methods Show Value of Local Stations

A new, sound technique in radio research now shows actual listening in homes of all income classes. This method reaches all types of set owners because it does not employ telephone interviewing. It also measures the audience in both telephone and non-telephone homes.

PERSONAL INTERVIEW—CONTROLLED SAMPLE METHOD

All information on listening is gathered at the homes by trained field investigators who call in person and conduct face-to-face interviews. This method is more efficient and more dependable than telephone interviewing because it reaches a truly representative, selected sample of all radio homes. In some markets there is a much higher percentage of listening in non-telephone homes than in telephone homes. Incomes of homes without telephones have shot up rapidly. The old methods of radio research do not reflect this listening.

MANY STATIONS UNFAIRLY RATED

Pre-war methods of radio research may have given your station an unfair rating because the non-telephone homes were never interviewed. Also, "samples" have usually been too small to give a fair rating.

C. C. Chapelle Company

MARKETING CONSULTANTS

500 North Dearborn Street  
Chicago 10, Illinois

Telephone: Whitehall 7731

WOWO-FM, FORT WAYNE—Licensed to Westinghouse Radio Stations Inc. (WOWO-WGL). Frequency: 44.9 mc. Service Area: 6,000 sq. mi. Personnel: J. B. Conley, director; Eldon Campbell, program manager; Bruce Ratts, chief engineer.

WAWW, INDIANAPOLIS—CP issued to Associated Broadcasters Inc. Frequency: 47.3 mc. Service Area: 8,400 sq. mi.

WSRF, SOUTH BEND—Licensed to South Bend Tribune (WSBT). Frequency: 47.1 mc. Personnel: F. D. Schurr, director; R. H. Swartz, commercial manager; H. C. Cole, chief engineer.

for Chicago

W-I-N-D

is TOPS—on the Dial

EXCLUSIVE WHITE SOX BASEBALL

EXCLUSIVE CHICAGO BEARS FOOTBALL

EXCLUSIVE 24-HOUR NEWS SERVICE

EXCLUSIVE BLACK HAWKS HOCKEY

Serving all Chicagoland exclusively—24 hours a day

5000 WATTS • 560 KILOCYCLES

W-I-N-D Chicago

NATIONAL SALES OFFICE
230 North Michigan Ave., Chicago 1

JOHN E. PEARSON COMPANY
250 Park Ave., New York 17
In Kansas City

the Swing is to WHB

GET "IN THE SWIM" in Kansas City by using WHB...for RESULTS! Here a station that's pulling its head off, in mail-pull and in sales for sponsors. "Your Mutual Friend" is Kansas City's Dominant Daytime Station... delivering the 'most listeners per dollar' throughout the western half of Missouri and the eastern third of Kansas. For program or announcement availability, "phone DON DAVIS"

KANSAS CITY — Scarritt Building — Harrison 1161

NEW YORK — 507 Fifth Avenue — Vanderbilt 6-2550

CHICAGO — 333 North Michigan Blvd. — CENral 7980

HOLLYWOOD — 5855 Hollywood Blvd. — HOLlywood 6211

KEY STATION FOR THE KANSAS STATE NETWORK

MISSOURI

Kansas City, WICHITA, SALINA, GREAT BEND, EMPORIA

KANSAS

Emporia, LAWRENCE, LAWRENCE, LAWRENCE

KANSAS


MONTHS: APRIL-MAY, 1946 — KANSAS CITY

HOOPER STATION LISTENING INDEX

TOTAL COINCIDENTAL CALLS — THIS PERIOD 13,954

<table>
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<tr>
<th>MORNING INDEX</th>
<th>MONDAY</th>
<th>THRU</th>
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<th>8-12 A.M.</th>
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<tr>
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<td>Station B</td>
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<td>5.4</td>
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</tbody>
</table>

NEW JERSEY

CORP. (WAAT), Frequency 94.5 mc. Service Area: 6,200 sq. mi.

NEW YORK


WABC, NEW YORK — Licensed to Metropolitan Television Inc. Frequency: 47.5 mc. Personnel: L. L. Thompson, manager; Theodore B. Gruen, chief engineer.


WEAF-FM, NEW YORK — Licensed to National Broadcasting Co. Inc. Frequency: 45.1 mc. Personnel: C. L. Menzler, vice-president in charge of programs; Ernest LaPacea, program director; O. B. Hanson, vice-president and chief engineer; Robert Shelby, d-7296p7037; 2. J. Buzalski, FM station engineer.

WFIT, NEW YORK — Licensed to National Broadcasting Co. Inc. Frequency: 45.1 mc. Personnel: C. L. Menzler, vice-president in charge of programs; Edward LaPacea, program director; L. L. Thompson, manager; Theodore B. Gruen, chief engineer.

WABC, NEW YORK — Licensed to Phonograph Broadcasting Stations Inc. Frequency: 45.7 mc. Personnel: C. J. Schaefer, executive in charge.


WREF, ROCHESTER — Licensed to WFMF, Inc. Frequency: 44.7 mc. Service Area: 3,000 sq. mi. Personnel: M. B. Newick, director; John De Prospo, Bertrand Aroun.


WJZ, ROCHESTER — Licensed to WFMF, Inc. Frequency: 44.7 mc. Service Area: 3,000 sq. mi. Personnel: M. B. Newick, director; John De Prospo, Bertrand Aroun.


NORTH CAROLINA

WMTT, WINSTON-SALEM — Licensed to WMTT, Inc. Frequency: 44.1 mc. Personnel: Gordon Gray, owner; Arnold Essex, managing director; Robert C. Estes, program director; Paul Dillon, chief engineer.


OHIO

WEOL, COLUMBUS — Licensed to WEOL Inc. Frequency: 145.5 mc. Personnel: Lester II. Naizg, manager and chief engineer; Herbert Welch, program director.

PENNSYLVANIA

KXY, PHILADELPHIA — Licensed to WYER Broadcasting Stations Inc. Frequency: 45.7 mc. Personnel: Lester II. Naizg, manager and chief engineer; Herbert Welch, program director.

WCLA, PHILADELPHIA — Licensed to WCLA Broadcasting Co. Frequency: 49.0 mc. Service Area: 9,000 sq. mi. Personnel: Norris West, program director.

WFIL, PHILADELPHIA — Licensed to WFIL Broadcasting Co. Frequency: 49.3 mc. Service Area: 9,000 sq. mi. Personnel: Robert W. Evankin, vo-145.5 mc. Personnel: Lester II. Naizg, manager and chief engineer; Herbert Welch, program director.


WJZ, ROCHESTER — Licensed to WFMF, Inc. Frequency: 44.7 mc. Service Area: 10,000 sq. mi. Personnel: Frank R. Smith Jr., director; Marie Wilks, program director.

TENNESSEE

WSIW, NASHVILLE — Licensed to Nashville Life & Accident Insurance Co. Frequency: 44.7 mc. Service Area: 10,000 sq. mi. Personnel: Mar- jorie Cooney, director.

UTAH

KSL, SALT LAKE CITY — Licensed to Radio Service Corporation of Utah. Frequency: 44.7 mc. Service Area: 700 sq. mi.

WISCONSIN


WDL, SUPERIOR — Licensed to WDL Broadcasting Co. (WDR). Frequency: 44.5 mc. Walter C. Bridges, general manager; E. E. Westmoreland, sales manager; John Miller, program director; C. B. Persons, chief engineer.
HIGHLIGHTS
from G.E.'s TELEVISION DIARY

1926 Dr. E. F. W. Alexanderson, G-E engineer, developed a mechanical method of television.

1927 Experiments using a rotating perforated scanning disk proved successful.

1928 January—First public demonstration of television in Dr. Alexanderson's home.

May—WGY, G-E radio station in Schenectady, became pioneer television station, with regular schedule—three afternoons a week.

August—First remote pickup, Governor Alfred E. Smith making acceptance speech at Albany, N.Y.

September—First play presented on television—"The Queen's Messenger"—over WGY.

1929 G-E engineers produced television images by means of cathode-ray tube—fore-runner of modern picture tube.

1930 May 22—Television projected on a large screen, before a theater audience, for the first time, at Proctor's Theater, Schenectady.

1939 June 10—First long-distance reception of modern high-definition television, in Helderberg Mountains, 129 miles from New York, of King George and Queen Elizabeth touring the New York World's Fair.

1940 January 12—First television network put into service with G-E relay station and television transmitter WRGB, rebroadcasting to upstate New York area programs originating at WNBT, NBC in New York City.

1941 WRGB moved to new, modern, fully equipped studios, where G-E engineers continued research on engineering problems and the program staff experimented with staging, lighting, and programming techniques.

In the last two years more than 700 live-talent programs, ranging from pure entertainment to advertising commercials, have been produced in this program laboratory. Analysis and classification of audience reactions to these programs provides not only a basis for further program experiments but also an invaluable fund of information for the guidance of everyone interested in the further development of television programming.

Write to WRGB, General Electric Television Station, 60 Washington Ave., Schenectady 5, N.Y. for the free, illustrated book, "Television at WRGB".

WRGB TELEVISION STATION
SCHENECTADY, NEW YORK

GENERAL ELECTRIC
penses, again vary too widely from place to place for a general estimate to mean anything, but the figures can easily be supplied locally.

Network Service

This simplest type of video operation presupposes the existence of network program service. AT&T has promised a rapid extension of its coaxial cable facilities, and several companies have developed radio relays they expect to install on a network basis after the war, but, it will be years before video networks become truly national and the prospective television broadcaster should be reasonably certain that network service will be available to his community before planning a purely satellite type of operation.

Present thinking is that video programs will also be distributed on a national basis by film, comparable to the transcription in sound broadcasting, and that this method of distribution will probably be fairly well developed before video networks attain nation-wide proportions. So the next step for the telecaster is the installation of movie telecasting equipment. A complete 16 mm setup costs in the neighborhood of $15,000, plus construction of an operating room and film storage space, fireproofed and sprinkled equipped in accordance with fire regulations. On the operating end, a projection operator and an audio engineer must be added, bringing the total to a minimum of four or five men to handle network and film programs.

Ready for Service

The television station is now equipped for national program service, either by network or film. And, with the addition of a 16 mm silent movie camera and a portable recording unit, it is also prepared to enter the local program field, making and broadcasting filmed reports of parades, baseball and football games, fires and other local events.

Merchandise for sale in local stores can also be filmed, on the shelves or in use, and telecast under the sponsorship of the local merchants. A camera operator and a sound recording engineer have now been added to the television technical staff, as well as a film editor, although for limited programming of this type these functions may be performed by men already on the payroll.

Good Programming

The next step is the addition of live local programming to the recorded service. The local department store may have an internal video setup for displaying merchandise demonstrations, fashion shows and the like to store visitors and window shoppers—passersby, and may offer to buy time to send such demonstrations into the homes of customers as well. An in-store video setup, incidentally, will cost the store from $25,000 up, depending on the number of camera channels used and on the number of receivers setup throughout the store.

Possibly the broadcaster and store management can work out an arrangement whereby the store's studios could be available to the station for live programs in the evening hours when the store is closed. But in any event, if programs from the store's studios are to be broadcast into the homes of the community, the station must have studio-to-transmitter relay equipment or coaxial cable connection, which, with installation, will add a maximum of $15,000 to his capital investment.

Perhaps a national advertiser is willing to sponsor a play-by-play daily telecast of the local ball club's home games, but insists on coincidental broadcasts, rather than a delayed filmed version. To get this business the broadcaster must invest another $40,000 or more in a truck with antennas and a gas-driven power supply, which will carry two cameras and associated video and sound equipment.

Mobile Unit

This mobile unit will be manned with a crew of six or eight men: Two cameramen with at least one helper and relief operator, an audio and a video engineer, a technical or production director or both, and there really should be at least one extra man to help out at the truck.

The unit may, of course, also be used for pickups from interior locations, such as radio studios, school auditoriums and gymnasiums, halls, theaters, churches, etc. It can and will be used to televise studio shows where these are not broadcast often enough to justify a permanent television setup. There is some basis for belief that for many local stations a mobile unit is all that is needed to handle whatever programs are apt to be produced.

It is probable, however, that the usual television station, like the usual radio station, will have its own studio or studios. Here are some estimated capital investments.
TVA has created a new power empire in the Tennessee Valley. It has brought new industries, new capital, and incalculable new prosperity to this great region, now actively engaged in war work.

Tomorrow this water will work at the more pleasant pursuits of peace, stabilizing the industrial economy of the TVA region, making it a vast new and potent force in the ever growing development of the South.

This water, too, will be devoted, in and around Chattanooga, to the more relaxing activities of the vacation-minded.

**LATEST HOOPER FIGURES PROVE WDOD CONTINUES TO DOMINATE IN CHATTANOOGA!**

<table>
<thead>
<tr>
<th></th>
<th>WDOD</th>
<th>&quot;B&quot;</th>
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**C. E. HOOPER, Inc.**
**MIDWINTER 1944**
**STATION LISTENING INDEX, CHATTANOOGA, TENN.**

**WDOD** FOR CHATTANOOGA
5,000 WATTS DAY AND NIGHT

National Representatives
PAUL H. RAYMER CO.
WNAB, Bridgeport, Conn.
WOCB, Cape Cod, Mass.
WJEJ, Hagerstown, Md.
WJTN, Jamestown, N. Y.
WNBH, New Bedford, Mass.
WHN, New York
WELI, New Haven, Conn.
WJAS, Pittsburgh
WFPC, Providence-Pawtucket
WHEB, Portsmouth, N. H.
WRAW, Reading, Pa.
WATR, Waterbury, Conn.
KBUR, Burlington, Ia.
WTAW, College Station, Tex.
KMYR, Denver
WCLO, Janesville, Wisc.
WHBO, Memphis
WDGY, Minneapolis-St. Paul
KBN, Omaha
KBIZ, Ottumwa, la.
WL, St. Louis
WDSM, Duluth-Superior
KTKC, Fresno-Visalia
KFWB, Los Angeles
KMB, San Diego
KJB, San Francisco
KEVR, Seattle

REPRESENTED BY RAMBEAU
Radio's First Special Representative

DuMont 25-kw Television Station

(Studio Equipment) (Prewar Cost Basis)
1. Studio Control Desk & Console $10,000

Electrical Control Camera Dolly $1,500
2. Special Film Projectors $1,000
3. 2 Mont Studio Cameras with electronic viewfinders $20,000
4. 2 Mont Master Control Board $25,000
5. 25 kw Audio Transmitter with 15 kw Audio Console $25,000

Suitable antenna $20,000

Total $185,500

2. Field Pickup Equipment

2 Mont Field Pickup Cameras with control equipment $12,000
2 Mont Relay Receiver $2,000
2 Mont Relay Transmitter $2,000

Field Audio Equipment $1,500
Truck with generator and antenna $5,000

Total $40,500

(Installation, Sound, Lighting, etc.)

Studio Installation $15,000
Structural Alterations, soundproofing, electrical wiring, etc. $10,000
Studio lighting, sound equipment and intercommunication system $10,000
Fireproofing film studio $1,500
Equipment stores and test instruments $12,000

Total $48,500

GRAND TOTAL $234,500

General Electric 40-kw Television Station

2—Studio Camera Channels at $14,500 each $29,000
2—Motion Picture (16 mm.) Channels at $24,000 each $48,000
1—Sound (30 kw) and Picture (40 kw) Transmitter $10,000
Installation engineering and Antennas* $16,000

Prewar Selling Price $85,000

*Installation done by electrical contractors under supervision of G-E engineers.

The production of studio television programs requires far more personnel than are needed in radio. A typical dramatic show, for example calls for an audio and a video engineer, a technical director and a program director in the control room, while in the studio, in addition to the performers, are: A production director, a stage director, three stage hands, a property man, a makeup man, three cameramen, a dolly operator and his assistant, a boom microphone man, a lighting engineer. This does not include the costumer and the scenery designer and their crews and the others whose work is done before the program goes on the air.

With rehearsals, a studio crew can probably handle only three or four hours of programming a week, so for an extensive schedule several full crews would be necessary. Their activities would require rehearsal studios in addition to the main studios and almost as well equipped, dressing rooms and store rooms, carpenter shops, drafting rooms and the like, with the offices for executives and the clerical staff, the plant of a major television station begins to resemble that of a motion picture studio, and so do the expenses. But if television is half as good, it will be commensurate with the costs.

For complete stations, offering pick-up programs, with all prices on a prewar basis:

DuMont 25-kw Television Station

(Studio Equipment) (Prewar Cost Basis)
1. Studio Control Desk & Console $10,000

Electrical Control Camera Dolly $1,500
2. Special Film Projectors $1,000
3. 2 Mont Studio Cameras with electronic viewfinders $20,000
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The revenue from television will be commensurate with the costs.

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Lightning strikes in the same place again and again when the lightning is . Haas Bros. made that discovery by offering booklets on the 8 a.m. “Date at Eight.” Last year’s requests averaged 824 per day, which is pretty terrific. This year it was terrificer—1128 daily—with mail coming in from 50 counties in California, plus four far away states. Again proving KPO’s influence is outstanding—even at 8 a.m.

KPO’s the only 50,000 watt west of Salt Lake, north of Los Angeles, south of Seattle and east of Moscow.

‘Telecom’

“TELECOM” is entry of William Fine and William Thomas, Hollywood film producers, in new dictionary of television. The producers, first major lot film unit to set up a television advertising organization, predict that “telecom” will become accepted slang for the new phrase “television commercial”.

ON CUCAMONGA PEAK
Mountain Site Picked for Two
Proposed Outlets

IT’S A LONG, long trail-a-winding—but at present this wearing hike of three hours round a mountain trail is the only accessible means of reaching the site of KPOB and KARO, FM radio and television stations applied for by the Broadcasting Corp. of America.

W. L. Gleeson, president of the applicant corporation, is one of the few persons other than Forest Rangers who have stood at the top of the 9,000-foot Cucamonga Peak near Ontario, to survey the greater part of Southern California. Some engineers are estimating the stations will cover in excess of 93,000 square miles and a population of 7,000,000 with the coverage extending from North of Fresno to San Diego, and East and West from the western portion of Arizona to Los Angeles.

Mr. Gleeson wonders whether helicopter, cable or pack horses will be more practicable for delivery of equipment and building materials. The lease on the peak is for about 50 acres of ground.

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Ellis on Future Broadcasting
(Continued from page 61)

tinue so, but in general the conservation measures practiced by broadcasting stations have made it possible for manufacturers to meet most of the essential needs of stations without interfering with the war effort.

Microphones are available in limited quantities. Simpler types of speech amplifier equipment can be procured where a station demonstrates that it is necessary for continued operation. Here again the supply does not permit expansion of existing facilities.

Turntables Scarce

Turntables and recording equipment continue in very, very tight supply and probably will remain so for some time. Applications for such equipment should be made on Form WFB-541. It is impossible to predict when production of broadcasting equipment may be increased to a point where it will be available to new stations under present military schedules and because of unpredictable war developments.

Video, FM Omitted

Concerning the policy on applications for new or expanded broadcasting facilities, WPB did not have television and frequency modulation (FM) in mind when this policy was stated and no new authorizations are being made for television and FM broadcasting.

The postwar picture of broadcasting is difficult to predict. Undoubtedly, the radio field, including both the broadcasting stations and the home listeners, will be able to make use of many new developments coming out of this war. Equipment for standard broadcasting will be more efficient and easier to maintain and operate.

Television and FM probably will come into their own. Walkie-talkies and mobile broadcasting and receiving equipment will be more widely used, not only in broadcasting, but by many other public services and in many other industries for short-range communication.

FM is going to be of greater value to broadcasting and may permit many new stations in towns now having too few outlets and will also provide other important services.

Television Future Good

Television had demonstrated before the war that it was to have a permanent place in the broadcast picture. New technical developments resulting from war experience probably will bring the price of television receivers to within the reach of almost any pocketbook. American mass production methods will assist in this development. Advances in radio relaying and the use of coaxial cables will allow wider dissemination of television programs than were possible before the war.

On the whole, the broadcasting industry may look forward to important development and growth and wider public service in the postwar era.
Eddy on Costs
(Continued from page 74)

proportion. This same index of return apparently holds true in television making the problem of production cost one that can be regulated by company policy and local competition.

Based on actual experience at WBKB, it can be shown that a television station not only will not cost millions to construct and operate but in contradiction to this assumption can be built, staffed, and programmed for less than $200,000 a year. Necessarily these figures are taken from a pre-war experimental operation based on the minimum of five hours a week but on the other hand these costs represent expenditures over a period where no income was received from any program and the costs of equipment were in many cases double that of today.

It further represents the cost of converting space, tower construction, mobile unit and other experimental costs of a developmental nature. Although this figure does not take into consideration either talent cost or union operation it is believed that postwar stations can be built and operated at well under this figure of $200,000.

Outdoor Map
GIANT OUTDOOR relief war map, constructed in two sections, showing progress in the European and Pacific areas, has been erected in CBS Hollywood studio building forecourt. Allied front lines are changed with each news flash, while loud speakers keep passersby informed of latest battle bulletins. In addition, last minute flashes are posted in an outside glass-enclosed bulletin board. Battle lines on relief portion of map are indicated by a series of arrows on movable pins. James Cantwell, CBS Hollywood art director, designed the map with display constructed under direction of Ralph Taylor, sales promotion. Overall size of map is approximately 28 by 9 feet.

The news comes to Chicago's millions...

...via WMAQ

From London and the French invasion towns, Rome, the Karelian Isthmus, from Yunnan Province and the South Pacific islands, accurate news is INSTANTLY brought to Chicago's millions by WMAQ.

The expert commentators, analysts and reporters who serve WMAQ, command the attention of the vast radio audience in the rich Chicago market—second largest in the United States. To them belongs much of the credit for making WMAQ the CHICAGO STATION MOST PEOPLE LISTEN TO MOST.

The great news-hungry mass of people who instinctively tune to WMAQ for the latest happenings both at home and abroad is another reason why WMAQ is the logical choice for local and spot campaigns. Astute advertisers have learned that their campaigns on this station do reach and influence millions of people and that increased sales and profits are the result.

In Chicago it's WMAQ.

They all tune to the

National Broadcasting Company
It's a National Habit

America's No. 1 Network
A Service of Radio Corporation of America
Loucks on FM

(Continued from page 48)

an opportunity to utilize a new localized type of copy—tailored to fit the area in which it must accomplish its purpose.

Government may well recognize in FM an opportunity to build an improved public service and a democratic competition at the same time. FM's freedom from interference—both natural and man-made, its full-fidelity potential and its inherent spectrum economy are factors which can contribute to this goal. FCC Commissioner Durr has appropriately defined FM as "a whole new radio kingdom."

FM will rate high among the job providers after the war. Thousands will be needed to staff the numerous stations it will make possible. Still more thousands will find their ways into related industries whose demands for personnel will grow because of FM. A whole new horizon of opportunities should be opened for entertainment talent.

How long will it take FM to develop to its full height? Industry leaders have predicted that FM will fully replace AM within 8 to 10 years after the war. It has been estimated that 5,000,000 FM receivers will be sold within one year and 20,000,000 within four years when they again become available. Dr. W. R. G. Baker, General Electric vice-president and chairman of the Radio Technical Planning Board, has predicted 500 FM stations within five years after the war. Recent events tend to make all of these forecasts appear conservative.

Actually the rapidity with which FM can develop need depend only upon how swiftly and how thoroughly the public receives and absorbs its message. Surveys show that nearly all who will buy radios after the war desire some or all of the features which FM can provide. Not all of them, unfortunately know that there is a new radio system which makes these features available.

Investors appear daily who are fully aware of the FM commercial potential. They seek, however, qualified guidance into the field—information which will help them set their FM plans in motion.

FMBI, the new industry's trade association, has been serving as a clearing house and dissemination point for FM information. From its Washington headquarters, 711 Colorado Bldg., it endeavors to tell the FM story to all concerned. As a contributing sponsor of the Radio Technical Planning Board it is active in the planning which will recommend the freedom of development FM is to be afforded. It strives for the kind of freedom FM deserves.

The organizers of the trade association helped lay the very foundations of the new art. It was active at the commercial launching. Begun by an interested few, its membership has grown this year from 73 to 196. It fully deserves the participation of all those who now and hereafter associate themselves with the commercial and educational aspects of FM broadcasting.

Construction Costs

No timely discussion of FM can be complete without some venture into the prediction of costs. Questions which potential FM broadcasters want answered seem to present themselves in the following order: How much coverage can I get? How much will it cost? What will my operating costs be? When I've decided what I want, where do I go to get it?

The successful FM broadcaster will be guided more by his needs than by his wants. Within reason he can usually get the coverage he wants but he will be wiser to determine the area which he can most profitably serve. That will generally be his own or his city's sphere of social and economic influence, the area from which the city draws its trade.

Estimates of construction cost must be carefully qualified if they are not to be misleading. They naturally cannot take into consideration the mass production economies which will be learned from the war. Nor can they contemplate correctly the purely local items

Page 154-B • August 28, 1944

POST-WAR OKLAHOMA

The market will still be the MAGIC EMPIRE

write
Free & Peters
for COMPLETE MARKET DATA

KTUL
5000 WATTS • CBS

BROADCASTING • Broadcast Advertising
such as studio and transmitter sites and buildings.

The same is true of operating cost estimates. This expense will depend in large part upon the quality of the operation intended.

In both instances some items can be rounded estimated. FMBl has prepared such round and carefully qualified estimates for the guidance of prospective FM broadcasters. They appear elsewhere on these pages.

The shortest cut—and perhaps the most economical move in the end—is to secure the counsel of a good attorney and the talent of a competent engineer who, if advisable, prepare and prosecute the application.


FDR-Dewey Appeals

SHERMAN H. DRYER, WGN Chicago writer-producer, is the author of an article comparing the radio appeal of Roosevelt and Dewey, soon to appear in This Week, syndicated newspaper magazine section. According to Dryer, Dewey is the only competitor possessing a good radio voice and effective delivery that Roosevelt has faced since 1932.

Why is a Farmer?

Why is a farmer expected to love metropolitan stations which condescend to one farm program a day? He can’t be.

A farmer wants market reports when he needs them. And he wants them given by a fellow who knows his livestock and his grain. He likes farm news and USDA requirements interpreted by a farm editor who knows his farming. He likes live-talent shows em-ceed by a friendly chap who can personalize entertainment. He gets all this from KMA.

And there you have the secret of KMA programs—the reasons why KMA is the No. 1 Farm Station in the No. 1 Farm Market. No other station in this area gets more than half the listener mail KMA gets each year. No other station in this No. 1 farm region is a full-time farm station.

Everyone knows the average Iowa farmer made $7,672, in 1943. That's why everyone is learning that KMA is your best buy—in 1944—in the No. 1 Farm Market. Call Free & Peters today. To set your availabilities, the time is NOW.

KMA
BLUE NETWORK
The No. 1 Farm Station in the No. 1 Farm Market

152 COUNTIES AROUND

SHENANDOAH, IOWA

Free & Peters, Inc.
Exclusive National Representatives

BROADCASTING • Broadcast Advertising
August 28, 1944 • Page 134C
Dumont on Television Stations

(Continued from page 82)

Sitting on one side of the director is an engineer who shades the pictures as they come up for proper light contrast. Sitting on the other side is a technical production assistant who pushes buttons putting cameras on and off at the director's command. Still further away is a sound man with turntables who superimposes off-stage sound effects and music, if and when the director wants them. The director is likewise in constant interphone communication contact with a projectionist in the film studio. A studio scene can be dissolved from camera to camera or it can be flashed from camera to camera at the director's discretion. Likewise the studio scenes can be faded into and out of film sequences.

Sequences

An illustration of this technique was a program known as "Television Roof". Studio cameras picked up a couple sitting in the living room listening to a radio program. The radio program ends—husband says to the wife, "let's go to a night club"—where to—Television Roof—the husband gets up, turns off the radio, the wife puts on her wrap and the two of them exit on a fade. The film sequence dissolves into a couple entering a taxicab. The taxicab pulls away from the curb and drives through city streets at night-time. The cab pulls up to a curb, and the couple emerges. Studio cameras pick up a marquis of a building, dolly into an elevator with the door closing, dolly's back and slowly pans up the face of a sky scraper. At this point film camera dissolves into a regular juke box type film of a band in a night-club. After about 35 or 40 seconds there is another dissolve back into the studio where an m.c. thanks the orchestra and goes into his routine of introducing entertainers.

Films Used

In a program of this sort which is interspersed with short films of dance bands coming back constantly from live studio to film studio the audience is never aware of a change from one to the other. Just like on a transcribed radio program the announcer at the end says "Orchestra and taxicab scenes were filmed presentations". But apart from this the audience has never been aware of this fact. We have had guests in viewing rooms at WABD who after the program have wanted to know if it was possible to get the orchestra leader’s autograph. And when told that the orchestra leader had been present on film, have insisted indignantly that they were being given the brush-off.

It has been said that the technique of television programming more closely resembles that of motion picture production than of radio programs. This is only partly true since there is undoubtedly a great similarity between the two. The big difference, however, is that, whereas, in motion pictures many scenes wind up on the cutting room floor—in television there is no cutting room floor. The actor can’t make a mistake and feel that after all the public won’t see it. Television is instantaneous and everything the camera takes goes on the screen. The "huff" of a line, the embarrassed expression are seen and heard and as a result of this it has been found that those shows built around more informality where errors can be covered make for better television entertainment.

NEW FEMALE FIELD

WRGB Discovers Video Takes With Well to Charm

WOMEN may find themselves leaders in the field of television when the medium gets fully under way after the war, according to the experiences of the GE television station, WRGB Schenectady. Over a year ago they hired Helen Rhodes, U. of Michigan graduate of 1942, with an A.B. degree in speech, and one semester completed toward her master’s degree. She is now chief announcer.

Combining a natural charm with genuine ability, she has proven the value of a woman before a video camera, not only as an announcer, but also on the production end. She plans programs, from operettas to military drills, supervises production, does scriptwriting, in addition being chief announcer.

Sponsored Column

A SPONSORED morning newspaper radio column starts in the Toronto Globe & Mail on Aug. 22, a new departure in department store advertising to gain reader attention. Robert Simpson Co., Toronto and Montreal department store and mail order house, will use an 800-word column of friendly radio program news and anecdotes of radio artists in its regular full-page space in the morning newspaper thrice-weekly, Tuesday, Thursday and Saturday. The column is known as Frank Chamberlain’s Radio Column.

Under One Roof

FORT BENNING, Ga., has now combined its PRO radio and newspaper activities in a new office at the post. There is a soundproof studio located with the newspaper base, in one wing of Post Headquarters; T/Sgt. Owen J. Remington, former Minneapolis and St. Paul newspaperman, is chief of the radio branch, directing eight radio programs originated on WRBL, WDAR Columbus.
Southern California WAR WORKERS LISTEN TO KGER!

Takahashi isn't the only one who has found out that working people in the Los Angeles-Long Beach area listen to KGER! Many advertisers who want to sell economically to the more than two million prosperous consumers in this area use KGER year after year—and get results! There are good reasons, of course: KGER gives you complete coverage of metropolitan Los Angeles and Long Beach, at rates that make KGER one of the best buys in radio. Consider KGER when planning your Southern California advertising schedule!
Collingwood Report of Paris Liberation Brings Confusion

CONFUSION over premature reports on the liberation of Paris developed last week following radio and published reports Aug. 23 that the French capital had been retaken and a subsequent denial from SHAPE Headquarters in London.

Charles Collingwood, CBS correspondent in France, had dispatched to London last Wednesday (Aug. 23) reports of the French capital's self-liberation from the Nazis.

"Translation Error? At CBS it was explained that the story had reached London by couriers in typewritten form and that it had been assumed the script had passed Army field censorship. CBS editors who handled the dispatch for press distribution concluded that the context indicated the dispatch came from Paris and that the Paris dispatch was the answer."

"The PFF did seize the island. After the Collingwood dispatch, Gen. Eisenhower's headquarters last Thursday described it as a "pure but serious" error in translation from French to English. Referring to "the City of Paris", it was pointed out, could also refer to the island city in the Seine, as well as the entire French capital. The PFF did seize the island.

"Story of the entrance into Paris of the French Second Armored Division on order of Lt. Gen. Omar N. Bradley was sent by Mr. Collingwood to London and read from there by Richard Hettle. It was subsequently picked up by newspapers and press associations and appeared under a Collingwood byline on the front pages of morning papers Aug. 24.

"Questioned for details about the story, CBS on Thursday said: "It was in typewritten form and with it was a film recording made by Collingwood. It was the first time in the experience of our London office that such a record had been accompanied by a script and it was assumed, it now appears erroneously, that the script had passed Army field censorship. The radio censor in London passed the script in time for delivery on the air at 12:45 a.m., London time, upon the statement of CBS men there that they assumed such prior censorship had taken place."

"Both the Collingwood story and the film recording, which was played later and which proved to parallel the script, contained these words: "The people of Paris rose in their might and drove the Germans out and then we came in with the French Second Armored Division and proudly leading the way into the city which is the spiritual home of all Frenchmen."

"Collingwood is an able and experienced war reporter whose coverage of the Allied invasion of North Africa won him both the Peabody and National Headliners awards in 1943."

With a script prepared in advance for the occasion, Coca-Cola Co. was ready to go on the air at 3 p.m. Wednesday on its regular "Songs by Morton Downey" program.

White House Decision Through Byrnes Expected Soon in AFM Recording Ban

DISPOSITION of James C. Petrillo's defiance of the War Labor Board's directive ordering AFM musicians to return to their recorders, is resting on the White House doorstop. The White House office had asked the London office of the origin of the dispatch and the answer was Paris.

"Should the precedent of the Montgometry Ward case be followed, the White House could order the Government to go over the RCA and Columbia Recording Corp. operations, and thus order the AFM strikers to return to work. While there are other alternatives to the course of Government take-over was looked upon as most likely."

Vice-Chairman George W. Taylor, in his letter released last Friday, advised Justice Vinson of the Board's decision preceding week to refer the issue pursuant to established wartime procedures. The dispute involving KSTP St. Paul and the jubilant union, however, which also was ordered referred to OES, was not transmitted to Justice Vinson, but action by WLB is expected momentarily.

Mr. Taylor explained that he had been directed by WLB to advise OES of the failure of AFM to "accept the directive order of the Board determining a labor dispute" and that "the worst possible manufacturer and the union. Companies remaining in the dispute are NBC Radio Recording Division, Columbia Recording Corp. and RCA Victor. The union, Justice Vinson was told, had refused to lift its ban on union members for these companies as ordered by the Board. Previously, other transcription and record firms had come to terms with AFM. The Board had voted 10-2, with the two AFL members dissenting, to refer both the recording and KSTP cases."

Justice Vinson, under OES procedure, will consider the evidence in the dispute and determine whether to recommended to the President that punitive action be taken. It is expected that the ruling will come through Justice James F. Byrnes, Director of War Mobilization, in his official capacity as "assistant President." An official noted for speedy action, Justice Vinson may transmit his recommendations to the White House within a fortnight, it was thought.
SAUCIEST of the “gnawing” mammals, the Squirrel is EXCLUSIVE because of its thrift . . . and because of its scolding bark, its blithe spirit. Gray, black or reddish brown, living mostly in trees in evergreen forests, building its nest of leaves and twigs in tree cavities, the Squirrel feeds on grain and nuts which it stores away and saves up for the winter.

K-O-Z-Y . . . FIRST FM VOICE in the Kansas City Area . . . is EXCLUSIVE by right of its Pioneering Spirit, its Proven Ability, its Practical Potentialities. KOZY is not just Dreaming it Out for the Duration . . . it is Building and Bettering its Service Assets to You and the PEOPLE YOU WANT TO REACH! Do you want to know more? Write for Rate Card 3.

EVERETT L. DILLARD
General Manager

ELIZABETH WHITEHEAD
Station Director

FM Radio Station KOZY
PORTER BUILDING • KANSAS CITY, MISSOURI

FM Pioneer in the Kansas City Area
ENJOYING ANOTHER transfer field day, the FCC at its meeting last Tuesday granted seven stations sales transactions involving an aggregate of $700,000. At the same time, it approved some two-dozen other broadcast items, in an effort to clear its docket preparatory to the all-embracing spectrum reallocation hearings to get under way Sept. 28.

Heading the transfer approvals was the assignment of WSAI Cincinnati, Ohio, to the Crosley Radio Corp. toMarsh Field, Chicago department store owner, newspaper publisher and broadcaster, for $650,000. Mr. Field had acquired WJJJ Chicago for approximately $750,000 and is understood to be considering at least one other station acquisition. He publishes the Chicago Sun and P.M.

Also approved was an exchange arrangement whereby 66% of KALE Portland, Ore., was transferred to C. W. (Chuck) Myers, former NAB president, and Mrs. Josephine Hunt, to the Portland (Ore.) Journal Publishing Co. in exchange for 26% of the stock held in KOIN by the newspaper. This transaction, growing out of the FCC’s "duopoly" regulation, gives Mr. Myers and Mrs. Hunt full ownership of KOIN (Mr. Myers holding control) and the newspaper 100% ownership of KALE.

WLA Acquisition

Acquisition of control of WLA Lawerence, Mass., by Irving E. Rogers for $26,887.03 was approved by the FCC in another transfer transaction growing out of a settlement of the estate of A. H. Rogers Sr. Millions of the personal estate and distribution covered 337 shares, or 56.17% of issued and outstanding stock from Irving E. Rogers, Harold B. Morrill and National Shamout of Boston, executors under the elder Rogers’ will.

Sale of WFGP Atlantic City, by 21 stockholders to a group of nine, several of whom are interested in WHEC St. Louis, WKNY Kingston, N. Y., and WJPA Washington, D.C., for $83,775, also was approved by the Commission. The new stockholders are John J. Laux, general manager of WSTV, Richard Teitlebaum, Myer Wiesenthal, Alex Teitlebaum, Louis Berkman, Jack N. Berkman, Charles C. Swaringen, Joseph Troesch, chief engineer; and John L. McVey, executive director, WSTV.

Sale of WABC New York, by 30 stockholders to a group of 15, for $12,500, also was approved by the Commission. The new stockholders are John J. Laux, general manager of WABC; Richard Teitlebaum, Myer Wiesenthal, Alex Teitlebaum, Louis Berkman, Jack N. Berkman, Charles C. Swaringen, Luke Troesch, chief engineer; and John L. McVey, executive director, WSTV.

KROD El Paso; Gene Rethmeyer, treasurer (21.1%), KROD sales manager; Norman R. Loose, vice-president (10.5%), advertising man; and Edward W. Talbott, chief engineer of KROD. Messrs. Hubbs and Hawkins are owners of KIUN Pecos, Tex., and are selling their KAVE interests to devote their time to that station.

WEMP Switch

Transfer of control of KSUR Cedar City, Utah, from Leland M. Perry to Radio Service Co. of Utah, licensee of KSL Salt Lake City, for $5,061, was approved at the same meeting. The purchase, covering 50,000 of KSL, leaves Mr. Perry with the minority ownership. He will remain as station manager. Ivor Sharp, vice-president of KSL, said the acquisition was to provide better program service to Cedar City under the joint operation. The station is on 1340 kc with 100 w.

Sale of WNDB Saranac Lake, N. Y., by Carl F. Woese to John F. Grimes, general manager, for $24,000, also was approved. Mr. Woese also is a writer for the New York Times and the Syracuse Post-Standard.

The FCC approved voluntary assignment of the license of WEMP Milwaukee, from Glenn D. Roberts, his wife and several other partners, doing business as Milwaukee Broadcasting Co., to a new partnership, wherein Leo T. Crowley, director of the Frontier Economic Adm., and James E. Marham, Alien Property Custodian, sold their one-eighth interest for $12,500 to Rachel Young La Follette, wife of Robert M. La Follette Jr. Other partners, in addition to those named, are Welwood Nesbit, Sen. La Follette, Evelyn H. Dolph, wife of William B. Dolph, executive vice-president of WOL Washington; and Hope D. Petey, wife of Herbert L. Petey, director of WHN New York.

Voluntary assignment of the license of KSJ San Francisco, from Julius Brunton & Sons to KJBS Broadcasters, also was approved. There was no consideration involved since the new partnership recently acquired the station from the Brunton family, operating KQW San Francisco, for approximately $250,000. They are Messrs. W. A. Drph, Mr. and Mrs. Petey, Sen., D. Worth F. (Idaho), Helen S. Mark, president of WOL; Glenn A. Dolph, Mr. Dolph’s sister-in-law; Edwin P. Franklin, general manager of KJBS; Elizabeth N. Bingam, wife of Herbert M. Bingham, Washington attorney; and Alice H. Lewis, wife of Fulton Lewis Jr., radio commentator.

APPOINTMENT of Charles E. Couche, advertising and promotion manager of KOIN, to KALE Portland, Ore., as general manager of KALE, upon its acquisition by the Portland Journal, was announced last week by P. L. Jackson, publisher of the Journal and president of KOIN. The FCC last week approved an exchange of stock interest whereby KALE became the property of the Journal in its entirety, in exchange for a minority interest held by the newspaper in KOIN [see story at left].

Since 1935 KALE, a Mutual outlet, had been operated in conjunction with KOIN, the latter a CBS outlet, the Journal having had minority ownership in both stations. C. W. (Chuck) Myers had been directing head of both stations and now will devote his entire time to KOIN, which he controls.

Mr. Jackson also announced the election of S. B. Winch as KOIN vice-president. Mr. Couache announced that Norman A. Davis, for years a member of the KOIN-KALE commercial department, has been named commercial manager of KALE. A full staff already has been assembled. New modern studios for KALE are in process of completion on the ninth floor of the newspaper building in downtown Portland. Operation from the new location took place promptly upon FCC approval, but formal opening of the new quarters will not take place until alterations are completed.

KJAN Signs NBC Pact; Gordon Named Manager

AN AGREEMENT whereby KJAN Monroe, La., new 250 w outlet on 1450 kc, will become an affiliate of NBC until it goes on the air shortly was announced last week by J. A. Noe, president of KNOE Inc., to which a construction permit has been granted [Broadcasting, Aug. 7], and president of WNOE Inc., licensee of WNOE New Orleans.

Mr. Gordon

At the same time Mr. Noe, former Governor of Louisiana, announced that James E. Gordon, vice-president and general manager of WNOE, also will manage KJAN. The FCC on Aug. 7 granted permission for reconsideration and grant without further hearings of the KJAN construction permit, subject to the WPB-FCC Order of Jan. 26. Station has cleared the WPB and construction is underway.
We at WING are "going to town" for the Convention ... Just to chin a little, have some fun and learn all we can.

Figure wise (a good convention thought) and fact conscious, we at WING have been going to town for a long time. Reasons, ... Plenty ... 55,855 population increase, ... one of the highest per capita incomes in the United States ... an excellent postwar future.

For proof of what WING can do in "going to town" for your products in Dayton write or wire today.

WEED & COMPANY NATIONAL REPRESENTATIVES
BROADCASTING • Broadcast Advertising
New Law Needed—Ryan
(Continued from page 41)

world today, and so aided in keeping up morale on the home front, is on the battle fronts. In addition to providing radio entertainment for servicemen, radio entertainers made personal appearances at the camps and at the fronts.

The result of all this was increased listening. When it is recalled that before the war between 85 and 90 homes out of every 100 in this country were radio-equipped, this result appears the more extraordinary. It was accomplished in the face of considerable difficulty in getting replacement tubes, parts, etc.

Radio Is First
When the last shot is fired, what will be the trend of radio listening? While it is true that the news will not have the same world-changing quality, the problems connected with the making of the peace will hardly be of less importance than the news which today we receive through the air.

Almost every important thing is heard first by means of radio, whether it be strictly in the line of news, the expression of opinion of statesmen and politicians, the presentation of a new Shostakovich Symphony, the criticism of a new book, or the thousands of programs that are presented for entertainment and amusement. Everyone will continue to talk about yesterday's radio programs.

It is no news to the public that radio stations are currently enjoying a good business. Most of them are operating on the profit side. For many station managers, next to trying to maintain an adequate staff under present manpower shortages, the greatest difficulty has been to find enough time on the air to satisfy all demands.

What will be the trend of advertising after the war? Total radio advertising volume had been steadily increasing before 1942 and would undoubtedly have shown substantial increases in 1942, 1943 and 1944 without the added impetus that the war undoubtedly gave. There are a few—a very few—advertisers on the air today who may discontinue their advertising when peace comes, and more who may curtail the amount of air advertising they are now using.

On the other hand, many new advertisers, or old friends now temporarily off the air, will turn to radio as a means of assistance in moving their product. This is especially true of dealers in automotive lines and in household appliances.

New business can be expected from department stores and specialty shops as the advantages of radio advertising are brought home to these merchants. All in all, it seems to me, that while there may be a slight momentary falling off in advertising volume after the war, it will be rapidly overcome, and the present pace will for the most part continue.

What of the form that broadcasting will take after the war? There we have a tough question. What about FM, television, facsimile? Will frequency modulation supersede amplitude modulation, as the means by which the radio programs of the future are brought to the public? Is FM as free of all imperfections as some feel? Can AM be so improved as to make unnecessary a switch to other frequencies with consequent scrapping of hundreds of millions of dollars worth not only of transmitting equipment but of receiving equipment in the hands of the public? Is television as near as it seems to some? Will facsimile prove up to the high expectations that were held for it some years ago?

Without being able to appraise the factors, there are difficult questions to answer with any assurance. The first factor is the progress that has been made in the laboratories during the war. What stupendous changes will come from this direction when the curtain of secrecy is raised that, of the research, had to be drawn while the war was going on? We can only guess at some of these changes and improvements.

FCC Rules a Factor
The other factor has to do with the rules and regulations that may be established by the FCC. Without a more accurate knowledge of these two variables, it is rather useless to try to speculate. We can only surmise that the future of radio broadcasting will be even more exciting and fascinating.

And what about international shortwave broadcasting? When the war came, there were 11 shortwave stations, owned and operated by seven companies. Through the Office of War Information and the Coordinator of Inter-American Affairs the programming was taken over completely by the Government, although the technical operation remained in the hands of the owners. In addition, these same owners serve as contract operators of the new international stations built by the Government, making a total of 30.

What is to be done with them when the war is over? Will the new stations be dismantled, sold to private ownership, operated by the Government, or will there be a combination of operating methods? Will there, indeed, be any international shortwave broadcasting in the postwar world?

The crying need of American broadcasting for the present and the future is a new radio law which shall be more definite in marking out the limits of the rights and the obligations of the nine hundred odd licensees, on the one hand, and the rights and obligations of the regulatory body, the FCC, on the other. Very few industries have experienced the rapid growth that has marked commercial broadcasting in the period 1920-1944. Not many arts have passed through such engineering changes and improvements as has radio during this quarter of a century. Yet broadcasters are operating under a law originally passed by the Congress 17 years ago and revised 10 years ago.

The record of the licensees, by and large, in their development of this means of mass communication for the public good, has been so meritorious that they deserve to know more exactly the rules under which they are operating. Who can better appraise the “public interest, convenience and necessity” than the average station operator with his daily public contacts and his knowledge of the likes and dislikes of his immediate public?

I have such an abiding faith in the broadcasters of this nation that I feel they are entitled to know definitely all the rules of the game before they are asked to invest the hundreds of millions of dollars that will be necessary in the development of radio in the postwar world.

Broadcasting is an intriguing occupation. If at some times it seems to you to be slightly “wacky”, it is only because it is spinning so fast on its way to the future!
RADIO SYSTEMS ENGINEERING

RADIO SYSTEMS ENGINEERING is the co-ordinated application of the principles of engineering and economics to the formation of plans for the future which will be in the public interest.

With its extensive background of experience, JANSKY & BAILEY is pioneering the application of Radio Systems Engineering to the Frequency Modulation (FM) Broadcasting field.

...—

Owner and Operator of Washington's Experimental FM Broadcast Station W3XO

JANSKY & BAILEY
CONSULTING RADIO ENGINEERS

NATIONAL PRESS BUILDING WASHINGTON, D.C.
Murphy Assumes Operation of KSO
H. F. Holm Named Controller; Headley-Reed Appointed

WITH the sale of KSO Des Moines consummated last week, the station is now operating under new ownership and management, according to an announcement last week by Kingsley H. Murphy, mid-west newspaper, radio executive and new owner of the station [.Broadcasting, May 8].

In addition to the appointment of George J. Higgins, formerly of WTCN St. Paul radio manager [Broadcasting May 15], Her-

bert F. Holm, formerly of the Min-
neapolis Tribune newspapers, will be new controller of KSO, while Ed Lishan, who has been with KSO since 1934, will continue as program director. Floyd Bartlett will join the station as studio supervisor; Dick Burris, veteran newscaster, will be director of the newsroom; and Max M. Friedman and Mort Laff are now added to the KSO sales staff. Other KSO personnel will continue with the new management in various capacities.

Name Headley-Reed

Under the new management, KSO will be represented nationally by Headley-Reed Co., replacing the Katz Agency.

Mr. Murphy, who for many years was principal owner and executive of the Minneapolis Tribune, is now affiliated with the reorganization of WTCN-St. Paul, with which he is still associated as vice-president. Referring to this new management, the new owner of KSO, Mr. Murphy said:

"We are going to continue the very fine service given by KSO in the past. As technical improvements are made and such technical improvements are available, we will incorporate those improvements into our service. The station will continue to give the listeners the benefit of all new and improved facilities. We have plans for new studios, and these plans call for the latest and up-to-date material in both construction and engineering. We believe that our studio will be the finest in the Midwest."

KSO now shares quarters with KNIT. Both stations will continue to use the same transmitter site and antenna, until such time as essential materials are released.

20th for WFBG

WFBG Altoona, Pa., affiliated with the NBC and Quaker networks, on Aug. 24 celebrated its 20th anniversary on the air. Operating on 1340 kc with 250 w power and limited time, station is managed by Roy F. Thompson.

Reinsch Names Merrifield

JOHN MERRIFIELD, farm director of WHS in Des Moines since 1940, has been granted a leave by the station to accept the appointment of farm director of the Radio Division, Democratic National Committee.

Mr. Merrifield started in Des Moines, where he was associated with the Des Moines Register, before joining WLS. He will develop special farm programs for the Democratic National Committee to be broadcast in the Midwest.

Mr. Merrifield

From the File

H. F. Holm

Mr. Murphy

Mr. Higgins

Mr. Murphy

Mr. Higgins

Public to Be Told of NBC "Parade"

SPECIAL network programs will be used to stimulate public interest in the NBC "Parade of Stars" promotion, one-time seasonal project, which now is in its third week of the year. In addition, NBC plans displays throughout the country of its Bandbox, containing promotion material. New England and other key cities will get the displays.

Preceding the project will be an intensive campaign in radio and advertising trade publications, supplemented by posters, stickers and mailing pieces.

In closed circuit talks last Tuesday, Niles Trammell, NBC president and vice-president in charge of sales, and Charles P. Hammond, NBC director advertising and promotion, introduced the "Parade of Stars" project to station managers.

Immediately following the talks, distribution of the 1945-46 edition of "Parade of Stars" to 140 affiliated stations began.

Recordings by NBC stars again form the backbone of the promotion set, with a large number of transcribed spots, many of them shorter than heretofore. The 12-inch recordings as well as scripts, editorial, photos and other promotion aids covering NBC's list of some 500 sponsored shows, were shipped out to NBC stations last week in brightly colored Bandboxes.

Universal Stroboscope

This handy phonograph turntable speed indicator, complete with folding shelf, is now available to all phonograph and record owners through their local dealers and jobbers. As a recorder and the Universal Stroboscope will assist in maintaining pre-war quality of recording and reproducing equipment in true pitch and time.

Universal Microphone Co., pioneer manufacturers of microphones and home recording equipment as well as Professional Recording Studio Equipment, now offers the Universal Stroboscope to the owners of phonograph and recording equipment.

Universal Microphone Co., 204 W. 65th St., New York, N.Y., is the exclusive distributor of the Universal Stroboscope.
We Ask You—

SHOULD ALL VETERANS WORK?

Every part of the Nation from Capitol Hill to the smallest American Legion and VFW post is talking and planning on "Jobs for Service Men." What we have yet to see ballyhooed is the fact that for many of these service men a job immediately upon their discharge when hostilities are concluded is perhaps the last thing those men should have. Uncle Sam was the first regular, full-time 'employer' that thousands of the men in uniform had. For the young fellow who left high school or college to become a GI, the immediate job is possibly not the best for him. Completion of his educational program might be more important, not only to him, but to the future of America. World War I veterans know it. Yet in most instances, World War I reemployment committee men have not been able to sell that idea on even a part-time basis to returning 'teen lads and fellows in their 20's. We think radio should take a look at the picture and slap the page of continuing education in its post-war planning book. We think that said service by stations will pay off plenty 15 years from now.

SHOULD RADIO ADOPT AAF?

Aviation is the new 'baby', now and post war. The field of aeronautics cannot absorb all of those men now in the air force. We think radio broadcasting should make a concerted effort to employ the returned AAF man. We don't care whether he ever saw a broadcast studio or not. Train him, and again fifteen years from now, radio with radio-air personnel will be a still more solid industry.

DON'T MANAGERS AND CHIEFS NEED HELP?

A lot of good guys from broadcast field went to war from 1940 to date. While they have been gone, a lot of other guys (and gals) have kept the programs rolling. During the interim, years of radio scientific research and development have been jammed into a few months. Yet results of that research being completely military have not been open for civilian surveillance. Likewise, so vast has been the development that correlation of the material has been impossible. When the war is over, this vast fund of scientific radio knowledge becomes available. What we propose and suggest is that in each NAB district two courses be set up with some major college or university for chief engineers and station managers. The course for the engineers could cover a six months period. The course for managers could perhaps be handled in two months. Not because managers are any smarter than chief engineers, but because their knowledge can be more superficial and not so exhaustive. The president of Stanford University and the engineering department of that institution have already indicated their interest in such a plan. Radio men who have stayed with the home kilocycles we think are just a little bit tired and need a shot in the arm with new ideas. The radio men who became GI's will be tickled to death to take over. This idea has been presented to or discussed with five men: Four Stanford officials and our chief engineer. Result? Reaction thus far favorable. If consummated, we think net result would again be one of enlarged and more intelligent service to radio listeners.

THE VOICE OF THE REDWOODS

KIEM

Located at Eureka, California in heart of Redwoods is 1000 watt full time affiliate of Mutual Don Lee. Has highest day-night Hooper. Service facilities include shortwave stations KRED and KIDN, UP and INS news, MacGregor, World and Standard transcriptions and 48 local remote outlets. Strong signal serves Northwestern California and Southwestern Oregon. John Blair has immediate availabilities.

THE VOICE OF SOUTHERN OREGON

KUIN

Located in Grants Pass, Oregon at northern end of Redwood Empire is a 250 watt full time station serving that rich area of Oregon. Mutual-Don Lee affiliate, KUIN is completely modern in equipment with management under a six foot six individual who is rather proud of the job the station is doing. Hooper ratings are available.
When It's Towers Go to TOWER

For years the West's largest Distributor of Radio Towers

Erection - Lighting Painting - Ground System

TOWER SALES & ERECTING CO.

6100 N.E. COLUMBIA BLVD.
PHONE TRINITY 1697
PORTLAND, OREGON

FDR, Dewey Hail Radio
(Continued from page 38)

old headquarters at WSPD Toledo.
Mr. Ryan is expected to tell the Conference that he will shortly name a committee of three or five board members to consider the selection of a new paid president subject to board approval. At this date, no names have been mentioned. Return to peace by next summer would make available a number of key public figures for the NAB helm.

Avid interest in postwar services has been evident among broadcasters for many months. With upward of 200 applications pending for new FM stations, and with some 60 applications for television on the air, broadcasters in the Chicago area are interested in these new services which have heightened interest in these new services which have heightened interest in the NAB Commissions.

Generations of broadcasters have been interested in the Chicago sessions. The Federal Communications Commission has scheduled sessions for the following weeks:

1. Thursday, August 28.

2. Thursday, September 4.

3. Thursday, September 11.

4. Thursday, September 18.

5. Thursday, September 25.

6. Thursday, October 2.

7. Thursday, October 9.

8. Thursday, October 16.

9. Thursday, October 23.

10. Thursday, October 30.


14. Thursday, November 27.

The FCC intention, however, is to limit the testimony to broad allocations policies, rather than to providing particular causes, such as West-East Coast duplication on clear channels or individual applications for facilities in any branch of the spectrum. Proposals of FM, television and other licensees or prospective licensees for such services should be filed with the FCC to cover overal allocations, rather than individual situations, according to FCC spokesmem.

It was indicated that special pleas would be rejected by the Commission, since it hopes to complete its allocations hearings within a month, giving it time to prepare recommendations to meet the State Dept's. deadline of Dec. 1 for data to be used in United States proposals for the forthcoming international conference.

Any case presented by broadcasters, through the NAB, was felt, should be developed with regard to provision of sufficient space in the spectrum to accommodate the maximum needs of the post-war services.

With allocations set, manufacturers then would be in a position to design receivers to cover these new services in a minimum of time.

This procedure pressings later hearings, probably covering each service to be accommodated in the enlarged spectrum, ranging up to 30,000,000 kHz—the span to be covered at the FCC hearings for all types of services, including aviation, ship, government, amateur and industrial electronics uses, aside from broadcasting.

NAB participation in the Sept. 28 as well as in the subsequent allocations hearings will be considered by the new board of directors which will convene Friday, Sept. 1, upon conclusion of the War Conference.

Meyer Drug Series

MEYER BROS., DRUG Co., St. Louis, has bought Speaking of You, a five-minute transcribed series of oddities and stories produced by Nebielti Radio Productions, for broadcast effective Sept. 11 on these 14 stations: KMCM KPLC WGCQ WJAX KAAL KEXK KWTX WDSU WOJO WJDU WJRM. Contract is for 52 weeks and was placed by Anfenger Adv. Agency, St. Louis.

Hosiery Spots

NEUMODE HOISERY Co., Chicago, has signed for 260 time signal announcements five times weekly starting Aug. 28 @ WMAQ, WBBM, WCLF, WLS, all of Chicago, for 52 weeks. Agency is George H. Hartman Co., Chicago.

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"PHOENIX AND TUCSON"

WILL TAKE ALL PRODUCED"

THE SHADOW

Available locally on transcription—see C. MICHELSON 47 W. 44 St., N.Y.C.

BROADCASTING • Broadcast Advertising
**CIO Plans Drive for Time**

(Continued from page 16)

"coded" as unfavorable, but if the opposite were true and the CIO criticized the AFL, he would consider it "favorable".

Under cross-examination he said he had never testified before an expert witness, that he formerly worked for the Office of Facts & Figures and later the Office of War Information, leaving OWI in September 1945. Mr. Loucks objected to all of his testimony.

Mr. Sugar, who was present throughout the hearings which began Aug. 16, took no active part, other than to advise with Mr. Goodman. Repercussions of the CIO's campaign to force radio into giving time were heard on Capitol Hill last week when Rep. Clare Hoffman (R-Mich.), in a floor speech assailed the UAW-CIO general counsel as "the same Maurice Sugar who, in 1917, in a United States Federal District court, entered a plea of guilty to a charge of conspiracy to induce persons to refuse to register in accordance with the Conscript Act then in force". Rep. Hoffman also charged that Mr. Sugar had been a candidate for Detroit City Council on the Communist ticket and had been supported by a Communist Party campaign document which said: "Vote for Comrade Sugar who is the friend of the foreign born and he will aid in making the revolution Comrade Sugar has come out definitely against the church."

At Thursday's closing session Mr. Goodman introduced a deposition of Willard D. Egolf, NAB public relations director, in which the NAB official said there were no provisions for enforcing the Code, although member stations were expected to abide by its provisions. Would Give Time

Taking the stand Wednesday, Mr. Everson testified that had Local 927 refused to buy time under conditions in keeping with the NAB Code, the station would have suggested "we get together on a sustaining basis". Mr. Goodman questioned Mr. Everson about his obligation in the public interest.

"I feel that as a manager of a radio station, I should see that my programs are well balanced," replied Mr. Everson. "As to the legal standpoint, I'll leave that to my lawyer." He declared that the fact that organized labor was not on WHKC was "purely labor's fault".

"We are not going out at the present time and seeking sustaining programs," he asserted. "But should labor come to us with an educational, informative and instructive program, I shall be glad to give them time."

Mr. Goodman questioned the witness about Mutual's coverage of the Democratic National Convention. Counsel Loucks questioned the Convention coverage as to what "Mutual is going to do or has done. That's not our responsibility," he asserted.

"Insofar as what went over this station (WHKC) it is," interposed Commissioner Wakefield.

**How Policy Works**

Reverting to the scripts which the CIO alleges had been changed by the station, Mr. Everson said that under WHKC's future policy the scripts would be permitted "if that's what the CIO wants to say". With reference to changes in one script, Mr. Everson said:

"If the union wants to present a script that is belligerent towards management, to use an old saw, it's no skin off my nose." He added, however, with reference to certain alterations, that the station still filled portions were not in "good taste."

As to the controversial issues, he said the station now would accept them for broadcast on commercial time. He declared, too, that if a controversial issue was discussed on MBS and the network refused time to opposing sides, WHKC would grant such time if the station carried the program in question.

Mr. Everson was cross-examined at length on the station's future policy as set forth in a statement of fact filed with the FCC before the hearings began. Mr. Goodman referred to an NAB bulletin which advised against members accepting from the UAW-CIO a series of programs on the rollback of prices.

"Do you still feel you'd be guided by the NAB?" asked the CIO counsel.

"You know darn well we wouldn't, Mr. Goodman," replied Mr. Everson. "We'll take anything that doesn't violate the laws."

"Under the Code you couldn't do that?" questioned CIO counsel. "No," was the answer. Mr. Everson said he did not object to the solicitation of memberships on the air, nor did he object to the discussion of race, religion and politics. Then he asserted that "labor has been very backward" in public relations and in making its wants

(Continued on page 166)
known with reference to radio time.

Referring to an editorial in the Aug. 14 Broadcasting, Mr. Goodman asked the witness if he read the magazine, then commented: "That is the outstanding magazine of the broadcasting industry, isn't it?"

Mr. Everson replied: "Yes, it is one of the best."

Mr. Goodman then read from Broadcasting: "But the CIO all-out foray is one that bears watching, and is an outstanding campaign."

The Radio Handbook of its Political Action Committee is a brazen, impudent effort to pressure broadcasters into yielding free time to CIO unity meetings, if any. This method ever devised is trotted out—complaints to the FCC, to newspapers and to union headquarters.

A block-buster is dropped upon the NAB Code of Ethics, which has worked well in fostering self-regulation in radio. Unions are told to 'shout' and 'make it loud'; organize to keep stations from getting station refusals in writing."

Then he asked: "Would you consider it proper for labor unions to take steps expressly in this editorial?"

Hyde Objects

Commissioner Wakefield said that line of questioning was "going pretty far afield" and Mr. Goodman asked if Mr. Everson thought it proper for a labor union to instruct its members as to how to go about getting radio time.

"I think labor unions should do it and do it fast," replied the witness. "You've been backward."

There was considerable questioning as to why labor unions should get refusals in writing (as directed in the CIO Radio Handbook which admonished members to send the refusals to FCC Chairman Fly).

"I have information that seems to me has become an examination of labor and not of the issue," Mr. Goodman dropped the subject when Mr. Loucks interjected: "I'll tell you why they want it in writing."

Mr. Hyde questioned the witness as to Sec. 317 which provides that sponsored or furnished programs must be identified as to source.

Mr. Moses testified as to procedure with reference to the CIO scripts. He failed to recognize a copy of a speech by Richard T. Frankensteen, UAW-CIO vice-president, written for broadcast Aug. 8, 1943, as the copy which he said had been submitted. The CIO had introduced the script as the one used by Messrs. Moses and Evans at first reading by the station.

Bristol-Myers Plans

BRISTOL-MYERS Co., New York City, made plans to build a studio or studios for the Gracie Fields, comedienne, for the Tuesday 9-9:30 p.m. spot it has secured on the Blue network. Auditions are continuing for other program ideas. Firm discontinues Nov. 3 The Parker Family for Mum on the Blue Friday, 8:15-8:30 p.m. Agency is Doherty, Clifford & Shenfield, New York.

CHATTING at an office party welcoming personnel of the recently organized agency, Doherty, Clifford & Shenfield, New York, are (1 to r) Joseph P. Hardie, sales manager, Bristol-Myers Co., for which DC&S handles three network periods; Chester MacCracken, agency's radio program director.

Goldsmith Defends Panel 1 Activities

Says RTPB Group Is Acting Within Its Authority

REPLYING to the accusation of C. M. Jansky Jr., chairman of Panel 5 (FM Broadcasting) of the Radio Technical Planning Board, that in dealing with the question of FM band width, Panel 1 (spectrum utilization) was usurping the functions of Panel 5 (Broadcasting, Aug. 21), Panel 1 Chairman Alfred N. Goldsmith, consulting radio engineer, has written W. R. G. Baker, general chairman of the RTPB, that "Panel 1 is acting strictly within its proper scope."

Pointing out that the official scope of his panel is "the analytical study of the factors pertinent to the most effective use of the transmission medium," Dr. Goldsmith states: "This means that this panel must know what services desire to use any band of frequencies, in what way such services propose to use the band in question, what carrier frequencies are available for each type of transmission, and what are the operating characteristics of each such band of frequencies. This is precisely what Panel 1 has properly been doing."

Tells of Questionnaire

Dr. Goldsmith reports that his panel sent a questionnaire to all the RTPB service panels, most of whom furnished "reasonable, complete and helpful" answers, but that Panel 5 submitted no such engineering data, indicated "by implication and omission that the statements of conclusions of Panel 5 represented what was essentially a final matter and one which should be accepted without questioning as to its engineering bases."

While Panel 5 has no obligation to give it material unless it wants to, "Panel 5 must draw its conclusions on the basis of the best engineering information available to it," he declares, adding that if it does not get such information from Panel 5 it will have to develop what it needs itself. "It cannot utilize assertions unsupported by an available engineering data."
You’ll want these facts NOW!

The North Central Broadcasting System covers this rich and profitable market fully and effectively. NCBS offers you a wired network of modern, progressive stations...the most frequently tuned-in, most consistently listened-to stations in this productive territory. Mass and class coverage in rural and urban homes available at amazingly low cost...exclusive or participating sponsorship on full network or individual stations. Retail and jobbing merchandising service that pays dividends cheerfully and efficiently rendered gratis!

We’re particularly proud of KSJB (Jamestown, N. D.) whose sensational mail returns prove its impressive productivity. Morning and afternoon music and variety shows plus use of all available farm services and information make KSJB the favorite of 250,000 rural dwellers and 100,000 town dwellers who buy more than $91,000,000 worth of merchandise annually!

We’d like to give you full details and show what we can do for you!

NORTH CENTRAL BROADCASTING SYSTEM, INC.

New York
8 East 41st Street
Lexington 2-6892

JOHN W. BOLER, President
St. Paul, Minnesota
First National Bank Bldg. Cedar 8579

Chicago, Illinois
360 North Michigan Avenue
State 4214

Broadcast Advertising August 28, 1944 • Page 167
Decisions...

The Universal Stroboscope

Tentative Calendar...

WJEPA Northwest,

WNCX Portland, Me.

Applications...

Network Accounts

New Business

Archer Broadcasting Co.,

Arthur P. Dewey,}

Arthur E. Dewey,

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Arthur E. Dewey,
Dairying-Income
Located in the very heart of the nation’s rich dairy and Swiss cheese center, WCLO’s market has 16,000 of the best dairy farms in the U. S. with an “Effective Buying Income” in farm dollars of $60,320,000. Close to 90% of these farms are served with electric power; 97% have radios; all offer a tremendous post war market for types of consumer goods.

Vacation Area
Because Southern Wisconsin has been endowed with a myriad of lakes and other recreational advantages, WCLO’s market has become a mecca for vacationers from nearly every state. It is estimated that over 6,000,000, or twice our State’s normal population, come into Wisconsin yearly. A “vacation hungry” horde of war workers and returning veterans will find Southern Wisconsin’s “Land of Blackhawk” a real haven of rest.

Twin City Market
WCLO serves the only Wisconsin county boasting two important cities. Beloit and Janesville with a combined population of 52,000 are within a 7-mile radius of WCLO’s transmitter. Programs originating from each of these cities and complete local news coverage assure advertisers of the lion’s share of the potential audience. Both cities are growing and expanding toward each other.

Diversified Industry
C. E. D. surveys made among the industries in WCLO’s area reveal that more people will be employed in the post war period than during the war. Fairbanks, Morse & Co., Beloit’s major industry, is the first to go into post war production with its first Diesel locomotives delivered to RR officials August 8. Other industries, long established in WCLO’s market, are ready for quick conversion to peacetime goods.

The average weekly industrial wage is $51.56, ranking high among Wisconsin cities. WCLO area is the home of:

- Parker Pen Co
- Chevrolet-G. M. Plant
- Rock River Woollen Mills
- highway Trailer Co.
- Moe Bros.
- Freeman Shoe
- Taylor Freezer
- Gilman Engineering
- Sun-Brite Products
- Borg Industries
- Warner Electric Brakes
- Baker Manufacturing
- James Manufacturing
- B. F. Yates Co.

(Space limits complete listing.)

Newspaper Affiliation
The Gazette Printing Company, publisher of the Janesville Daily Gazette, owns and operates WCLO. The newspaper has an ABC net paid circulation of 17,350 as of August 1, 1944, which with the exception of Beloit and Northern Illinois covers the station’s primary area. All programs maintaining and commercial are publicized in advance. News releases, photos and exploitation copy are published in advance of new radio campaigns thus providing advertisers with a ready-built audience.

Audience-Coverage
WCLO’s primary market boasts 57,181 families with 59,398 radio sets. Janesville and Beloit are the shopping centers of this 53-mile radius comprising 36 cities and towns. The Gazette staff of 85 Southern Wisconsin news correspondents feed all local news to both the newspaper and radio station. Remote broadcasts of special events, pickups from spots in the famous “Land of Blackhawk” resort region and rural programs keep the audience tuned to WCLO.

Educational Institutions
The fine school systems, colleges and nearby University of Wisconsin are responsible for a very minimum percentage of illiteracy (less than 1/3 of 1%). Janesville’s school system is recognized throughout the country as is its city manager form of government. Educational institutions within WCLO’s primary area are Beloit College, Milton College, Whitewater State Teachers College and the Wisconsin School for the Blind.

Population-Income
WCLO’s primary area has a population of 201,000 consumers with an “effective buying income” of over $182,000,000. Retail sales were $97,145,300 with the difference representing liquidation of debts, purchase of War Bonds and other savings which will pour forth after the war to create a tremendous local demand for merchandise and equipment. The “effective buying income” in Janesville is placed at $1,236, a figure well above the $1,103 per person in the nation and the $1,071 of Wisconsin.

Help Wanted

Transmitter and control operator for 25-kilowatt station located in Indiana. Salary $40 weekly. State education and work experience. Box 549, BROADCASTING.

WANTED—Transmitter Engineer for Transmitter Operator. Must hold graduating class license. Salary $45 weekly. State education and work experience. Box 549, BROADCASTING.

If you are a full time announcer and want to be in a Midwest NBF station please apply. Editor (person) accounts here is an opportunity to secure a permanent position. Magazine writing and copywriting experience need not apply. Answer complete details. Write full information concerning background experience, demonstrate voice quality. All replies addressed to Box 585, BROADCASTING.

WANTED—First and third operators. Local network type operator needs first or second class license. Needed immediately. Salary $225.00 a month. Write Program Director, WGRM, Greenwood, Miss.

Classified Advertisements—

PAYABLE IN ADVANCE—Minimum $1.00. Situation WANTED 10c per word.

All others, 15c per word. Bold face copy 30c per word. Ad must be all light face or all bold face copy. Count 3 words for blind box number. Deadline Monday preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Help Wanted (Cont'd)

Transmitter—Wanted transmitter engineer for five kilowatt station. Must have first class license and permanent position not draft service. Anyone without previous broadcast experience need not apply. Give complete details first letter. Letter should include references. Box 586, BROADCASTING.

Station KSEI, Pocatello, Idaho. Experienced operator capable of electrical engineering; first, second, third class radio engineers; production men; junior, senior announcers; station executives; traffic directors; time salesmen; radio telephone operators. Write Program Director, W.Jifen Employment Service, Inc., Union Commerce, Cleveland, Ohio.

Announcer—Operator-Announcer. Must have first class radiotelephone license and be capable of announcing news and commercial programming. Salary $60 weekly and salary required first letter. Station BROADCASTING.


WANTED—Announcer. Experienced announcer for Ohio station. Must be interested in training inexperienced announcers. Salary $750.00 plus $25.00 monthly on qualifications. Tell everything with first letter. Box 588, BROADCASTING.

Transmitter control room operator. First class radiotelephone license and commercial operation. State qualifications and salary required. Box 589, BROADCASTING.

Announcer—Outstanding local network affiliate seeks all-around announcer of proved ability. Duties require handling general business. Salary varying, $175.00-$225.00 monthly depending on qualifications. Tell everything with first letter. Write about your experience. Box 590, BROADCASTING.

WANTED—Announcer for Ohio station. Must be interested in training inexperienced announcers. Salary $750.00 plus $25.00 monthly on qualifications. Tell everything with first letter. Write about your experience. Box 590, BROADCASTING.


Announcer—Fluent ad-lib versatile personality, with continuity and production ability. KFPT, Two Rivers, Wisconsin. Located in non-defense farming area with post war facilities. Draft status. Reference, transcription.


Announcer—An opportunity to develop original ideas and production work. Long experience not necessary. A position with opportunity to grow with a growing station. KEGO, Ogden, Utah.

Thoroughly good deal. Wanted two first or second class engineers. Good pay. Start hour 7:00 with vacation schedule. KFNF, Shreveport, Louisiana.

WANTED—BREW BUESI seeks qualified, all-around announcer, preferably discharged veterans, with good work record. Immediate employment. Progress. Progressive management. With sound ideas both today and tomorrow. Transcription, and your story, please. Wire or write Program Director, WHER, Portsmouth, New Hampshire.

Help Wanted (Cont'd)

Commercials—

Radio Engineering Consultants

WANTED—First class operator, program director, announcer. Good salary, good hours. Write for details. Box 590, BROADCASTING.

WANTED—An opportunity to develop original ideas and production work. Long experience not necessary. A position with opportunity to grow with a growing station. KEGO, Ogden, Utah.

Thoroughly good deal. Wanted two first or second class engineers. Good pay. Start hour 7:00 with vacation schedule. KFNF, Shreveport, Louisiana.

WANTED—BREW BUESI seeks qualified, all-around announcer, preferably discharged veterans, with good work record. Immediate employment. Progress. Progressive management. With sound ideas both today and tomorrow. Transcription, and your story, please. Wire or write Program Director, WHER, Portsmouth, New Hampshire.

WANTED—Announcer recently classified 4F. Childhood leg injury does not cause limp. 8 years experience including Atlantic Refining and General Mills play by play baseball, football, commentating. Write for details. Reply by September 3rd. Employment known of this ad. Dick Altman, WRKT, Miami Beach, Florida.

WANTED TO BUY

WANTED—Frequency monitor and modulation monitor. Write for details. Box 569, BROADCASTING.

WANTED TO BUY

WANTED—Have cash for 100 or 250 watt station. Any location considered. Box 569, BROADCASTING.

WANTED—Full or part interest in local station. Write Program Director, WLTV, BROADCASTING.

WANTED—Two 3 inch 0.3 amp RF meters, internal thermo-couple. Prefer Weston model still with calibration certificate. Box 561, BROADCASTING.

Will pay cash for 150 foot antenna with coupling unit and lighting system. One frequency monitor and one modulation monitor. Interested in all or part. Box 562, BROADCASTING.

WANTED—To buy—Interesting New England AM or FM station. Will give liberal wages. Write Program Director, WIRE, BROADCASTING.

WANTED—Communications receiver in good condition. Similar to HJ-120-T. Also good quality preselector of same. Will not work make. Wire details and prices to WLOG, Logan, W. Va.

WANTED—Any type vertical antenna. Phone collect General 4625, Chicago, Ill. Mr. Clifford.

Miscellaneous

If you are looking for a 250 watt transmitter you may be able to help you. Box 513, BROADCASTING.

Two broadcasters, young, aggressive, with $10,000, desire additional financial backing in production mot, for station. Write for details. Box 591, BROADCASTING.

WANTED—Commentators, good. Offer good conditions. Reply to Box 592, BROADCASTING.

SITUATION WANTED

Production Man Available—Seeks permanent position in station or agency with exciting standards of production. College degree . . . 10 years successful, progressive experience as musician, announcer, actor, writer and director . . . currently program manager of 5 kW network affiliate. Draft classification 4-F. Will make only acceptable well referred change. Box 508, Broadcasting.

The School of Radio Technique

(America's oldest School Dedicated Exclusive to Broadcasting) 6 Weeks' Day Course SEPTEMBER 5 8 Weeks' Evening Course SEPTEMBER 19

Taught by network professionals, for Regional and National Broadcasters.

Announcing
Storied Routine
Newscasting
Acting
Directing
Commentating

Write for free materials. Voice Training offers superior results. Implied or written calls for Booklet B.

R.K.O. BUILDING BROADCAST CITY, N.Y. CIRCLE 7-0935

United Manufacturing Corp. Division of U.S. Rubber Co.
Custom Built Broadcast and Laboratory Equipment
1121 Vernon Ave., Yonkers, N.Y. 9,6, D.C.

YOUR CANADIAN DISTRIBUTION is assured thru
WALTER P. DOWNS LTD.
3835 Drummont Bldg., Montreal, Can.

Present Line of
FREE RECORDING CORP.
FORDA CORP.
AMPERE TUBES AUDIO DEVELOPMENT CO.

"GEARED TO H.E.X. EXPANSION"
Radio Engineering Consultants


Kongon City, Me.

Washington, D.C.

Hollywood, Cal.

BROADCASTING 4-1200

BROADCASTING 4-1450

United Manufacturing Corp.

SOUND EFFECTS

Largest selection of sound effects in existence. MAJOR RECORDS, Realistic and Complete. Write for catalog.

THOMAS-HALLS ADAMS INC.

Transcriptions—Specialized Recordings

1600 Broadway N.Y. 19, Circle 6-4075

THE SCHOOL OF RADIO TECHNIQUE

(America's Oldest School Dedicated Exclusive to Broadcasting)

6 Weeks' Day Course SEPTEMBER 5

8 Weeks' Evening Course SEPTEMBER 19

Taught by network professionals, for Regional & National Broadcasters.

Announcing
Storied Routine
Newscasting
Acting
Directing
Commentating

Write for free materials. Voice Training offers superior results. Implied or written calls for Booklet B.

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Announcing
Storied Routine
Newscasting
Acting
Directing
Commentating

Write for free materials. Voice Training offers superior results. Implied or written calls for Booklet B.
How can you sell Cuba?

A Cuban affiliate of one of the largest United States manufacturers surveyed Cuban listening habits. And this is what was found: 65% of all Cuban listeners preferred R. H. C. Cadena Azul programs. Only 15% voted for those of the nearest competitor!

Complete results of the survey on file in the New York office.

R. H. C. Cadena Azul
AFFILIATED WITH CBS
HUMBERTO D. GONZALEZ, U. S. REP. • 220 W. 42ND ST., NEW YORK CITY
REVIEW OF 1943-44 ACTIVITIES OF THE NAB

(Continued from page 50)

...industry to many other trade associations.

JOINT MEETINGS WITH RESEARCH COMMITTEE: Following the rejection by the American Assn. of Advertising Agencies of the Recommended Standards for the Determination of Coverage Maps, adopted at the NAB War Conference in Chicago in Apr. 1943, the Committee held a joint meeting with the NAB Research Committee at Cincinnati on Apr. 4, 1944, to examine the CBS and NBC methods of coverage determination. Following this meeting and a separate discussion of the subject within the Committee, a resolution was adopted expressing complete confidence in the studies then about to be undertaken by a Technical Subcommittee of the Research Committee.

To hear the interim report of the Technical Subcommittee, the Sales Managers group again met in joint session with the Research Committee in New York on Aug. 9, 1944. The Sales Managers Executive Committee is very enthusiastic about the recommendations of the Research Committee and equally anxious to have them become industry standards.

Promotion Activities

CO-OPERATION WITH OTHER TRADE GROUPS: During the year, the Committee held two joint luncheons with the time-buyers subcommittee of the American Assn. of Advertising Agencies. At the second of these, the AAAA group presented recommendations for the preparation of a standard rate card format, which would list all of the radio station rates in complete detail. This subject will be studied by the Director in the near future, and the Committee is expected to develop standards for presentation to the industry. In addition to the participation of this group in the NRDGA Sales Promotion Clinic at Cincinnati, executives of NRDGA have met with the Committee from time to time to explore the further development of retail radio advertising.

PROMOTION OF BROADCAST ADVERTISING: During the year the Committee as a whole, as well as individual members, actively promoted the increased use of broadcast advertising by many logical trade groups and industries. Formal resolutions adopted by the Committee urged network, national spot and local advertisers to eliminate so-called "cowcatcher" and "hitch-hike" announcements; to restrict the number and length of announcements in participating programs; to improve showmanship and listenership; urged stations to adhere closely to the NAB Code of Ethics on length of commercial continuity, especially in the case of five-minute programs, and urged stations to discourage and/or not pay to deny to network, national spot and local advertisers the privilege of calling attention on one program to another program on a competing station or network.

PROMOTION OF THE AMERICAN SYSTEM OF BROADCASTING: The Committee has given extended consideration to the problem of making a talking motion picture or other suitable presentation to tell the story of broadcasting and broadcast advertising. The other requested the Board to plan to participate in all institutes or meetings having as their purpose education by radio, to the end that the American system of broadcasting is fairly and fully explained.

CONTINUING DISCOUNT CLAUSE: In accordance with instructions from the NAB Board of Directors, at its meeting in Chicago immediately following the NAB War Conference in Apr. 1943, the Committee has given extended consideration to the proposal for the inclusion of a so-called continuing discount clause in the NAB-AAAA Standard Contract for Station Facilities. As a result of these discussions and investigations, the following clause was accepted unanimously by the Committee and referred to the Board for further action:

If this contract is renewed for identical service, without interruption, beyond a fifty-two (52) week period, the same earned rate will be allowed for the duration of such extended, continuous service as the rate earned for the original fifty-two (52) week term. This provision shall not apply, however, for more than fifty-two (52) weeks from the effective date of any revision of rates or service.

At the meeting of the Board in Washington in May, the proposed clause was approved and referred to the membership for action at the NAB Executives War Conference.

Following the NAB War Conference in Apr. 1944, during which a preliminary meeting of small market station managers was held, the President of NAB appointed...
"The Advertising Executives INSISTED that WIBX award read
SUPER PUBLIC SERVICE COVERING A MAYORALTY ELECTION"

THE BILLBOARD IN ITS ISSUE OF JULY 29, 1944 USED THE ABOVE PARAGRAPH IN ITS AWARDS CITATION—REASONS WHY, AND WE AT WIBX SINCERELY APPRECIATE THIS SIGNAL HONOR FOR A SERVICE SO WILLINGLY GIVEN TO ITS CLIENT, THE SOCONY-VACUUM OIL COMPANY, SPONSORS OF MOBILGAS NEWS ON ITS AIRWAYS FOR THE PAST SIX YEARS, AND SAYS JUST "THANK YOU" TO THE JUDGES

Miss Linnea Nelson---OF J. WALTER THOMPSON COMPANY
Frank Silvernail---OF BATTEN BARTON DURSTINE & OSBORN, INC.
Carlos Franco---OF YOUNG & RUBICAM, INC.

AND TO

LOU FRANKEL, RADIO EDITOR OF BILLBOARD, AND ROBERT SEIDEL, PROMOTION MANAGER OF THIS SURVEY

1230 K.C.
Margaret Potter Bowen, President
Helen Wood, Rep. in N. Y.

WIBX
'The Voice of the Mohawk Valley'
Utica, N. Y.

Nathan Winston Cook,
Nat'l. Sales & Mdse. Mgr.
a Small Market Stations Committee, including Marshall H. Pengra, KRNR Roseburg, Ore., chairman; James R. Curtis, KFRO Longview, Tex.; Robert S. Mason, WMRN, Marion, O.; Fred Schlipf, KFAM St. Cloud, Minn.; William B. Smullin, KREM Eureka, Cal.; James W. Woodruff Jr., WBL Columbus, Ga. Before attending the first meeting in Washington on June 9 and 10, 1943, members of the Committee queried other small market station managers in their areas and urged them to report on their problems. After examining the many problems reported by these station executives, the Committee concluded that there were three basic difficulties: (1) Lack of new revenue. (2) Lack of manpower. (3) Need for full exploitation of small market potentials.

To solve the first problem, the Committee requested NAB to study the possibility of group selling of small market stations. The second problem is extremely difficult because small stations have long served as preparatory schools for the personnel of larger stations and networks. But, the source of new personnel for small stations has virtually disappeared through the operation of the Selective Service Act.

The Committee recommended a two-fold approach to the third problem. It urged every small market station to key its programming to the tempo of the community in which it is located, to the end that the station becomes an integral part of the life of the community. When that goal is accomplished it is the further responsibility of the station to see that news of its service to the community, true for with market data on its coverage, is constantly and completely exploited.

A small market station was defined as one in a community of less than 50,000 population and operating with less than 5,000 w power. Using this definition as a base, Howard S. Frazier, NAB Director of Engineering, calculated the mechanical coverage, while Paul F. Peter, NAB Director of Research, estimated the market data for the 373 so-called small market stations. The Committee has decided to present this detailed study at the NAB Executives War Conference.

The Committee also explored developments in FM and television as they are likely to affect small market stations. To gain a comprehensive picture of this problem, the Committee met with James Lawrence Fly, Chairman of the FCC. Although the Committee had discussed at some length the advisability of a Small Market Stations Director on the NAB staff, it decided to defer a request for such representation until a later date.

Other Activities

ASSISTANT DIRECTOR OF RETAIL RADIO ADVERTISING: Under a supplementary budget approved by the NAB Board of Directors and President Ryan at a meeting in Washington in May, an assistant director of broadcast advertising will shortly be employed to concentrate on the further development of retail radio advertising.

COOPERATION WITH NRNGA: Through the generous cooperation of the National Retail Dry Goods Association, the Retail Promotion Plan received the enthusiastic and unanimous endorsement of the Board of Directors of the Sales Promotion Division. Realizing the growing interest of department and specialty store executives in the use of broadcast advertising, the Director has continuously tried to build industry-wide contacts with this important trade association. Following the following statement from Llewellyn Harris, Manager of the Sales Promotion Division of NRDG, runs up the results of this cooperation:

The Sales Promotion Division of NRDG plans to sponsor in thumb nail and to the members of the National Assn. of Broadcasters a new magazine to be called Promotion Exchange. This publication will have all of the pressing news of that month regarding outstanding radio programs now used by different stores throughout the country.

NRDG ADVERTISING SCHOOL: One of the most important projects ever undertaken to educate retail advertising personnel and discharge effective use of the fundamentals of advertising is being sponsored jointly by the Newspaper Advertising Executives Assn., Life magazine, the New York Times, Metro Associated Services and the NAB. The school will be presented in any community where the advertising manager of a department store, the advertising manager of a newspaper and the sales manager of a radio station get together and arrange for a series of three, one-hour classes. Each student will be supplied with a comprehensive textbook on retail advertising.

DISTRICT MEETINGS: In company with Mr. Arney and Willard D. Egolf, NAB Director of Public Relations, the Director attended eight of the nine District meetings, starting in Indianapolis on Feb. 1 and concluding in New York on March 3. For this series of meetings, two booklets were prepared. One contained the following charts: "Radio Sets in Use in the United States", "Growth of Broadcast Advertising", "Growth of National Advertising", "Growth of Local Advertising". The other booklet contained eight suggested topics for discussion at the same meetings. These meetings were held in conjunction with these District meetings. In all of the districts, these sales sessions were held as a part of the general meeting.

SALES CONTACTS: Through contacts already established, as well as those newly developed, the Director has continued the campaign to gain greater recognition of broadcast advertising in fields in which the medium is used to only a limited extent.

REFORMING THE BUSINESS: Reading the advertising, broadcasting and retailing trade publications as frequently as possible, the Director has endeavored to keep in touch with developments in those fields affecting broadcast advertising.

TALKS: Since the last Annual Report, the Director has delivered talks on broadcasting or broadcast advertising before the retail advertising clubs of Ohio State U., the Assn. of Women Directors at the Institute for Education by Radio, the Denver Advertising Club, the Publicity Club of New York, the Greater Chicago Assn. of Washington, the Sales Promotion Luncheon at the NRDGA Annual Convention, the Annual Convention of the National Men's Wear Assn., the Sales Managers Club of Rochester and the Radio Executives Club of Toronto.

COOPERATION WITH OTHER TRADE GROUPS: Since the NAB War Conference last year, the Director has continued the efforts begun earlier to cooperate with and enlist the active support of various trade associations and groups in the promotion of broadcast advertising. In addition, the

Page 174 • August 28, 1944

BROADCASTING • Broadcast Advertising

IT TAKES KNOW-HOW AND PRESTIGE

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

5000 W.

WBIG

GREENSBORO, N. C.

Represented by Hollingberry
Naturally, news-minded Southern Californians dial KMPC— for
NEWS on the hour every hour—nineteen times a day.

KMPC has its own exclusive News Department of writers,
editors, and newscasters; direct U. P. and A. P. Wire service; its
own Washington News Bureau and an exclusive arrangement
with the Los Angeles Times for complete local coverage.

The New Home of KMPC
on Radio-Row - Hollywood

G. A. RICHARDS, President

R. O. REYNOLDS, Vice Pres. & Gen. Mgr.
the Director has prepared several articles for advertising trade papers and ghost-written several others for various publications in the retail field.

COOPERATION WITH GOVERNMENT AGENCIES AND DEPARTMENTS: In active support of the Government program of war information, the Director has worked closely with the Office of War Information and the War Advertising Council. To promote a better understanding of the part radio has played in the promotion of the various war loans, the Director served on the following Special Committee to prepare plans for the Fourth War Loan: Irving G. Abe1off, WRAV Richmond, Va.; Stanton P. Kettler, WMNN Fairmount, W. Va.; Edward C. Obelet, WFIG Philadelphi; Willard D. Egolf, NAB, Washington; Arthur C. Stringer, NAB, Washington.

This Committee recommended that quarter-hour and five-minute programs and announcements of various lengths be made available for local sponsorship. The acceptance of this recommendation by the Treasury Dept. resulted in a substantial increase in the amount of broadcast advertising devoted to the promotion of War Bonds.

In connection with the Fifth War Loan, the Director issued a special Broadcast Advertising Bulletin with which was enclosed a Sales Portfolio to help radio stations sell local advertisers on the use of broadcast advertising. The Director has also drive to sell Bonds.

Many have included the FCC, Federal Trade Commission and Dept. of Commerce. Several executives of the last two have supplied valuable information in connection with special activities of this department.

WAC RECRUITMENT ADVERTISING: Having learned that the War Dept. had appropriated approximately $5,000,000 for WAC recruitment advertising, the Director made presentations to both the War Dept. and Young & Rubicam, seeking to have part of these funds invested in broadcast advertising. Shortly thereafter a questionnaire was sent to all radio stations, asking them to vote on the acceptance of paid WAC recruitment advertising, soliciting their preferences for the type of broadcasting to be employed over their stations and inviting the submission of availability.

SUMMARY: The need for revenue in the operation of a commercial broadcasting station is both paramount and obvious. With adequate revenue, wise management increases public service, develops greater listener interest and makes the station living proof that radio is the greatest means of mass communication the world has ever known.

ENGINEERING
Howard S. Frazier, Director

WARTIME operation has now become what we might call the normal practice instead of the new and untried. Problems of equipment maintenance and the training of replacement personnel have been met with little, if any, deterioration in service to the American public. Until recently, the work of the Engineering Dept. has consisted almost entirely of assistance to the industry and to individual stations in adjusting technical operations to a wartime basis. This assistance can be broadly divided into problems of manpower, materials and cooperation with Government agencies.

Since the 1943 War Conference, there have been two meetings of the NAB Executive Engineering Committee, the members of which follow: John V. L. Hogan, chairman, WQXR; Franklin M. Doolittle, WDBR; G. Porter Houston, WCPI; William B. Lodge, CBS; O. B. Hanson, NBC; Howard S. Frazier, NAB, ex-officio.

Technical Manpower

Through the NAB Technician Pool, this department has recruited more than 700 licensed technicians. A survey of licensed radio-telephone operators, to determine those available for placement with stations, has been conducted jointly by the FCC and NAB. The Executive Engineering Committee meeting in Chicago during the 1943 NAB War Conference approved an experimental program for the training of women as studio operators. Thirty women were selected from more than 1,000 original applicants and 12 were graduated after a parttime instruction period of 12 weeks. Nearly all are now employed by broadcast stations. In recent months the military, through the Selective Service System, has concentrated on the induction of younger men. This fact, together with regulations of the War Manpower Commission, has tended to stabilize technical employment in the industry.

MATERIALS: Due to the adoption by the industry of conservation measures, work of the Radio and Radar Division of WPB, repairing of power tubes and the exchange of surplus items between stations through the SWAP Bulletin, we can say that no stock has been off the air longer than a brief period, because of the lack of replacement tubes and parts. We expect replacement tubes, parts or equipment gradually to become available in greater quantities.

It is also anticipated that with the next few months many items of capital equipment, such as turntables, microphones, recorders, etc. will again become available to those stations who have equipment needing replacement.

NAB took an active part in the formation of the Radio Technical Planning Board and was one of the original contributing sponsors. The Director of Engineering is the NAB representative on the RTPB and the Administrative Committee of the Board. He also is a member of both of the 13 panels of RTPB and chairman of Panel 4 on Stand and Broadcasting.

It is anticipated that Panel 4 will recommend the extension of the standard broadcast band from 550 to 530 ke. This proposal, if adopted, would make available to the broadcast industry two additional channels ideally suited to rural coverage.

Allocation Problems

Postwar allocation of radio frequencies to the various services using the spectrum is a complex problem of the utmost importance to Government and commercial organizations. The radio industry through the RTPB and its various panels is now attempting to determine the allocations required for non-Government use and effect compromise where conflicting

(Continued from page 174)
ROUND THE CLOCK . . . ROUND THE CALENDAR . . . our sustaining program will ever be PUBLIC SERVICE.

A continuous broadcast backed by the power of 50,000 watts . . . clear channel . . . day and night, over a BASIC CBS NETWORK!

BROADCASTING • Broadcast Advertising

August 28, 1944 • Page 177
It was Lewis who helped ease the sugar situation 2 years ago.

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

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

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

Listen to Mutual's famous News Reporter, now heard on over 210 Mutual stations, sponsored by over 130 different sponsors. A few cities still available: ... call, wire or write WM. B. DOLPH, WOL, WASHINGTON, D. C.

(Continued from page 176) claims originate within industry from the various radio services.

There is now every indication that the FCC, Dept. of State, IRAC and RTPB will cooperate for the common purpose of securing the best possible postwar allocation of radio frequencies. Already the demand for frequencies below 400 mc far exceeds the space available in this portion of the spectrum. The best that can be hoped for is an allocation which will provide frequencies for the minimum requirements of each radio service.

Within the RTPB there are already conflicting claims for that portion of the spectrum between 50 and 60 mc. The No. 1 television channel is now in this region together with an amateur band between 56 and 60 mc. The FM broadcasters also have requested nearly all of this portion of the spectrum. The Allocation Panel of the RTPB is now attempting to effect compromise between these services.

Standard broadcasters are assigned three bands of supplementary frequencies, the lowest beginning at 1806 kc and the highest ending at 13,985 mc. Already other services, both Government and commercial, are requesting these frequencies. Broadcasters are therefore faced with the problem of substantiating their claims for frequencies in this portion of the spectrum needed for relay-pickup and other supplementary purposes. The Engineering Dept. is keeping in close touch with allocation developments as such work promises to be of major importance during the period of postwar readjustment.

A Word of Caution

During the years, just before this nation entered the war, two new methods of broadcasting, television and FM, were introduced in this country. With the entry of this nation into the war commercial expansion in these new fields came to a standstill. However, with the closing of laboratory doors behind a veil of military secrecy technical developments of far-reaching importance have been made. While nothing of a factual nature regarding these developments is available at this time, it seems certain that they are likely to effect major changes on the future of the broadcast industry.

It would therefore seem to be a prudent course for broadcasters to withhold extensive plant expansion until more conclusive technical information is available.

RESEARCH
Paul F. Peter, Director

IN REVIEWING the many research activities since the War Conference in Chicago April 27-29, 1943, station coverage has been the most important topic for discussion, study, and action of the Research Committee. At the NAB War Conference last year, the NAB Research Committee reported a recommended standard coverage measurement method. The report was accepted and the method approved by a resolution which contained a proviso of American Association of Advertising Agency endorsement.

It developed, however, that an official approval of the AAAA had been given. A formal submission was made following personal call by the NAB Directors of Broadcasting and Research upon AAAA officials in New York. The decisions of the AAAA were transmitted to NAB in a letter dated Oct. 1, 1943.

Meeting With AAAA

The Research Committee chairman and NAB president, J. Harold Ryan, decided that some further consultation with the AAAA was necessary. A meeting was held Jan. 20, 1944, with Abbott Spencer, chairman of the AAAA Radio Committee; Carlos Franco, chairman of the AAAA Timebuyers Committee; L. D. H. Weld, chairman of the AAAA Research Committee; Robert C. Jackson, AAAA assistant secretary; and Fred Gamble, representing the AAAA. The NAB representation was J. Harold Ryan; Dietrich Dirks, chairman of the Sales Managers Executive Committee; Lee Avery, chairman of Broadcast Advertising and, Paul Peter, Director of Research.

It was generally agreed that some physical measurement of coverage should be made. However, it was apparent that the agency view would place no significance in such a measurement and would not favor it if no other coverage measurement were offered. The thought was that physical coverage would be acceptable if paired with a measurement of "people listening to stations". The pattern for the last-mentioned measurement uppermost in the minds of the agency people present was the method employed by CBS.

In February, President-elect Ryan and Paul Peter attended the annual conference of the Canadian Assn. of Broadcasters and witnessed the adoption of the standard coverage plan by the Canadian broadcasters and the creation of the Bureau of Broadcast Measurement. The entire project was developed in 3-way participation between the Canadian Assn. of Broadcasters, Canadian Assn. of Advertising Agencies and Assn. of Canadian Advertisers.

A meeting of the Research Committee was called for April 4-6, 1944, in Cincinnati. Pursuant to a resolution, the Research Committee chairman appointed Roger W. Clipp chairman of a technical subcommittee with Messrs. Churchill, Evans, Greene, Rumpel and Stanton, to serve on the committee with Paul Peter as secretary. MBS was asked to appoint a representative to sit with the committee. Sidney Fishman was guest of the committee in all of its deliberations until he resigned from MBS July 15. Richard Puff represented Mutual since that time. Mr. Ryan appointed a board committee, consisting of Frank King, chairman; Hugh Haft, Barney Lavin and Harry Speno. Mr. Lavin's enlistment in the Marine Corps left a vacancy which was filled by Leslie Johnson.

The Technical subcommittee ex-
Imagine it! 17,000 2-volume sets of a pictorial history sold in eight short weeks! That's what we mean by WNEW IMPACT . . . the ability to make sales from the beginning without the cumulative influence of repetition.

And here was no specially built series of shows. Books were advertised on regularly scheduled WNEW programs!

What's the name of the book? What time of day, how many days a week was it mentioned? We'll gladly give you complete details of this absolutely unprecedented radio sales record if you're interested.

But even without them, it's easy to see that WNEW has the "listener confidence" that makes people buy, sight unseen, the products advertised on this station . . . the IMPACT to move such products fast!

Remember, too, that more people listen to WNEW than to any other non-network station in the country.

*This campaign is still on the air . . . still pulling strong.
announced all coverage methods available from published sources and existing files. It also examined the proposals made by research organizations, engineering firms and others. A return conference meeting with the AAAA was held July 31, 1944, Representing the AAAA were: Mr. Spencer, Mr. Franco, D. E. Robinson of the AAAA Research Committee; Linnea Nelson, of the Timebuyers Committee; Mr. Jackson, Mr. Gamble. NAB was represented by Hugo Feltis and Roger Clipp of the Research Committee, Dietrich Dirks, chairman of the Sales Managers Executive Committee, with Harold Ryan, Lew Avery and Paul Peter of NAB.

On Wednesday, Aug. 30, at the morning business session, the recommended coverage method will be presented to the membership for discussion and approval.

Excess Profits Tax

Requests from numerous stations indicated the need for a more detailed analysis of average income of stations. This was published in the NAB Tax Bulletin of Feb. 12, 1945. The Research Dept. compiled average figures for each class of station and city size for 1937-42 by the following breakdown for stations with net sales of $25,000 or more: Time Sales by Network, Local and National Spot; Total Time Sales; Talent and Misc. Sales; Gross Sales; Commissions; Net Sales; Total Expense; Broadcast Service Income. This breakdown is not available for stations with net sales of less than $25,000. However, Net Sales, Total Expense, and Broadcast Service Income have been included for all commercial stations. This analysis has not been generally released because the FCC has not as yet released the 1938 breakdown.

War Effort: The NAB Research Dept. has analyzed and tabulated the monthly War Effort reports from stations and has calculated the advertising value of the contributions of radio broadcasting by advertisers and broadcasters to the war effort. The War Advertising Council appointed a Media Office of the Research Committee of which a representative from Outdoor Advertising, Periodical Publishers Assn., NAB and the American Newspaper Publishers Assn., with an ex-officio member representing the Council, to recommend a formula satisfactory to all media for compiling the expenditure figures on war effort advertising. J. Harold Ryan represented the NAB. The committee was convinced that no rigid procedure could be formulated which would be applicable to all media. The section which has particular reference to radio follows in part:

Radio Market Data Handbook

"Radio support of war themes will be composed as follows: Announcements and programs which originate locally, apply average rates; (b) Network and national spot programs, apply to the overall cost of the program (time and talent) the ratio between the time devoted to a war message and the commercial copy limitations for individual length programs established by the NAB Code."

The NAB Radio Market Data Handbook was released in October 1943. Factors included are: Population, Retail Trade (Food Group, General Merchandise Group, Apparel Group and Drug Stores), Families, Percent Radio and Radio Families by County (with Urban, Rural Non-farm and Rural Farm sub-totals for each County) and by Cities of 2,500 population or more for all states and the District of Columbia; the United States totals; the 140 Metropolitan Districts. The handbook also includes a chart and statistics on the Growth of Radio from January 1, 1922 through January 1, 1945.

ESTIMATED RADIO FAMILIES: The Jan. 1, 1944, estimate of radio families was prepared by a special committee of the Research Committee consisting of Ed Evans, WJZ; John Churchill, CBS; Kenneth Greene, NBC; Barry Rumble, NBC; Frank Gorton, CBS; Paul Peter, secretary, as follows: Radio families (having one or more sets), 32,500,000; Extra sets in homes and sets in places of business, 18,500,000; Auto radios, 9,000,000; Total Radio Receiving Sets, 60,000,000. In compiling the estimate the Committee used figures from manufacturing sources and from a special survey conducted by the Bureau of the Census for the Office of Civilian Requirements of the War Production Board.

ADVISORY COMMITTEE: At the call of the Budget Bureau for industry counsel, an Advisory Committee on Government Questionnaires was created. A broadcast subcommittee was appointed with the Director of Research acting as secretary.

ACCOUNTING: The NAB Accounting Committee, of which the Director of Research acts as secretary, has had but one meeting since the War Conference of last year. The Committee reviewed the FCC Financial and Employee Data form and submitted recommendations for revision to the broadcast subcommittee of the Advisory Committee on Government Questionnaires. The committee also examined the Program and Transmitter Log requirements of the Commission.

On the Accounting Committee are H. K. Casper, W1K, chairman; John B. Conley, W0FO, Ft. Wayne; Charles C. Leonard, WAVE, Louisville; J. F. Swearingen, WKPT, Kingston; Lloyd C. Thomas, KGFW Kearney, Neb.; Samuel B. Green, WABC New York; Harry F. McKeon, NBC New York; Paul F. Peter, secretary.

The Research Committee is composed of Hugh Feltis, KO1L Oma- ha, chairman; Roger W. Clipp, WPFL Philadelphia; Edward F. Evans, W7Z New York; G. Bennett Larson, WWDW Washington.

Recruited

LARGE percentage of harvest workers obtained by the Kansas Farm Labor Office at Great Bend, Kan., was reported by radio according to a letter received by WIBW Topeka from Harold B. Lewis, assistant farm labor supervisor. Mr. Lewis interviewed many of the workers and found they had been influenced by hearing spot announcements. He said WIBW played "a very important part in saving the wheat harvest in Kansas."
The Philadelphia Market—including all the suburbs—all the vast and prosperous trading area—is the WIBG Market. With a clear and powerful signal—with 10,000 Watts, Day and Night, there isn’t a home in this great area that can miss WIBG—Philadelphia’s Most Powerful Independent Station!

10,000 WATTS • 990 KILOCYCLES
DAY and NIGHT
Though radio set manufacture was disrupted in April 1944, through field research by the Bureau of the Census for the Office of Civilian Requirements, War Production Board.

On the average there are 1.4 radio sets located in each home—a total of 46,300,000. In addition there are 9,000,000 automobile receivers and 4,700,000 other sets in places of business, institutions of various kinds, hotels, etc.

During the wartime period radio tubes have been in insufficient supply to keep all primary and secondary markets in operation. Even now a number of large legitimate manufacturers have been solicited to begin production as soon as WPB thaws the freeze order, came largely from dealers' stocks and from multi-radio homes.

The same survey which revealed the 33,160,000 radio families indicated that the radio supply in wartime conditions had rendered only 15% of radio sets temporarily out of order, awaiting tubes or other parts. For the large percentage of these were in homes having more than one set.

Due to restricted civilian supply, radio tube black market operations developed in many sections of the country. Currently these are being dealt a heavy blow by increased shipments. It now seems reasonable to expect that 18-20 million tubes will be made available for home radios in the six months period, July to December.

Tube Threat Gone

It is likely that all black market tube operations will disappear entirely in 1945, if not before. Even now a number of large legitimate manufacturers have been solicited by black market operators to take over their entire tube stocks, at list less 40%.

The tube threat to radio circulation no longer exists. Moreover, manufacturers are poised to begin set production as soon as WBP thaws the freeze order. The quality of sets in all price ranges is expected to show improvement over prewar models. Many sets, selling for $60 and $65 up will cover the standard, FM and one or more shortwave bands. It is also reported that many manufacturers will have at least one "super-radio" model in their line capable of passing 8,000 cycles on the AM band.

Because of the nature of work done by this department, relations must be maintained with many Government departments and agencies in addition to those concerned with the maintenance of broadcasting and receiving. These include the support, participation or understanding on the part of the public.

In July of this year, the Chief Signal Officer of the Army of the United States awarded NAB a "Certificate of Appreciation" in recognition of the loyal and patriotic services rendered the Signal Corps by broadcast stations in recruiting and training of military personnel.

Broadcasting continues its usual superlative support of the nation's war effort. The dollar value of the contribution of radio and its advertisers to the national war effort was a minimum of $11,000,000, according to NAB Research Dept.

Education Committee

Dr. John W. Studebaker, Commissioner, U. S. Office of Education, received a committee early in January to explore the possibility of establishing minimum requirements in vocational and teacher training courses in radio at college level. Initial meeting we held at NAB headquarters, followed by several more in Colun bus, Ohio. It is expected that a large cross-section of representatives of educators and industry rented at each successive stage of the work is more than well underway.

Legislative Committee

Robert T. Bartley, Secretary

Due to the White-Wheeler Bill hearings in the Senate and to the importance of immediate action on a moment's notice in an ever-changing situation, Legislative Committee members were on call during the entire spring session of Congress, and accompanied the Committee of the Senate hearings until June, when Chairman Wheeler called in for consideration of the Bill, the Legislative Committee held six meetings.


White-Wheeler Bill: As of the end of the year there was pending in the Senate, a Bill to amend the Communications Act, introduced jointly by Sen. White (R-Me.) and Wheeler (D-Mont.) the previous March. Chairman Wheeler called Committee hearings for Nov. 13, 1943. The hearings ran 28 sessions to Dec. 16, 1943. Chairman Wheeler took the Bill under advisement and on Dec. 1, 1944, presented to a full meeting of the NAB Legislative Committee a proposed

(Continued on page 184)
WRITE FOR A COPY OF
"The Story of Electronic Television"
—a new brochure for which you'll have many uses.

FARNSWORTH

Television. Radio. Phonographs

FARNSWORTH TELEVISION & RADIO CORPORATION, FORT WAYNE 1, INDIANA. FARNSWORTH RADIO AND TELEVISION TRANSMITTERS AND RECEIVERS; AIRCRAFT RADIO EQUIPMENT; FARNSWORTH TELEVISION TUBES; THE FARNSWORTH PHONOGRAPH-RADIO; THE CAPEHART; THE CAPEHART-PANAMUSE.

BROADCASTING • Broadcast Advertising

You can call on a wide range of experience in the Farnsworth engineering staff. This outstanding organization includes specialists in television... FM and AM reception and transmission... Radar... phonograph reproduction... acoustics... record-changers.

War keeps these men busy today. Tomorrow they will be the background for Farnsworth radio, phonograph and television equipment... drawing upon a rich experience of more than 19 years in electronics research... a guarantee of leadership.

... And they will welcome your questions regarding all phases of radio and television transmission and reception. You'll find these Farnsworth engineers leading in more and more fields... one important reason why Farnsworth experience and Farnsworth equipment belong in your plans for the future.
(Continued from page 182)
new Bill for consideration. Following a two weeks' study your Legislative Committee submitted to Chairman Wheeler its comments and recommendations. Almost three months later he called an executive session of the Senate Interstate Commerce Committee and presented his proposed amendments to the original White-Wheeler Bill.

The NAB Legislative Committee was supplied with a copy, considered the proposals thoroughly and submitted to each member of the Senate Committee its conclusions and recommendations, stressing again the desire for Committee consideration. When this report was submitted to him formally by an NAB Delegation, Chairman Wheeler cancelled further Senate Interstate Commerce Committee meetings.

Within a short time after conclusion of hearings on the White-Wheeler Bill, the FCC extended the license terms for Standard Broadcast Stations to the full statutory period of three years.

NEWSPEAPER DECISION: During the course of the Senate hearings on the White-Wheeler Bill, Interstate Commerce Committee members pressed for specific answers from each member of the FCC who testified, as to when a decision would be handed down. On Jan. 6, 1944, shortly after conclusion of the Senate hearings, the FCC issued its decision, closing the record and dismissing Order 79, dated March 20, 1943.

HOLMES BILL: Rep. Holmes (R-Mass.), on Jan. 2, 1943, introduced a bill to amend the Communications Act, which was referred to the House Committee on Interstate and Foreign Commerce. The committee composed of Reps. Bulwinkle (D-N.C.), chairman; Chapman (D-Va.), Dever (D-Mass.), Martin J. Kenney (D-N.J.), Tilden (D-Mich.), D'Alesandro (D-Md.), became a two weeks' consideration. During the course of the Senate hearings, the Senate Committee held up hearings on the White-Wheeler Bill until Rep. Holmes' legislation had acted. Furthermore, the House is conducting an investigation of the FCC, whose Select Committee, under the chairmanship of Rep. Lea (D-Cal.), is presently engaged in determining the adequacy of the Select Committee.

HOUSE SELECT COMMITTEE TO INVESTIGATE THE FCC: In October 1943, the Select Committee of the House had become so involved in personal matters that little actual progress was being made. Chairman Cox (D-Ga.), therefore, resigned, and Rep. Lea was named to succeed him. Soon thereafter Eugene L. Garvey, general counsel for the Committee, resigned, and the FCC was given an opportunity to present its testimony. This portion of the investigation has been concluded and the Committee, with John J. Sirica as general counsel, is proceeding with its investigation before the licensing powers under the Act, as exercised by the FCC, with a view to determining the necessity for remedial legislation.

NEWSPAPER ADVERTISING BILL: Sen. Bankhead (D-Ala.), secured passage through the Senate of a bill requiring Government- owned War Bond advertising in newspapers. The bill, as appeared before the Senate Banking and Currency Committee in opposition to the bill, stressed the discriminatory effect it would have on broadcasting stations, particularly those in the smaller markets. Rep. Cannon (D-Mo.), introduced a companion bill in the House, on which hearings were held before the House Ways and Means Committee. The vote of the Committee, the bill was shelved but subsequently a new vote was taken and the bill report favorably. The Rules Committee, however, denied a rule. It now rests in Committee.

Effective and intelligently organized support for the legislation has been spearheaded by the small-town newspapers. By working individually with members of the Senate and House of Representatives, the NAB has sought to obtain the necessary public support for the legislation. The Federal Communications Commission has provided a valuable service by its cooperation with the NAB in this matter.

FEDERAL TAXATION: The major tax development affecting radio was the enactment of the Revenue Act of 1943, which provides for the nonrecognition of gains in the complete private ownership of property (including corporate stock) where the transaction is certified by the FCC to be necessary to ensure an adequate supply of services. Radio is, of course, in common with other corporate taxpayers, affected by many of the general changes made by the Revenue Act of 1943, conspicuous among which are the increase in the excess profits tax rates to 95% and the raising of the specific exemption for excess profits tax purposes from $5,000 to $10,000. This latter change will have an especially beneficial effect upon smaller stations; those for hope future expansion depends in large part upon being allowed to retain a sizable portion of their current earnings. It is also to be noted that, in the general increase of rates, nothing was done to affect the exemption of new wires, etc.

Stations have applied for relief from excess profits tax under Sec. 722 of the Internal Revenue Code of 1939. The following, among others, have found that a complete set of instructions has now been issued by the Internal Revenue Service with respect to Secs. 722 and 723. We are therefore to proceed with somewhat greater dispatch. On the other hand, it is understood that the Bureau is in the process of taking a very strict attitude toward the administration of Sec. 722, particularly on commitments to capacity increases not effected until after 1939 and regarding the use of post-1939 experience in establishing the taxpayer's constructiveness of any base period net income. Taxpayers should, therefore, be prepared to a fair degree to rely on a standard of proof both as to eligibility and as to the amount of relief.

STANDARD TIME PROPOSALS PENDING: Bills are before Congress and the Senate have been held but not concluded.

ANNOUNCEMENT RECEIVED: In recognition of the standard time burden as to its effect on radio stations, as set forth in a resolution of the North Carolina Broadcasters Association, the Commission, on Feb. 1, 1944, proposed a revision of the rule, which would have added to the relief. It was not, however, required by other cumbersome and unnecessary announcements. We filed our comments and suggestions with the Commission on March 16, 1944. To the present no further action has been taken by the FCC.

CONTESTED DISCLOSURE PROPOSAL OFFERED: Since Jan. 18, 1944, there has been pending before the Commission its proposal for a contestable disclosure rule, which opens to public inspection many station contracts and agreements. Pursuant to direction of the Board of Directors, we filed with the Commission a memorandum, brief, requesting the elimination of such objections to requiring such disclosure and pointing out that there was no public necessity for such disclosure.

PUBLIC RELATIONS
Willard D. Egolf, Director

UNDER the able chairmanship of Edgar Bill, president of WMBD Peoria, the NAB Public Relations Committee has in the past year and four months developed and placed in operation a comprehensive public relations plan for the NAB. Members of the Public Relations Committee, led by L. E. Lea (D-N.C.), KSO; Kermit Cremer, WKRC; I. F. Patt, WGAR; Lawrence M. McDowell, KFOX; Leslie W. Joy, KYW; Frank M. Hansen, WBEN; Frank M. Russell, NBC; Frank Stanton, CBS.

A feature of the plan's first principle, that the burden of public relations for the broadcasting industry (Continued on page 186)
BLAZING NEW TRAILS TO FREEDOM... The covered wagon 1944 style is the SCR-299 — the famous piece of mobile radio equipment built by Hallicrafters. It is blazing new trails to freedom in all corners of the world, wherever men fight; and by extending Allied lines of communications, it is playing an important part in saving American lives and in shortening the war. Just as the pioneers faced new frontiers with courage and strength, the men and women who make Hallicrafters equipment face the post war period solid in the conviction that they are helping to stake out exciting new territories.

You can win yourself a share of these new lands with short wave communications equipment. Hallicrafters were famous before the war as the makers of the ham's "ideal radio." They earned a reputation for the development of "the radio man's radio" and that reputation was solidified in war time. In peace, out of this intensive experience and realistic know-how they will continue to make the finest that can be made. There will be a Hallicrafters set for you in our post war line.

Hallicrafters short wave communications receivers like this will help push back the horizons of tomorrow and make new radio history. This is a 15 tube, 6 band receiver of amazing range and performance. BUY A WAR BOND TODAY!
A Radio News Committee was appointed and met in New York Sept. 15-16, 1943, members being: Karl Keery, KMBQ; Fred R. Spencer, Mitchell, WDAE; Paul White, CBS; William Brooks, KUSN; Rex Howell, KFJI; Tom Eaton, WTIC. This committee went to the heart of radio's news problem, proper training of news personnel. A subcommittee was authorized to take up the matter with representatives of America's educational institutions. First response came from the National Assn. of State Universities, which furnished a special committee to meet with the Radio News subcommittee, NASU representatives being Dr. I. Keith Tyler, Director of Radio, Ohio State U.; Mitchell V. Charnley, Professor of Journalism, U. of Minnesota, and Wilbur Schramm, Di- rector, School of Journalism, U. of Iowa. Preliminary plans laid by these two committees resulted in the en- try of the American Assn. of Schools and departments of journalism into the operation, under the leadership of AASDJ President, Frederick S. Siebert, Director of Journalism, Indiana U.; Richard W. Beckman, Dept. of Technical Journalism, Iowa State College; and Frank E. Scholey, Executive Secretary, National Assn. of Educational Broadcasters and program director of WLU, U. of Illinois. Under the direction of Richard Beckman, a survey of station newsroom manpower needs was undertaken immediately.

PROGRAM MANAGERS' EXECUTIVE COMMITTEE: The Program Managers' Execu- tive Committee was appointed and met first in March of 1943. Two meet- ings have been held since, the par- ticipants being: Harold Fair, WHQ; chairman; Clarence L. Men- ser, NBC; Doug Coulier, CBS; Ray Shannon, WHAS; William J. Williams, WABC; Robert De- Haven, WTCN; Irvin G. Abeff, WRVA; Robert Evans, WSIP.

MEASUREMENT OF accomplishment in public relations is always difficult, but a great increase in the use of correspondence, public appearance and consultant services spells progress, the Listen- er Activity Bureau also reported. The work is carried on under several divisions, as follows:

LISTENER ACTIVITY
Dorothy Lewis, Coordinator

RIVERSIDE
San Bernardino

1,000 Watts
684,500 Primary
Area Population
1940 Census

The Valley of Paradise

DAYTIME COVERAGE SHOWN

(Continued from page 184)
Paul Godley Co.
Consulting Radio Engineers

Phone
Montclair (N. J.) 2-7859
JOHN BARRON
Consulting Radio Engineers
Specializing in Broadcast and Allocation Engineering
since 1935
plus 11 years previous experience
in Government Communications

Earle Building, Washington 4, D. C.
Telephone NAtional 7757

Check These Facts
You'll find all the factors needed to complete your coverage of the New York market.
✓ Intensive coverage of the world’s richest market.
✓ Unusual audience strength, loyalty and quality.
✓ Distinctive programs unavailable consistently elsewhere.
✓ A non-duplicated market.
✓ Lowest rate of any New York station.
✓ A market of higher-income adults.
✓ Most favorable cost-per-listener comparisons.
✓ New York’s fastest growing station.

PENDING APPLICATIONS FOR COMMERCIAL TELEVISION BROADCAST STATIONS
(Corrected to Aug. 15, 1944)

<table>
<thead>
<tr>
<th>Location</th>
<th>Applicant</th>
<th>Channel No.</th>
<th>Effective Signal Radiated</th>
<th>Approximate Cost</th>
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<td>District of Columbia</td>
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<td>Louis Wamer, Inc. (KHQ)</td>
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<td>190,000.00</td>
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</table>

Clear Channel - 1190 on your dial
RKO BUILDING - RADIO CITY - NEW YORK

Page 188 • August 28, 1944

BROADCASTING • Broadcast Advertising
Presto is taking Orders for Post-War Deliveries

NOW YOU CAN PLAN AHEAD

As a station manager, you have probably been getting reports from your engineers saying that your transcription recording and playback tables are nearing the end of their useful life.

Like your car and other pre-war mechanical equipment they are showing the effects of four or more years of hard, continuous service during times when replacement parts have been hard to get, some of them inferior substitute materials, and when skilled personnel has not been available for proper operation and maintenance.

You can be among the first to get your station equipment back in shape if you place your order for new turntable equipment now. Presto will assign your order a preference number based on the date and time of the postmark on your order. This number will appear on our acknowledgement.

No priority need be furnished as no shipments will be made until the military demand for equipment is completely satisfied and priority restrictions are removed. When that time comes, your Presto preference number will take the place of a government priority in determining the delivery of Presto equipment.

No deposit is required. Simply fill out the Presto post-war order form. If you need more information, send for the complete Presto catalog. Be assured that any improvements that may be added in our post-war products will be included in the equipment you receive. There will be no major changes in Presto equipment during the first year or two after the war because until that time our engineering department will be devoted entirely to war work. The fully developed equipment designs that gave you service during the long war period should, we believe, be adequate for the time immediately after the war. You will, however, receive the benefit of our experience in manufacturing recording and reproducing equipment for military service which we have gained during wartime.

Why are we talking about "Post-War" now?

It may seem premature until you know these facts:

1. Since early in 1942, Presto, like all other electronic equipment manufacturers, has been 100% in war work. This has meant manufacturing a variety of equipment needed more critically than recording equipment.

2. At the same time, the military demand for sound recording and reproducing equipment has been far beyond any prudent estimate we could have made.

3. Shortages have occurred continually in parts, principally motors, rubber parts and aluminum castings, as well as in labor, which have further impaired our efforts to keep shipments of our standard recording equipment up to date.

4. As a result, our backlog of orders is such that many orders received now, even those bearing AA-1 priorities, may not be shipped for eight to twelve months. By that time, government priorities may not be necessary.

Your order now will help us to plan our production schedule in advance for various types of equipment, resulting in speedier deliveries for you.

Your order, placed today, will not become binding on either of us until we give you firm price and delivery quotations based on post-war material costs and labor conditions. If your plans should change after you have placed your order, simply cancel the order and release your preference number to the next in line. That’s all there is to it.

When you order broadcasting equipment for new stations, AM, FM or television, specify Presto transcription recording and playback tables. Many manufacturers of high grade radio transmitters and studio input equipment do not make turntable equipment. Therefore, ask the transmitter manufacturer to include Presto tables. They will pass your requirements on to us. We will deliver when they do.

Write today for the Presto post-war order form.

Complete catalog sent on request.

Presto Recording Corporation
242 West 55th Street, New York 19, N.Y., U.S.A.

Walter P. Downs Ltd., in Canada

Back the Attack—Buy War Bonds
LISTEN!
IT'S FM... the
clearest voice on the air—
we'll all be hearing it soon.

And when this method of
broadcasting, along with tele-
vision, is adopted by the na-
tion's networks, Blaw-Knox
will be ready with proven types
of Towers to give new de-
velopments in antennas the
utmost efficiency... Our engi-
neers will be glad to assist you
now in experimental work.

BLAW-KNOX Division
of BLAW-KNOX COMPANY
2038 FARMERS BANK BLDG.
Pittsburgh, Pa.

PENDING APPLICATIONS FOR FM STATIONS

<table>
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<tr>
<th>LOCATION</th>
<th>APPLICANT</th>
<th>Frequency Coverage (KC)</th>
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<td>ALABAMA</td>
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<td>Los Angeles</td>
<td>Standard Broadcasting Co., (KEVU)</td>
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(Continued on page 192)

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BROADCASTING • Broadcast Advertising
CHART SHOWING
APPROXIMATE COVERAGE 1000 WATT FM STATION
ESTIMATED BY
McNARY & WRATHALL
CONSULTING RADIO ENGINEERS
FM - AM - TELEVISION
CONSULTING AND FIELD ENGINEERING SERVICES
NATIONAL PRESS BUILDING WASHINGTON 4, D. C.

MILES - ANTENNA TO 50 UV SIGNAL

POWER GAIN OF FM ANTENNA

HEIGHT IN FEET MID-POINT OF FM ANTENNA
ABOVE AVERAGE GROUND ELEVATION

1000 WATT FM STATION
For faster handling by Air Express divide bulky shipments into smaller units.

As a result of increased efficiency developed to meet wartime demands, rates have been reduced. Shippers nationwide are now saving an average of more than 10% on Air Express charges. And Air Express schedules are based on "hours", not days and weeks—with 3-mile-an-hour service direct to hundreds of U.S. cities and scores of foreign countries.

Write today for "North, East, South, West"—an informative booklet that will stimulate the thinking of every executive. Dept. PR-9, Railway Express Agency, 230 Park Ave., New York 17, N.Y. or ask for it at any local office.

PENDING APPLICATIONS FOR FM STATIONS

(Continued from page 190)

Springfield
Commader Broadcasting Inc. (Same as above) 46,900 8,060 47,960
Springfield
WGN, Inc. (WGN) (49% of stock owned by Ira C. Copely publisher of the Springfield Journal, 1% by A. W. Shipley Gen. Mgr. of Ill. State Journal) 46,100 12,918 59,018
Indiana Hammond
O. E. Richardson, Fred L. Adair, Robert C. Adair/ L as Radio Station WJAD (WJAD) 49,000 12,840 61,840
Indiana Near Indianapolis
Capitol Broadcasting Corp. (WISH) 47,100 14,150 61,050
Indiana Near Indianapolis
Indianapolis Broadcasting Inc. (WIRE) (100% of stock owned of Central Newpapers Inc.) 45,300 13,640 63,940
Indiana Near Indianapolis
WFBM, Inc. (WFBM) (Chief owners are Harry M. Bixler and family; Mr. Bixler is publisher of Pittsburgh Sun-Times, Hearst newspaper) 47,700 15,420 63,120
Muncie
Donald A. Burton (WLBC) 40,000 9,600 49,600
Sheboygan
Sheboygan Radio Inc. (officers or stockholders are interested in Democratic Publishing Co.) 46,100 7,720 53,820
Terre Haute
Banks of the Wabash, Inc. (WBOI) 47,900 7,160 55,060
Iowa
Cedar Rapids
The Gazette Co. (Owner and Publisher of The Gazette, daily) 44,700 7,400 52,100
Davenport
Tri-City Broadcasting Co. (WOC) 46,300 10,000 56,300
Des Moines
Central Broadcasting Co. (WHO) 46,100 12,500 58,600
Dubuque
Telegraph Herald (KDTH) (Publisher of Telegraph Herald) 46,800 8,060 54,860
Waterloo
Josh Higgins Broadcasting Co. (KXEL) 44,800 28,943 73,743
Kentucky
Ashland
Ashland Broadcasting Co. (WCMU) 46,100 4,160 50,260
Lexington
American Broadcasting Corp. of Ky. (WLAP) 46,100 6,300 52,400
Louisville
Courier-Journal and Louisville Times Co. (Publisher of Courier-Journal & Times) 46,100 13,900 59,900
Louisville
Northside Broadcasting Corp. (WDRG) 45,900 8,565 54,465
Owensboro
Owensboro Broadcasting Co. Inc. (WOMI) (stock owned by three stockholders of Owensboro Publishing Co.) 47,900 7,220 55,120
Louisiana
New Orleans
Loyola University (WUL) 44,000 8,478 52,478
New Orleans
The Times-Picayune Publishing Co. (Publisher) 44,300
Maine
Augusta
Gannett Publishing Co. Inc. (Publisher) 49,100 7,968 57,068
Portland
Portland Broadcasting System Inc. (WGAN) (49% out of 500 shares owned by Gannett Publishing Co. Inc. (Gary P. Gannett) publisher of Portland Press Herald and Portland Express; Augusta; Kennebec Journal and Waterville Sentinel) 47,100 5,980 53,080
Maryland
Baltimore
The A. S. Abell Company (Publisher of the Baltimore Sun) 46,700 6,640 53,340
Baltimore
Baltimore Broadcasting Corp. (WBCR) 48,000 10,000 58,000
Baltimore
The Baltimore Radio Show Inc. (WFBF) 46,900 8,500 55,400
Baltimore
Harvest Radio, Inc. (WABY) (Publisher) 47,700 8,567 56,267
Baltimore
Maryland Broadcasting Co. (WITH) 45,900 2,904 48,804
Baltimore
The Monumental Radio Co. (WCAO) 47,000 4,520 51,520
Baltimore
Edwin H. Armstrong, C. M. Jansky Jr. and Stuart L. Bailey d/b/a FM Development Foundation 49,000 9,844 58,844
Salisbury
The Peninsula Broadcasting Co. (WBOI) 48,900 6,000 54,900
Massachusetts
Boston
Boston
Columbia Broadcasting System Inc. (WJBC) 48,500 20,200 68,700
Boston
Matheson Radio Co., Inc. (WHDH) 47,700 3,800 51,500
Boston
Worcester Telegram Co., Inc. (VTAG and WMF) (Publisher Worcester Telegram and The Evening Gazette) 45,000 7,000
Fall River
Dunwich & Welch Electric Co. Inc. (WSAB) 47,000 1,250 48,250
Holyoke
The Hampden-Hampshire Corp. (WHYN) (All stock of station owned by owners of Holyoke Transcript-Telegram and Daily Hampshire Gazette, Northampton, Mass.) 44,100 14,840 58,940
Lawrence
E. Anthony & Sons (WNBH) (Publisher of New Bedford Mercury, New Bedford Standard-Times and Hymas (Mass.) Cape Cod Standard Times) 46,100 2,570 48,670
New Bedford
Pitfield
Merrimac, N. England (WNB) 46,700 1,787 48,487
Worcester
Worcester Telegram Co., Inc. (VTAG and WMF) (Publisher Worcester Telegram and The Evening Gazette) 43,500 20,437 63,937
(Continued on page 194)

Page 192 • August 28, 1944
Unlimited frequency selection

— over two critical ranges: 20 to 100 cycles; 4,000 to 10,000 cycles with an available boost of 0 to 20 db.

Unlimited frequency selection—an unusual operational advantage offered by the equalizer unit of the Fairchild Amplifier-Equalizer—compensates for brilliance-loss at the slower 33.3 speed and for response-deficiencies of cutterhead, disc material, pickup, or speaker by electronically boosting the higher frequencies from 4,000 on up to 10,000 cycles—with a negligible effect on volume and without loss in the bass.

With a Fairchild Amplifier-Equalizer and two No. 539 Fairchild Recorders, it is possible to record or play back continuously; to make duplicate records; or to "dub" from one table to the other. Wherever extreme flexibility, low noise level, low distortion content and fine frequency response are professional requirements, the one answer is the Fairchild Amplifier-Equalizer.

All Fairchild sound instruments are built to meet the exacting professional requirements of the radio and communications fields. To electronic skill Fairchild has added the plus of exceptional mechanical skill—skill long practised in .0002" tolerance production of aerial and gun cameras, and aircraft computing gunsights. Descriptive and priority data are available.
THE VAN EPS-DUOTONE CUTTING HEAD is designed for highest type cutting, giving a clean and undistorted cut on complex waves. It has but a single resonant point which is easy to equalize. The output of this head does not vary from day to day but is constant under all temperatures and humidity conditions. This head has high output, thus requiring less power to drive, and is available in 15 and 500 ohm impedances. It is designed for 9/16 inch stylus.

**RECORD COMPANIES, RECORDING STUDIOS, GOVERNMENT AGENCIES note these features:**

1. It has a reed armature, which is rugged, and acts as its own damper, eliminating rubber and other deteriorating materials which usually cause cutting heads to change from day to day.
2. Measured distortion is 1.8% at 400 cps.
3. Impedance of the cutter is actually 500 ohms at 400 cps.
4. Requires only plus 20 db level (6 milliwatts in 500 ohms) for normal amplitude—less than 1 watt of power.
5. Easily installed. The head comes equipped with an extra mounting plate for instant mounting and is easily interchanged where other heads are used.
6. Carefully tested at our laboratory and a graphic accompanies each cutter, giving the frequency response characteristics.
7. The head is hermetically sealed and guaranteed if the seal is not broken.

**Duotone**

For further information ask your jobber or write to

THE DUOTONE COMPANY - 799 Broadway, New-York 3, N.Y.
The technical advances in radio, stimulated by the needs of war, have extended the horizons of peacetime broadcasting.

New methods and new equipment will bring a new perfection to every field of broadcasting—AM, FM, Television, Facsimile.

The Wilmotte Laboratory through its intensive war time work has kept apace with radio engineering developments.

With its fully equipped laboratory and experienced staff, this organization is ready now to plan for you every phase of your peacetime operations. Available to clients is a complete engineering planning, designing, and installation supervision service, from FCC application to the start of operations, in the fields of

Amplitude Modulation Broadcasting
Frequency Modulation Broadcasting
Television Facsimile

THE WILMOTTE LABORATORY
1469 Church Street, N. W.
Washington 5, D. C.

RAYMOND M. WILMOTTE, DIRECTOR

Designer of First Directional Antenna
Controlling Interference
For PROVING Postwar Plans
Use NORFOLK Metropolitan MARKET

Half a million busy people in a compact, easily covered, easily supplied, efficiently industrialized market...surrounded by a substantial agricultural section...one of the GREAT naval bases...one of the GREAT gateways of foreign trade...

Yes, with a BIG job ahead...you'll find Norfolk, Portsmouth, Newport News (the Norfolk Metropolitan Market) getting ready for it right now...

No time THERE for wishful thinking...for as long as industry must produce goods and move'em, and as long as ships are built to carry'em...the nation NEEDS NORFOLK!

...a solid package of metropolitan buying power you can depend on, for proving postwar plans.

Yes, metropolitan buying power you can depend on as your test market, because WTOR is your ideal test station...with more listeners throughout the 8 a.m.-10 p.m. day than all other market area stations COMBINED, which means practically no "outside" listening...your test is accurate.

5,000 WATTS DAY AND NIGHT NBC NETWORK

PENDING APPLICATIONS FOR FM STATIONS

(Continued from page 194)

Utica
Watertown
White Plains

NORTH CAROLINA
Durham
Greensboro
Raleigh
Winston-Salem

OHIO
Arenka
Ashland

Canton
Cleveland

Cleveland
Columbus

Dayton
Steubenville
Toledo

Youngstown

OKLAHOMA
Oklahoma City

Oklahoma City

Tulsa

Tulsa

OREGON
Portland

Pennsylvania

BETHLEHEM

HARRISBURG

LANCASTER

BROADCASTING  •  Broadcast Advertising
for Craftsmanship Remember Columbia

COLUMBIA TRANSCRIPTIONS
New York... 799 Seventh Ave., Circle 5-7300
Chicago... Wrigley Bldg., Whitehall 6000
Hollywood... 6624 Romaine St., Granite 4134
CONSULTING

LOHNES

& CULVER

CONSULTING RADIO ENGINEERS

MUNSEY BUILDING

WASHINGTON 4, D. C.

PHONE DISTRICT 8215

PENDING APPLICATIONS FOR FM STATIONS

(Continued from page 19c)

Philadelphia
Gibralter Service Corp. (100% of stock owned by Bulletin Company publisher of The Evening Bulletin)...

Philadelphia
The Philadelphia Inquirer, a Division of Triangle Publications. Inc. (Publisher: WOAS Broadcasting Station, Inc. (WDAS)... 45,100 9,318 58,425

Philadelphia

Pittsburgh
Pittsburgh Radio Supply House (WRAS)...

Pittsburgh
WCAE, Inc. (WCAE) (Same Ownership as Pittsburgh Sun-Telegraph)...

Reading
Hawley Broadcasting Co. (Stockholders are owners of Reading Eagle Co. publisher of Reading Times and Eagle)

Scranton
Scranton Broadcasting, Inc. (WGBI)...

Sharon
Sharon Herald Broadcasting Co. (WPIC) (One stockholder holds stock in Sharon Herald Publishing Co.)

Unions
Unions

RHODE ISLAND
Rhode Island

Pawtucket
Pawtucket Broadcasting Co. (WFPC)...

Providence
Cherry & Webb Broadcasting Co. (WPRO) (Department store affiliated)

Providence
The Outlet Co. (WJAR) (Department store)

SOUTH CAROLINA
Charleston

Atlantic Coast Broadcasting Co. (WMAA) (Affiliated with Charleston News & Courier and Charleston Post) ...

Greenville
Greenville News-Piedmont Co. (WFBC)...

Spartanburg
Spartanburg Advertising Co. (WSFA)...

TENNESSEE
Nashville

American Broadcasting Corp. (WDRM)...

Nashville Radio Corp. (Owned by The Nashville Banner Publishing Co. and Tennessee Newspapers Inc.)...

TEXAS

Abita

The Reporter Broadcasting Co. (KRBC)

Amarillo

Amarillo Broadcasting Corp. (KFDA)...

Beaumont

Beaumont Broadcasting Co. (KIRC)...

Dallas

Dallas Broadcasting Co. (KFDA) (Muscle Enterprise and Journal)...

Dallas

The Dallas Morning News...

Dallas

KRLD Radio Corp. (KRLD) (Subsidiary of Times-Herald Printing Co. publisher of Dallas Times Herald)

Harlingen

Harlingen Broadcasting Co. Inc.

Houston

Houston Printing Corp. (KFPC) (Publisher of Houston Post; 95% of stock owned by Houston Post Co.)

Houston

KTRH Broadcasting Co. (KTRB) (Subsidiary of Houston Chronicle Publishing Co., publisher of Houston Chronicle)

San Antonio

Southland Industries Inc. (WODA)...

Wichita Falls

Rheas Howard (Owns stock and is officer of Times Publishing Co. which publishes the Wichita Daily Times and Wichita Record News)

UTAH
Salt Lake City

Intermountain Broadcasting Co. (KDIY)...

VIRGINIA

Norfolk

WTAR Radio Corp. (WTAR) (Subsidiary of Norfolk Newspapers, Inc., publisher of Norfolk Ledger-Dispatch and Norfolk Virginian-Pilot)

Richmond

Havens & Martin Inc. (WMBG)...

Richmond

Richmond Radio Corp. (WRLN) (Owned by Richmond Newspapers, Inc., publishers of Richmond News Leader and Richmond Times Dispatch)

WASHINGTON

Bremerton

Louis Wasmir Inc. (KHQ)...

Charlotte

Charlotte Broadcasting Co. (WCHR)...

Richmond

Richmond Radio Corp. (WRLN) (Principal stockholders are officers of the Journal Times Co.)

WISCONSIN

Green Bay

Green Bay Newspaper Co. (Publisher of Green Bay Press-Gazette)

Fond du Lac

Oaklawn Broadcasting Co. (WOSH)...

Racine

Racine Broadcasting Co. (WLRN)...

Waukesha

Waukesha Record-Herald Company (Publisher of Waukesha Daily Record-Herald)...

MORE LISTENERS
than any other Dayton station

...and we can

PROVE IT

Ask us...

Ask Hooper

WHO IS

THE DAYTON MARKET

5000 WATTS - BASIC CBS

G. F. HOLLINGER CO., Representatives

HARRY B. CUMMINGS, Southeastern Representative
CHIEF ENGINEERS and general managers of 78% of the stations in the U.S. are in the armed services or doing other Government work in connection with the war, according to an article, "Broadcasting Fights Its First War," in the September issue of the Western Electric Oscillator which replaces Pick-Ups.

Written by George DeMaré, the article covers in detail radio's contribution to the war, pointing out that a typical station has lost 30% of its technical force, either to the armed services or to Government agencies engaged directly with the war program. A study by Broadcasting Yearbook disclosed that more than 23% of radio's entire personnel was in the military forces alone. [Broadcasting, Jan. 31].

Radio Takes Lead

"For exceptionally meritorious and distinguished service in a position of great responsibility ..." is the way the citation for one of America's highest decorations conferred on Capt. Charles Hunter, formerly of KPRO, reads, chronicles Mr. DeMaré. "In many instances this might be the citation for the record of all broadcasting itself in this—its first war."

Mr. DeMaré points out that radio has taken the lead as a communications arm of the military forces, it holds the center of the stage as a propaganda medium and at home spreading the message to the people "depend greatly upon broadcasting for the news of their fighting men and the dissemination of vital home-front information".

The author lists many top-ranking executives and employees now in key posts in the Army, Navy, Marines, Army Air Forces, OWI and other Government agencies. He tells of the manpower drain on radio—how managers and technicians saw their engineers go to the armed services, how they pitched in and operated transmitters and studio control boards several hours daily in addition to their executive duties.

Mr. DeMaré writes of the intensive training program radio has begun—training women and the inexperienced available men for important technical jobs. The ingenuity of stations in keeping on the air despite acute manpower shortages is brought out by the author, who discovered that WRAK Williamsport, Pa., is using policewomen as partime operators, that other stations near Army and Navy posts are gratefully accepting the parttime services of technicians in the armed forces. He tells how other stations are using war plant employees on a partial basis.

Only One Staff Intact

In cases where help cannot be found, Mr. DeMaré concludes the only solution lies in four categories: Longer hours and harder work, doubling up, joining the major networks (in the case of smaller stations) and mechanical reorganization to enable one man to do two or four men's jobs.

On one station, WSFA Montgomery, Ala., found it had to keep its key staff intact, according to the DeMaré article, which brings out that fortunately many returning war veterans, discharged for physical reasons, are finding their way back to broadcasting.

Despite the handicaps, however radio has done an outstanding job of public service, Mr. DeMaré concludes. He lists several instances—other than the war—in which radio played important parts in the saving of lives and property. He also cites the profession's cooperation with the Treasury, OWI and other Government agencies in promoting campaigns.

Reprints of Mr. DeMaré's article which deals with all phases of radio's public service in wartime, will be furnished on request to W. H. White, editor of the Western Electric Oscillator, 195 Broadway, New York.

RADIO BARRAGE

Used by Japs to Scare Marines at Hebrides

INTENSIVE radio propaganda was used by the Japanese in an effort to scare the American Marines as they invaded the New Hebrides Islands, according to Maj. Robert D. Heini, Jr., USMC, son of the Washington radio news writer. Writing in the August issue of National Geographer, Maj. Heini, who was at Pearl Harbor when the Japs bombed the base and later was ordered to the New Hebrides near the Solomons, told that in an operation which resulted in the destruction of bases taken by the U.S., relates: "The Marines' welcome to the New Hebrides came neither from colonial civilians nor cannibals, but from Japan—via radio. Incessant enemy propaganda broadcasts signaled our arrival by announcing that invincible Nippon would give the Americans 72 hours in which to clear out of the New Hebrides: "Later we were informed that our installations had been 'heavily bombed,' an occurrence which had not yet come to our attention. Nevertheless, as our shore parties disembarked from their landing boats, many a Marine expected to be under enemy attack in a matter of hours."

HALLICRAFTERS, Co., Chicago, management and employee, presented $5,000 to the Army's new Vaughan General Hospital at Elgin, Ill. The gift represented wages earned by employees who worked an extra two hours on European D-Day. Company also has established servicemen's department, which urges present employees to write former fellow workers in arm's service.
ALLIED
The Name to Remember for Quality in Recording Discs

ORDERS SHIPPED PROMPTLY
Opening New Vistas in Broadcasting

Television a Challenge
To Creative Skills
Of Specialists

By FREDERIC R. GAMBLE
President, American Assn. of Advertising

FM AND TELEVISION seem to be running neck and neck in the race of postwar development in radio. Of course, television is more glamorous and requires a far greater development of creative skills, but it also seems somewhat farther from commercial application.

Receivers First

FM offers more than simply an improved method of broadcasting, if the reports about it are true. Equal and increased night and day coverage by low-power stations will greatly increase the possibilities and effectiveness of spot broadcasting. FM's chief change is to expect, it seems to me, are in the buying department where agencies will be quick to take advantage of this new way of reaching audiences through radio.

Television, on the other hand, opens up much wider vistas; the combination of sight and sound in broadcasting will revolutionize studio techniques, of course. There will have to be scenery in many cases, memorizing of parts, costuming and make-up, and other changes the experimenters are now discovering.

Do I have any doubt the technical problems of broadcasting television will be solved in due course, but what about the audience? Can television hold audiences for comparable lengths of time requiring, as it will, much more concentration? This seems doubtful. Successful television with large audiences may be limited to certain times of day.

But before there is any great development of commercial television, the public must be supplied with receivers in the millions. This will take time, not only to solve the problems of the kind of screen and broadcast band, but also to make and sell the sets. It seems probable that agencies will produce commercial television shows just as they have come to produce most of the radio shows, unless television commercials are restricted to hucksters.

Long ago, the older advertising media found they could not very successfully create advertising for two or more competing advertisers. The advertising agency was originally set up to meet this need of an independent organization to convert the publisher's white space into advertising influence. Radio soon found that this principle likewise applied to the conversion of blank time and that it is best done by an independent creative, specialist organization, compensated by a percentage of the medium's rate, and devoting this compensation to the service and development of successful advertising.

No better method has ever been suggested, or seems likely to be. Advertising has succeeded as this method has been conscientiously

Postwar Sets to Reflect
War Changes, Says Hardy

POSTWAR radio business will be exceptionally good, according to Larry F. Hardy, vice-president of Philco Corp, in charge of the home radio division, who feels that known radio brands will lead in sales after the war. As to the kinds of radios dealers would need to meet this huge postwar demand, Mr. Hardy predicted that consoles, phonographs, table models, compacts, portables and farm sets for rural areas will all be demanded.

Despite numerous and diverse improvements in console radios and phonograph combinations, Mr. Hardy said, it is probable that table models and compacts will be first to show the immediate effects of war developments. New and different kinds of components will give these smaller sets greater sensitivity, greater output and better performance and will reflect the tremendous strides made in the past three years in the plastics field, Mr. Hardy said.

ATS Series Planned

AMERICAN TELEVISION Society's program laboratory will present a series of non-commercial shows on television stations in the New York area shortly, it was announced last week. First programs will be presented on WRGB, General Electric station in Schenectady. Assisting Charles H. Kleiman, executive director of the laboratory, are Ted Huston, director of production; John Flory, director of scripts; Jean Rosenthal, director of station and agency relations. ATS will produce the shows for selected charitable, civic and service activities.

Meetings on Coast
Are Staged by GE

Television, AM and FM Plans
Are Discussed at Meetings

TO KEEP West Coast broadcasting, theatre and merchandising executives abreast of its post-war plans on AM, FM and television, General Electric Co. technical and merchandising experts staged series of three one-day meetings in Seattle, San Francisco and Los Angeles, Aug. 11, 15 and 17, respectively. Plans and designs for post-war master television stations and possible networks, as well as details and preliminary post-war receiving sets were discussed.

Predicting a large increase in West Coast FM broadcasting—a trend already well under way in the East and Middle West—W. R. David, GE sales manager, said standard AM broadcasting would undoubtedly show a steady decline after the war. Pointing out that there are 50 FM stations on the air and that this number will increase while the present 900 or more standard stations will show a corresponding decrease.

Film, "Seeing Home," outlined development of that aspect of broadcasting.

Network Projects

During afternoon session, devoted to television, D. McLean, GE sales manager of television transmitters, discussed simple mechanisms of television and outlined operation of proposed television networks, using as example the one in use now between New York and Schenectady. He explained use of master, supplementary and satellite television stations. "The perfection of television in color, as well as efficient television broadcasts for projection on a large screen similar to a movie theatre screen, is yet to come," Mr. McLean said.

Film on West Coast FM broadcasting, "Seeing Home," covered broadcasting and receiving of television programs. Also, use of a magnetic wire, now used almost exclusively for military purposes, was demonstrated.

In outlining postwar plans for production of home television receiving sets, W. M. Boland, GE western sales manager, stated an efficient small receiver would retail at about $200, with projection models utilizing 18x24-inch screen priced between $300 and $500. He had previously addressed the morning meeting on "Radio Receivers and Radio Advertising." Question and answer period followed both sessions.

RCA LABS, Princeton, N. J., has developed an electronic time-interval counter for American Army and Navy guns of all sizes. The device makes possible the most accurate muzzle-velocity measurements, as precise as 1/1,000,000th of a second. The instrument has been in use for more than a year at arsenals throughout the country.
WASHINGTO,N, KY. . . "Charming Little Place"

"Now, what is this charming little place?"
Would you say it once was known throughout the land
As "center of fashion and education",
And second largest town in all the state?
More seemly are the antique covered wells
Along the walks;
Or the old log house on Main Street,
Protected now from ravages of time by clapboard,
Where once the mails for all the Northwest Territory
Were cleared and passed along.
It makes you think, somehow, of Indians,
And of Simon Kenton's hardy little band
Foregathering here to thwart their treacherous raids.
Yet everywhere are monuments to days of grandeur.

Like Marshall Key Place, where slaves were sold,
And Cedar Hill, its wide Colonial veranda
Peering down through wise old evergreens
Upon the town.

Yes, Washington's importance long has fled;
But something of it still remains alive
For the eager youth and their memory-mellowed elders
Who live their lives here...and for us.

WLW
The Nation's Most Merchandise-Able Station
DIVISION OF THE CROSLEY CORPORATION
This is the story of a new tube design that "rewrites the rule book."
The tube is the new RCA 9C21, a high-power, water-cooled triode . . . which, together with its air-cooled twin, the 9C22, offers important advantages to broadcasters. In designing these tubes, RCA engineers have established new concepts of high-power, high-frequency tube design.

Their goal was higher frequency performance for tubes of high-power design. Drawing upon their years of experience in designing and building tubes, they worked out unique innovations that produced the results they sought.

For example, one of these innovations is an entrant metal header which allows short, internal filament leads, and a short, low-inductance path to the grid . . . highly important factors in improving high-frequency performance. For industrial oscillator service these new design features, shown here in an "X-ray" view, give the 9C21 a 50 kw output at a maximum frequency of 25 Mc, and a 100 kw output at 5 Mc or below. In high-level modulated service (at 5 Mc or below) the 9C22 provides 38 kw maximum output. Thus a pair of 9C22 tubes may be used conservatively as a tube complement for the output stage of a 50 kw transmitter.

A better tube, for better broadcasting . . . and another example of the engineering leadership that makes RCA transmitting tubes the standard of comparison in the broadcasting industry.

Remember, the Magic Brain of all electronic equipment is a Tube . . . and the fountain-head of modern Tube development is RCA.