LET'S BUILD an all-night show, the WOR people said about four years ago. But—it must be a different kind of all-night show. It must be unlike anything that anyone has ever heard.

WOR was sort of an amateur at this all-night show business, but not at program-building. For more than 22 years WOR's program-creators have been taking the ordinary and making it unique. Stumped by this all-night assignment? Not they! Why, they said, we... But it wasn't that easy.

They stumbled; thumbs got in the way, at first. But out of the tinkering and the sorting and their accumulated know-how came "Moonlight Saving Time," starring friendly-voiced, dynamic Steve Ellis.

Today "Moonlight Saving Time" has three times as many listeners as any all-night show on any other major New York station. And what it has done for sponsors is a story as sparkling as the show itself.

"Moonlight Saving Time" is an indication that WOR has built one of the most capable program planning staffs in radio. Another is the fact that 16 of the 17 most highly-rated local New York shows today are on WOR.

What WOR has done, and is doing, to please millions of people in one of the greatest listening territories on the Eastern Seaboard, it can do for you, too.

Our address is...
FROM THESE 19 ILLINOIS COUNTIES

THREE OUT OF FIVE Families Wrote WLS

100,612 letters came to WLS in 1943 from 19 Illinois Counties alone (the seventeenth, eighteenth, and nineteenth Congressional Districts). In these 19 Illinois Counties, there are 168,956 Radio Homes; 59.5 Letters per 100 Radio Homes! Three out of Five! Real Audience response! WLS RESULTS!

These 19 Illinois Counties are just one small section of the four-state Midwest America from which we receive a million letters a year! In them you see just how WLS' down-to-earth entertainment and thorough, painstaking service have built friends for us, will build results for you! When you want action in all or any part of a four-state Major Coverage area (including Metropolitan Chicago) remember: WLS GETS RESULTS!

NUMBER TWO in a WLS series of advertisements analyzing the station's intense listener-response, county by county. This ad shows WLS mail response from 19 Illinois Counties. Through the series we will reveal actual mail response and its ratio to radio homes in all of the four states in the WLS Major Coverage area: Illinois, Indiana, Michigan, Wisconsin.

890 Kilocycles 50,000 Watts Blue Network

The PRAIRIE FARMER STATION
Rutledge D. Butler
President
Glenn Snyder
Manager

MANAGEMENT AFFILIATED WITH KOY, PHOENIX, AND THE ARIZONA NETWORK. KOY PHOENIX • KTUC TUCSON • KSUN BISBEE-LOWELL-DOUGLAS
Baltimore’s Ears and Eyes are on WFBR

THE EARS . . .

Millions of them in the Baltimore trading area! And they listen to WFBR right across the board from “Morning in Maryland” at 6:00 A.M. until sign-off time at midnight. Swell local shows and top Mutual network attractions keep WFBR’s ratings high on all surveys. Check for yourself; see how many times WFBR is mentioned in first, second or third position!

THE EYES . . .

Plenty of eyes see WFBR, too! Because we have the finest studio facilities in the South. They come to see many of our best local shows go on the air or they come just to see what the inside of a radio studio looks like. Over 75,000 is the average yearly attendance . . . no other Baltimore station can make this statement!

There you have it . . . the eyes and ears of Baltimore are pretty familiar with this station and have been for the past 22 years. It’s the kind of listener interest and loyalty that builds sales for advertisers on WFBR.

RADIO CENTRE, BALTIMORE-2, MARYLAND
NATIONAL REPRESENTATIVE: JOHN BLAIR & CO.

*ANOTHER GOOD REASON WHY

WFBR IS YOUR BEST BALTIMORE BUY!
EVERY STEP in the Development of Directional Antenna Design requires Knowledge, Experience and Accuracy in All Calculations Involved. All three are requisites to the Adequate Solution of any radio-engineering problem, major or minor.

CRECO has All Three, plus the Proper Equipment. CRECO's War Job now permits the acceptance of a Limited Number of Standard, FM and Television Applications.

Write, Wire or Call

COMMERCIAL RADIO EQUIPMENT COMPANY

Porter Bldg.
KANSAS CITY, MO.

Evening Star Bldg.
WASHINGTON, D. C.

Crossroads-of-the-World
HOLLYWOOD, CAL.

"BE SURE OF TOMORROW . . . BUY WAR BONDS TODAY"
of all Utah homes have radios—one of the highest percentages in the nation.
When you think of

**NEW ORLEANS**

you think of:

**Today—**

When You
Think of

**NEW ORLEANS**

... You Think of

107,688 NEW WAGE EARNERS (Since 1940)

...AND

WWL

NEW ORLEANS

The Greatest Selling Power
In The South’s Greatest City

50,000 WATTS
CLEAR CHANNEL

WWL Dominates the NEW Deep South—
Headed for PERMANENT Prosperity

CBS AFFILIATE—REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.
NOW HAVE FACILITIES IN
Hollywood

To render a better service to clients... to shorten the distance between two great talent cities... New York and Hollywood, WOR Recording Studios in the east, under the direction of Thomas M. Kelleher, makes available its unparalleled service and superb production equipment for high fidelity recordings... to the motion picture industry.

WOR’s skilled engineers, with their many years of experience, invite problems on all phases of radio transcription work.

In Hollywood, C. P. MacGregor heads the staff of the West Coast Studios, with offices at 729 South Western Avenue.

Investigate the possibilities of WOR Recording Studios for your next transcription job.
WSIX has plenty of power to cover the well-to-do, active area of Nashville and Middle-Tennessee. This coverage dished out with choice programs from Blue and Mutual networks has resulted in securing for WSIX the largest all-day 8 A.M. to 6 P.M. listening audience in Nashville. Ask any current advertiser what he gets for his money on WSIX. He knows that this station is strong enough to reach Nashville’s large trading territory—he does not pay for waste circulation in the surrounding lesser populated agricultural sections. For full information on WSIX and the Nashville market contact this station direct or write to our National Representatives.

BLUE and MUTUAL

As an affiliate of both the Blue Network and Mutual Broadcasting System, WSIX has access to some of the most competent news men in the country. For entertainment, service and education, too, WSIX carries well selected high caliber programs from these fine networks.

THE KATZ AGENCY, National Representatives
City's 10-Year Goal Set at 300,000 Homes

Builders' Head Outlines Postwar Program; War Building Nearing End

By E. A. BAUMGARTH
Realty Editor, The Detroit News

There will be a need for approximately 300,000 new privately-owned homes in the metropolitan Detroit area in the 10 years following the war, Detroit builders believe. This figure was given by C. H. Haas, resident of the Builders Association of Metropolitan Detroit.

Population Gain 206,000

Big Suburban Growth Seen

$45,000,000 Contract Drawn for Detroit Superhighways

Rosy Picture for Merchants

Michigan Bell Proposes $120,000,000 Expansion

Thousands of new homes needed now.

Tremendous demand for all kinds of merchandise.

Many expansion programs planned.

Yes, there'll be a greater Detroit tomorrow, no doubt about that—a bigger, more productive, more wealthy Detroit.

And what a market it will be for merchandise of all kinds—automobiles, refrigerators, household furnishings, ranges, electrical appliances, foods, clothing—everything from furnaces to fashions.

Better set your sales sights high on Detroit right now—and remember—WWJ, America's pioneer broadcasting station, is the most listened-to radio station in this great market.
"I-A, eh? Not when I get through with you, Thistlewaite!"

- This, dear reader, is just a gentle reminder that as manpower problems become more and more critical, there's probably still a lot of work that you can turn over to F&P, to ease your overworked staff.

Sure, we're burning a lot of midnight oil, ourselves. And we also love our homes and carpet slippers. But this is another chance to prove our value to you—and that's Number One with us. Say when!

FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932
CIO, WHKC Join in FCC Dismissal

Commission Rules
Political Identity
Is Mandatory

AMID PROTESTS that certain political spot announcements are not properly identified as to sponsor-ship and the issuance by the FCC of a warning to all licensees that Sec. 317 of the Communications Act provides full sponsorship identity, the UAW-CIO and United Broadcasting Co., licensee of WHKC, filed a joint motion with the Commission last Friday asking dismissal of CIO proceedings against the station.

Two motions issued at the same time Philip G. Loucks, Washington counsel for United, and Ernest Goodman, UAW-CIO counsel, were agreed that WHKC, in denouncing the NAB Code of Ethics and adopt- ing its own Statement of Policy [BROADCASTING, Aug. 21, 28] will better serve in the public interest. While action to dismiss the CIO petition, which had charged WHKC with censorship, refusal to permit controversial issues to be discussed by labor and with failing to main-tain a balanced treatment of all sides of controversial issues, was considered significant and a step towards cementing relationship be-tween radio and organized labor, other protests were lodged with the FCC against political broadcasts.

Law Applies to Spots

"Numerous complaints have recently been received by the Commis-sion concerning failure of radio stations to identify sponsors of political spot announcements," said the FCC notice. After citing Sec. 317 of the Act, the notice pointed out that the section "applies to spot announcements, as well as to all other material broadcast and requires a full and fair identification of the identity of the person furnishing the consideration for such broadcast."

The Commission notice followed complaints by the American Civil Liberties Union and the Liberal Party of New York State to Chair-man James Lawrence Fly, charg-ing that political broadcasts are being carried without proper sponsor-identification. The Civil Liberties Union protest made reference only to "spot announcements in behalf of political candidates".

On the other hand, Dr. John L. Childs, state chairman of the Liberal Party, and Morris L. Ernst, its vice-chairman and attorney for the American Civil Liberties Union, telegraphed Mr. Fly that "unidentified spot announcements", broadcast "on many stations on behalf of the Republican Party" constituted a "fraud on the public since they come over the air not as announcements but as station announce-ments".

An investigation by Commission personnel disclosed that some stations had broadcast political spot announcements, labeling them only "political" announcements. It was pointed out that such identification isn't sufficient.

Rule Pending

Pending before the FCC is a proposed rule to require identification of not only sponsors of commercial programs, but of those providing "free" material for broad-cast [BROADCASTING, Oct. 9].

"This proposed rule is a matter of vital interest to every radio station and it is highly important that a considerable number of censes express their views upon the subject," NAB advised its membership. "NAB will make a general appearance. Station members are urged to send to the Commission an expression of their views. This may be done in the form of either a letter or a brief addressed to the Commission. It is also most urgently requested that copies of such letters or briefs be sent to NAB."

Indications were that the major networks and number of inde-pendent stations would file appear-ances and be prepared to testify. Deadline for filing requests for oral argument is Nov. 1, with the arguments set for 10:30 a.m. Nov. 10.

Rubin Protest

Another protest was filed by William B. Rubin, Milwaukee attorney and Democratic candidate for Governor of Wisconsin, asking the FCC to insist that Gov. Dewey, Gov. Bricker and Rep. Clare Booth Luce (R-N.J.) be required to "retract" certain alleged "falsefulness" he said they uttered against President Roosevelt. He asked that the GOP be required to submit scripts of po- litical talks to stations 48 hours in advance, that networks and sta-tions be required to "delete" any "false information" and threatened to file objections to renewal of li-censes of stations carrying "false statements" by Republicans.

At the Commission it was stated that Mr. Rubin probably will be sent a copy of Sec. 326 of the Commu-nications Act, which prohibits the FCC from exercising censorship over programs, and Sec. 315

Radio Leads Philippine Invasion Army

Special Ship Provides Fast Worldwide Coverage

RADIO SCORED a new triumph in split-second war coverage when first news of the Philippines invasion was flashed from a floating broad-casting station off Leyte.

An Army Signal Corps radio ship, first such craft used in any landing a-tion, sailed with Vice Admiral Thomas C. Kincaid's 7th Fleet which landed Gen. Douglas MacArthur's troops.

From this ship was broadcast the dramatic MacArthur communiqué announcing the General's return to the islands. The communiqué was beamed to the Army Communica-tions Center in San Francisco via a series of booster transmitters.

It was distributed from the main-land receiving point to the four major networks and three national news services.

As the news was being flashed to America, another leg of booster stations carried it to Australia. Shortwave facilities relayed it from War Dept. headquarters in Wash-ington to Great Britain.

This fast news transmission over the distances involved in the Pa-cific was a culmination of a year's preparation by the Army Signal Corps and the War Dept. Bureau of Public Relations.

After original tests were con-ducted, a far-reaching system of alternate relay routes was established to assure distribution of the news, in the event one route failed or the Japanese were suc-cesful in jamming operations.

These routes were tested suc-cessfully early in the spring under the direction of Maj. Gen. Alex-ander D. Surles, Director, Bureau of Public Relations, War Dept.; Maj. Gen. Harry C. Ingles, Chief Signal Officer, and Brig. Gen. Frank E. Stoner, Assistant Chief, Army Signal Corps.

President Roosevelt said at his news conference Friday that one of the reasons for the delay in announcing the landings was an apparent Japanese attempt to jam radio channels.

Gen. MacArthur's dramatic broadcast to the Filipinos, attend-ing the invasion, was his first for-mal appearance before a micro-phone since the forced evacuation of the Philippines. He had said re-peatedly that he would not go on

(Continued on Page 59)
Wigglesworth Demands FCC Revoke All Sales by Bulova

IN A NEW leap for the limelight, Rep. Richard B. Wigglesworth (R-Mass.), member immediate of the House Communications Committee, has asked the FCC to investigate the proposed sale of Bulova, Inc., to WCSH, Inc. The sale, announced last week, is the subject of an FCC investigation.

Wigglesworth is a member of the House Communications Committee and is considered to be one of the leading experts on the FCC. He has been a strong advocate for consumer protection and has been known to take on powerful companies when he believes they are not acting in the best interests of consumers.

The sale of Bulova to WCSH has raised concerns about the potential for anticompetitive practices and antitrust violations. Wigglesworth has expressed concern that the sale could result in a loss of competition and could harm consumers.

The FCC has been asked to investigate whether the sale violates any antitrust laws or other laws. The FCC has been asked to investigate whether the sale violates any antitrust laws or other laws.

Wigglesworth has also expressed concern about the impact of the sale on the radio industry. He has said that the sale could result in a loss of competition and could harm consumers.

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Savant Discovers That Symphonies
And Singing Commercials Curdle

By ROBERT K. RICHARDS

THE distinguished Harvard astronomer, Prof. Harlow Shapley, has discovered life on the Planet Earth.

The discovery can be substantiated by the outraged response of Harry Bannister, general manager of WWJ Detroit, to a letter the Professor penned between astral observations to Niles Trammell, president of NBC.

This letter, lamenting the excruciating pains that afflicted Professor Shapley when he heard a singing soap commercial waggling on the end of a Toscanini concert, was forwarded by NBC to Mr. Bannister and other managers of NBC affiliates.

The meteoric response to the Professor's lament doubtless matches any pyrotechnics the distinguished scientist has seen through his telescope at famed Harvard College Observatory.

In his letter to Mr. Trammell, Professor Shapley recalled a recent General Motors program by Arturo Toscanini and the NBC Symphony Orchestra during a period he spent in his New Hampshire summer home. Of this he said:

"And then suddenly, as our applause registered deep gratitude, a revolting, leering vulgarian defecated in the altar before us all, desecrating the cathedral, destroying the ecstasy of the communicants, defaming the symphony and the artists. That is, before we could defend ourselves, a squalling, dissonant, hasty singing commercial burst in on the mood."

This, obviously, was too much for the Professor.

"It helped but little on that occasion," he continued, "to turn off the station angrily and avoid the radio for hours; and little to dash to the pantry, find some boxes of the offensive article (as advertised), and commercials have had in developing the American system of broadcasting. He established, as premise to his arguments, that when "15 seconds of buffoonery" pursue 99 minutes and 40 seconds of superb entertainment, the listener has received dollar-for-dollar value and there should be no waiting in line for change.

How About the Mrs.!

Mr. Bannister asked the Professor, "Do you apply the same set of values in your estimate of other human activities? For example, would you violently hurl your wife into the 'neighboring canyon swearing meanwhile unending blacklist' if in 99.6% of the time she completely pleased and satisfied you but in .4% of the time the poor woman managed to thoroughly aggravate you?"

"Would you," he asked further, "evaluate the work of a fellow scientist?"

(Continued on page 58)

Says Bannister

I BELIEVE broadcasting in the United States is incomparably the finest in the world. Nowhere else is there to be found anything that even remotely approaches the accomplishments of American radio.

The foundation of this structure is the commercial sponsor, the radio apothecary of free enterprise.

I must tell you that as a man cannot live by bread alone, an independent station cannot flourish and prosper by network broadcasting alone.

On my own station, a typical one, over three-fourths of our revenue comes from sources other than network broadcasting. Yet the choicest hours of the morning, afternoon and evening are devoted to network programs.

In a sense, each one of our listeners who hears in patient tolerance our announcements, sung or unsung, actually casts his bread upon the waters to subsequently have it returned to him in countless ways.

The freedom of American radio having culture thrust upon him. It must be administered in homoeopathic doses.

I beg you to compare present-day American radio with what it was 13 years ago or with what it is today even in such an enlightened bulwark of civilization as Great Britain.

In the United States, the only propaganda is commercial—an urge to buy something. Granted that the means employed are at times offensive, is the price too high for what the listener gets in return? Where else, except from nature, do you get as much for nothing?
MILITARY LIFTS BAN ON PROPAGATION DATA

CBS Contract Let
For New Video Outlet

By BILL BAILEY

WITH TELEVISION interests girded for a battle over spectrum location of the art when hearings are resumed this week in that phase of broadcasting, the FCC allocation hearings last week took a new slant as the Joint Chiefs of Staff lifted restrictions on classified propagation data in the higher frequencies from 8-100 mc.

Commission attaches a pending that with certain interference informa- tion disclosed, the men who are to decide the future homes in the spectrum of radio's various services, will be given data vital to the allocation of FM, tele- vision and facsimile.

Police Data

Following the noon recess last Thursday, Commission General Counsel Charles R. Denny read into the record a communication dated Oct. 9. G. B. Myers, USN, secretary of the Joint Communications Board, Joint Chiefs of Staff, advising that the four allocation panels, cleared prior to Oct. 16, had been unclassified: F2 layer reflection at 10 mc or higher; Sporadic E reflection at 10 mc or higher; multipath, shadow or "similar effects" in the 40-100 mc band (see text this page).

Meanwhile, just before noon the Commission had heard Zeillon E. Adrith, radio engineer in charge of operations, Indiana State Police, give more cleared propagation data to the 4 mc band that any witnesses yet heard. Appearing as chairman of a subcommittee of Committee 1, RTPB Panel 15, and on behalf of the Joint Communications Board, Mr. Adrith cited case after case of interference, giving dates, frequencies and types of stations emitting signals in bands other than their own (see page 60).

Commissioners and counsel alike were agreed that the police representatives have given the Joint Communications Board consideration "over and above" commercial services. He said that after the armed services needs have been provided, "it will be "first priority by the Commission."

Earlier the FCC heard Capt. D. S. Leonard of Detroit, representing the Independent Assn. of Chiefs of Police, declare that if "state and local police agencies are prevented from full use of radio facilities... it undoubtedly will be necessary to appeal directly to the Congress for statutory relief." With the military ban lifted from propagation data, the Commission plans to delve into all phases of interference affecting FM and television.

Mr. Denny, who has conducted the allocation hearings, said the FCC staff had already begun as- sembling data, which likely will be presented this week. There is a possibility that Dr. J. H. Dellinger, chief of the Radio Section, Bureau of Standards, may be called by the FCC, inasmuch as he has collected considerable propagation data. Dr. Dellinger is chairman of the Technical Sub-committee of the State Dept. Special Postwar Planning Committee on Telecommunications, and heads a preparatory commit- tee reading data for the World Telecommunications Conference.

Hearings in television, which opened Oct. 14, were postponed until Oct. 23 and 26, Tuesday's session to enable the Commission to take up Group 3 services, including police, fire, for- estry, special emergency, provi- sional, special services and motion picture-allocation data. Many of the po- licemen who appeared as witnes- sses had to make the trips to Washington on their own funds and the FCC interrupted television to accommodate their educational needs.

To Resume Tuesday

As BROADCASTING went to press, television was scheduled to be re- sumed at 10:30 a.m. Tuesday (Oct. 24) at the National Museum Auditorium, 10th St. & Constitution Ave. Should the Group 3 services extend into Tuesday, television will be resumed immediately after Group 3 test- imony is completed.


Those already appearing are: Cyril M. Baum, FCC; David

Denny Requests All Propagation Data After Military Restrictions Are Lifted

ALL WITNESSES with information regarding heretofore restrict- ed propagation data were asked last Thursday by Charles R. Denny, FCC general counsel, to present testimony at the ensuing allocation hearings before the Commission in Washington. His request fol- lowed disclosure at the hearing that the Joint Communications Board, of the Joint Chiefs of Staff had de- cided to declassify certain propagation data involving Sporadic E, F2 layer, multipath, shadow and other interferences in the very high frequencies (over 100 mc).

Following is text of a communiqué addressed to the FCC by Capt. G. B. Myers, USN, secretary of the Joint Communications Board, and placed in the Commission hear- ing record by Mr. Denny:

On 18 Oct. 1944, the Joint Communi- cations Board considered a proposal to downgrade certain radio wave propa- gation data from RESTRICTED and decided that the following data shall be UNCLASSIFIED:

1. Vertical incidence measurements made in the U. S. or its possessions Averno, 1944 showing E region reflection at 10 mc or higher.
2. Vertical incidence measurements made in the U. S. or its possessions Averno, 1944 showing E region reflection at 8 mc or higher.

The following data are observations in the band 40/100 mc, including those showing multipath, shadow or similar effects, made in the U. S. or its possessions prior to 16 Oct. 44.

B. Smith, RTPB Panel 6; Joseph H. Ream, CBS vice-president and secretary; Dr. Peter C. Goldmark, CBS Director of Television Engi- neering; Lewis Allen Weiss, vice- president of General Electric's TV division, Don Lee Broadcasting System, appear- ing on behalf of TBA; Dr. G. R. Town, Stromberg-Carlson Co.; James A. Marr, General Electric Co. and TBA.

RTPB recommendations for tele- vision allocations, submitted by Mr. Ream, included 24 channels for nationwide service, ranging from 50-222 mc and three channels for local service on the East Coast, 222-246 mc, and an unspecified num- ber of experimental channels above 460 mc.

Mr. Ream, reading a statement [BROADCASTING, Oct. 9] prepared by Paul W. Kent, executive vice-president and general man- ager, announced that on Oct. 10 Co- lumbia signed a firm contract with Federal Telep. & Radio Corp., New York, for delivery of high-definition television transmitter eight months from date.

Transmitter Plans

Mr. Ream said the new station will be designed to broadcast on a frequency of 461 mc with "adequate power," although he said power is restricted infor- mation at the moment. Mr. Ream said the station will be built by Westinghouse Electric & Mfg. Co., advising CBS it was ready to manufacture a transmitter to operate at about 750 mc with "adequate power." Under cross-ex- amination Mr. Ream said the con- tract with Federal contained a clause making delivery mandatory within 10 months after signature, or cancellation. The manufacturer in question has made a similar transmitter in 400 mc had been made with Zenith Radio Corp. to manufacture sets for the market.

When the television hearings re- sume next week, the Commission heard Mr. Weiss pled for con- tinuance of video in the present spectrum location. He said television is a novelty and that it would be "three or four years" before it could be sold on a four-hour daily commercial program basis. Refuting that testimony, however, were statements by Frederick A. Long, in charge of television and motion pictures of BBDO, and Raymond E. Ne lson, vice-president of the Chas. C. F. Co., who said the effect that television has passed the novelty stage and is considered not only an entertainment but an advertising medium.

Commissioner Edward K. Jett, although declaring himself in favor of continuing television in the present bands "temporarily," asserted: "I, too, believe that television will be successful in high-definition. It's just a question of time—how soon we can give up the 6 mc chan- nel for higher frequencies."

He recommended that the Commission adopt some sort of regu- lation, to the effect that television is

(Continued on page 62)
Should Radio Time Be Bought on FACTS—or on “Intuition”?

Ad Men who read this Survey will KNOW about Iowa Radio!

When your client (or your V. P. in charge of Sales) asks you what percentage of people in Iowa listen to any given Iowa station—can you TELL him?

When he asks any sort of question about Iowa radio—can you talk FACTS, or do you have to guess?

Every person or firm that advertises in Iowa needs a copy of the 1944 Iowa Radio Audience Survey, by Dr. Forest L. Whan. It is a MUST for any fact-minded executive.

Read the description at the right—then use the coupon for getting your free copy. No obligation, of course.

WHO for Iowa Plus!

Des Moines-50,000 Watts

B. J. Palmer, President          J. O. Maland, Manager
FREE & PETERS, Inc. National Representatives
THE FABULOUS Morrie Pierce has done it again.

Last year Mr. Pierce, on leave as chief engineer of WGAR Cleveland and now chief engineer for the Psychological Warfare Branch, OWI, in Europe, expounded the surrender of the Italian fleet by tuning and modifying a transmitter from 1100 kc to the international distress signal of 500 kc.

Last week, it was revealed, Mr. Pierce pulled off a neat bit of military strategy to capture intact the second most powerful station in Europe, Radio Luxembourg, enabling the OWI to immediately use the big 150 kw transmitter in support of the advancing Allied armies.

Taken Undamaged

Alert to the propaganda value of the station, which can be heard throughout Germany, Mr. Pierce enlisted the cooperation of an armored division, obtained a convoy of tanks and surrounded the station to take it undamaged, according to a memorandum received by Edward W. Barrett, director of the OWI Overseas Branch. Morrie, said the memo, was “one of the very first Americans to cross the Luxembourg border.”

A commendation from Col. C. R. Powell, assistant for psychological warfare for the 12th Army Group, dated Sept. 15, forwarded to Mr. Barrett, declares:

“You are hereby commended for your very efficient, prompt and vigorous action in the capture of Radio Luxembourg and the location of the necessary facilities to enable the resumption of broadcasting within a few days. Your actions were in every respect in accordance with proper military procedure and your foresight in procuring adequate armed assistance ... for the capture and protection of this very important station are highly commendable.

“While this has been your outstanding achievement, it is also desirable to note for your loyal, earnest and efficient cooperation with the Publicity and Psychological Warfare Section, 12th Army Group in the preparation, modification, repair and employment of its electrical transmission apparatus.”

News of Mr. Pierce’s exploit was received with delight at the OWI Bureau of Communications Facilities, which has charge of radio engineering operations. One official of the Bureau praised Mr. Pierce for his “imagination” and “a conception of his job which goes far beyond his immediate duties as an engineer”.

This official recalled that when Mr. Pierce worked 14 hours at a stretch on a fateful day in September of 1943, running measurements to modify a transmitter to send signals to the Italian fleet, he performed a technical study which was difficult but which a good engineer could have done if he were assigned the job. “But,” the official pointed out, “Morrie thought of it.”

Radio Luxembourg, according to Andre Wolff, Commissioner of Information for Luxembourg, Inter-Allelied Information Commission, New York, operated on a wavelength of 1304 meters before its capture by the Nazis and was owned by Compagnie Luxembourgoise de Radio Diffusion under the supervision of the Luxembourg government. M. Guyet-Latour was administrator for the operating company which had 15 directors, eight of whom were Luxembourgers and seven French.

The station operated on long wave only until it went off the air on Sept. 3, 1939, when Britain declared war on Germany, the government closing the transmitter to avoid giving Germany the slightest pretext for breaking its neutrality pact with the Duchy. It was feared the Nazis might have charged the station with propaganda broadcastting, financial control having rested largely in French hands and most of the advertising placed by the British and programs beamed to England.

When the Germans overran the Duchy, the station went back on the air, first under military command and subsequently under the German civilian administration. It is believed the Germans used the station frequently for jump-off Allied propaganda broadcasts.

American military officials recently returned from Europe report that the station has been operating far below its maximum, the limited power production of the Duchy being required for transportation and other needs. The station transmitter site was originally at Junglinster, 18 kilometers from Luxembourg where the studios were located.

Exceeding Radio Luxembourg in power was the Soviet government station in Moscow whose transmitters were said to aggregate 500 kw.

Global Disc Plan Is Begun by NAB

Series Will Bring Home Town To Troops in Far Lands

AN ASSIGNMENT for the radio industry continues as the entire globe was started today (Oct. 23) by the NAB at the request of Gen. Dwight Eisenhower. To bring the "home town" to troops scattered over the world, 180 half-hour programs are being prepared for transcriptions to be beamed over every Armed Forces Radio Service shortwave installation as well as over the American Forces Network operating in the European Theatre.

The program, titled Let’s Go to Town, will try to build a "sense of presence, of being there" for men and women overseas in every theatre. Talent is all voluntary and James C. Petrillo, AFM president, has given clearance for musicians.

Approved by Board

Gen. Eisenhower's request was given officially to the NAB Board of Directors at the Chicago War correspondents Maj. Austin Z. Peterson, chief, program section, AFPS, and Maj. Albert M. Wharfield, overseas liaison officer, Radio Branch, Bureau of Public Relations, War Dept. Approval was unanimous. J. Harold Ryan, NAB president, named Arthur Stringer coordinator of the programs and asked district directors to designate broadcast officials within their districts to act as Task Force Commanders and to "assume responsibility for the final production of the programs."

Specific city areas were selected as program origination points, partly on the basis of population. However each State has at least one program, and more are specified where the population is dense. One program will be sent out six days a week for approximately 31 weeks, or for a period of 180 broadcasts, thus covering every region in the United States. Shows will be recorded on aluminum base acetate discs supplied by the Army. Three copies will be recorded—one for the West Coast shortwave beam, one for the East Coast, and one for European Theatre. All material must clear the Army before it is recorded.

Mr. Stringer, as NAB coordinator, sent a kit to each Task Force Commander with suggestions, special format and technical points, and other instructions.

Johnson Addresses REC

ARNO H. JOHNSON, head of media and research of J. Walter Thompson Co., New York, will discuss means for avoiding a postwar depression at the time of reconversion to a peace economy today (Oct. 23) at the luncheon meeting of the Radio Executives Club of New York.
News that brought 25,000 people to the railroad station!

That's all there was to it. "Birds just won the pennant. Greet them ten-thirty tonight, Pennsylvania Station." That's the flash that went on the air at 5:59 at the end of the baseball broadcast ... a W-I-T-H exclusive. It was a message from Bill (Stick-with-those-Birds) Dyer. The station plugged it up until 10 p.m. No other medium announced it. They couldn't.

And 25,000 Baltimore people jammed the Pennsylvania Railroad Station to greet their own international league champions.


You've read innumerable facts about the W-I-T-H sales performances ... greatest results at lowest costs. But this baseball incident has such warmth and sincerity of people, we thought you might like to read about it too.

Yes ... W-I-T-H, the independent, is "The people's voice in Baltimore." And it sells goods! Are you using W-I-T-H, the independent?

W I T H

Baltimore, Md.

Tom Tinsley, President  •  Represented Nationally by Headley-Reed

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MR. WILLOUGHBY

Edson to WBS

WESLEY EDSON, since Pearl Harbor in special public relations work for Grumman Aircraft Corp., Long Island, has joined World Broadcasting System as sales promotion and publicity manager. Mr. Edson had been associated with McGraw-Hill Publishing Co. and other publishers, with Patterson Andrews, Ruthrauff & Ryan and his own advertising agency, before joining Grumman at the outset of the war.

May, Bond & Rothrock Firm Organized To Handle Radio Engineering Practice

FORMATION of the consulting radio engineering firm of May, Bond & Rothrock was announced last week, with offices to be established in Camden, N. J. The partnership, which will be in the consulting field generally, is comprised of M. May, W. Bond, and H. Rothrock.

Mr. May

Mr. Bond

Mr. Rothrock

Mr. Rothrock, Ind. and is a graduate of Purdue (1935). He was with the radio engineering department of General Railroad Utilities Co. from 1935 until 1936 and served as Engineering Counsel for the Clear Channel Group until 1941. The following year he was with Ring & Clark, and on Jan. 1, 1943 joined the Bell Labs staff.
We Go "WHOLE HOG" on Pig Raising in the KFAB Area!

Here's 1200 pounds of solid pork that measures 10 feet long. This giant Duroc hog was raised by C. F. Waldo of DeWitt, Nebraska, who is shown being interviewed at the Nebraska State Fair by Bill Macdonald, KFAB's Farm Editor.

Farmers in the vast KFAB area take great pride in raising more and more fine livestock... not only hogs, but cattle and sheep as well. Livestock, along with sure-income crops, means plenty of "ready cash" to folks out here.

If there's something you'd like to tell these folks, you'll find most of them tuned to KFAB, THE BIG FARMER STATION.

Nebraska Ranks 6th in Hog Raising in the U. S.∗

In 1943, Nebraska raised over 3 million hogs totalling over 97 million dollars. Nebraska is but a part of the vast KFAB area.

∗U. S. Livestock Report of January 1, 1944

"The BIG Farmer of the Central States"
WPB Radio & Radar Labor Committee Predicts Postwar Equipment Shortage

SHORTAGES in tubes, electronic condensers, loudspeakers and wire-wound resistors will continue after V-E Day, it was learned last week after a meeting of the WPB Radio & Radar Labor Advisory Committee, which filed recommendations as to labor shortages, equalization of production loads, and retention of certain WPB restrictions during reconversion in the industry.

Labor Bottleneck

Harold Sharpe, assistant director of the Radio & Radar Division in charge of manpower, and Government presiding officer at the labor advisory meeting, appointed a special task committee to investigate labor shortages in plants producing tubes, transformers and other radio and radar components.

Regarding postwar sets, Mr. Sharpe told the committee that no new models of receivers are expected to be produced in the first few months following the European war, and that what new sets are made will not reflect all the wartime improvements in radio equipment.

The labor advisory committee also recommended that the Army-Navy cutback procedure provide for a 30-day advance notice of labor layoffs, and that Army-Navy requirements after V-E Day be made available to the national labor organizations as soon as possible.

Hiland G. Batcheller, WPB operations vice-chairman who recently issued industry cutback plans [Broadcasting, Oct. 9] told the committee he was confident that the radio and radar industry would cooperate in meeting military requirements and said he believed this could be accomplished despite the low labor supply and without interfering with other programs. Completion of war schedules, Mr. Batcheller said, will make possible earlier and quicker reconversion in the industry with minimum impact when the war slows up or contracts are terminated.

Pointing out that the electronics program is not yet up to requirements, Mr. Batcheller asked industry and labor to continue offering suggestions to WPB for completing the war program and planning for peacetime production. The week before, WPB chairman J. A. Krug stated at a news conference that

JOSEPH HERSHEY McGILLVRA Inc.

Announces the appointment of

JACK STEWART

as

Chicago Manager

with new offices in

The Pure Oil Bldg.
35 Wacker Drive

OFFICIAL OVERALL welcome from Harry Kopf (l), NBC Central Division vice-president, handling overalls to George Rogers, NBC air-conditioning engineer and the first NBC Chicago serviceman to be honorably discharged from the Navy who returned to his old job on the radio and radar production program, despite exertion of industry, was lagging. Louis J. Chatten, new director of the Radio & Radar Division [Broadcasting, Oct. 2] revealed that production is 4% above August, but is still 13% behind the military requirements. Due to lack of labor, manufacturers anticipate difficulties in supplying sufficient receiver tubes during the balance of 1944, Mr. Chatten told the committee meeting, adding that on V-E Day electronic requirements will be far higher than those of most industries.

One reason which was given for this is that many plants now making electronic equipment will return to manufacturing their peace-time products. Current requirements for the next nine months will necessitate the operation of electronic plants at 94% of their estimated capacity, WPB officials told the meeting.


Interference, Noise Cut By RCA’s New FM Set

NEW ADVANCE in FM receivers which makes possible a high degree of freedom from noise and from interference from other stations was described by its inventor, George L. Beers of RCA, at a technical session of the First National Electronics Conference in Chicago.

The new development, designated as a "frequency-dividing locked-in oscillator FM receiving system", represents a new approach to the problem of obtaining adequate adjacent channel selectivity, Mr. Beers pointed out. Selectivity improvement has been increased by designing the oscillator to lock-in only with the frequency variations occurring within the desired channel.
Courteny conscious New York comprises the largest metropolitan evening audience listening to any New York Independent station between the Hooper hours of 7:30 and 10:00 p.m. Alan Courtney's fast moving, recorded "1280 Club" show delivers the largest average audience at the lowest cost per listener during the two and a half hour period when most sets are in operation. The Big Town's popular disc jockey has a listener appeal that spells sales opportunity... an appeal that has resulted in a 25% audience increase for the first six months of 1944 over the same period in '43. A very few participating periods are still available, three or six nights a week.

Ralph N. Weil, General Manager  Joseph Hershey McGillvra, Nat'l Rep.
Music that goes everywhere comes to Chicago's millions...

...via WMAQ

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

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

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

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

In Chicago it’s WMAQ.

WMAQ

CHICAGO

NBC’s key midwest station
670 on your dial—50,000 watts

NEW NAVY STUDIOS AT PEARL HARBOR

THE NAVY’S new studios at Pearl Harbor have been completed and are now in operation, according to an announcement from the Navy last week. Studios are in a Quonset hut, and can be used not only for broadcasting news programs, but also for editing, censoring and broadcasting combat recordings made at the front.

First war correspondent to use the Navy facilities was Webley Edwards, CBS, who originated his World News Today program from there Friday, Oct. 6. John Cooper, NBC, followed Edwards with World News Roundup. Network correspondents had to go about ten miles from Pearl Harbor to broadcast before these studios were built at headquarters.

Office in charge of planning and building the Pearl Harbor station and the one being constructed at Guam is Lt. Comdr. J. Harrison Hartley, USNR, officer in charge of the radio section, Navy public relations. Assisting him are Lt. James Shattuck, USNR, Lt. Marvin F. Royston, USNR, and Radio Technician First Class Charles K. Christmon.

New Admiral Radio

FOR POSTWAR sale Admiral Corp., Chicago, has perfected an eight-in-one combination television-radio-phonograph which will be demonstrated for the first time Nov. 2 at a national distributor meeting in the Blackstone Hotel in Chicago. Set, which has been in use in the laboratory, combines television on 6½ x 8-inch screen; standard, F.M., and shortwave reception; phonograph with automatic changer and home recorder in approximately standard radio-phonograph cabinet size. Initial retail price will be about $625 to $1,000.

Mexico Fetes Royal

A PLEA for free radio and freedom to listen was voiced by John F. Royal, NBC vice-president in charge of international affairs, in a talk delivered Oct. 15 at a luncheon given by the National Radio Conference in Mexico City. Mr. Royal, who was guest of honor, paid tribute to Emilio Azcarraga, owner of XEW Mexico City, as “one of the outstanding radio personalities in the Western Hemisphere, if not in the world.”

Gallup on Blue

DR. GEORGE GALLUP will discuss the political trends as disclosed in his Gallup Poll in a pre-election series, Gallup Looks at the Election, on the Blue network, broadcast 7-7:15 p.m., Oct. 21 and 28, and 11:30-11:45 p.m. Nov. 6, election eve. Dr. Gallup and members of his staff will join the Blue newsmen and commentators on election night in reporting and analyzing the returns.

’Satevpost’ Extends

POWER TO PENETRATE
The low frequency (1070 Kilocycles) puts the voice of WIBC within reach of more listeners in Indiana, Southern Illinois and Western Ohio than any other Indianapolis station.

POWER TO PLEASE
5,000 watts day and night on a clear channel provides a crystal clear signal.

POWER TO PRODUCE
New and powerful merchandising and promotion operations geared to each client's individual problems, produce highly effective results for advertisers.

Represented nationally by John Blain & Company
A MUTUAL STATION

1070 CLEAR CHANNEL 5000 WATTS
HIGH SCHOOL students are invited to compete in HISTOry Quiz, syndicated half-hour script series, and win a full-tuition-free scholarship at one of the leading educational institutions in the area in which the program is heard. B Ellis Assoc., New York, producer of the series, pays the cost of the scholarship, guaranteed for one year, with renewals for the next three years based upon the student maintaining a "B" average. Each contestant receives war stamps for correct answers. On the 13th program previous winners compete for the college scholarship.

Floral Salutes
QUARTER-hour program of love songs and mood music by organ has been started by WPLC Nashville titled To Have and to Hold. Sponsored by Joy's, local florist, bouquets are awarded each week to couples celebrating anniversaries. Program is heard Saturday evening.

WNOX Veteran Aid
TO HELP alleviate the manpower shortage WNOX Knoxville has assigned a staff member to work with the WMC, the American Legion and VFW in helping ex-servicemen to locate jobs in the East Tennessee area. Representatives of the three organizations speak over WNOX explaining Government assistance to veterans.

Farm Forum
FIFTH ANNUAL series of Farm Forum programs on the Canadian Broadcasting Corp., national network starts Oct. 30 on Building Communities for the World of Today. Series will deal with land productivity and soil conservation.

WAC Show
NEW show in behalf of WAC recruiting titled Touchdown Time has been initiated by KDKA Pittsburgh, featuring Johnny Kirby, tenor and the "Touchdown Time Chorus" with football predictions by Al Abrams, Pittsburgh sports columnist. Program is written by Sgts. Philip Davis and Robert Shield. Sgt. Shield is a former KDKA production man, now writing and producing shows to stimulate WAC recruiting.

Letter Quotes
WEEKLY program of direct quotes from the letters of men fighting overseas is now featured by WSFD Toledo.

A Readymade Market
Cut Out ESPECIALLY FOR YOU

W LAW
680 KC - 5000 WATTS - LAWRENCE, MASSACHUSETTS
DATA and COVERAGE MAPS SENT ON REQUEST
Representatives: KATZ AGENCY—N. Y., Detroit, Chicago, Atlanta, Dallas, Kansas City, Los Angeles, San Francisco

Air Service Show
THE Ogden Air Service Command's newest show, None But the Purple Heart, which is designed to pay tribute to the fighting men stationed at Bushnell General Hospital, Brigham City, who have been awarded the Purple Heart, is now aired by KDYL Salt Lake City. Show is written, produced and directed by military personnel of the Ogden Air Service Command under the direction of Lt. Paul Langford, OASC radio officer and former broadcast engineer. T/S Ed Stoker directs the "Keep 'Em Flying" orchestra.

Indiana Plan
INDIANA recruiting headquarters radio section of the WAC is producing a range of radio programs instead of one level of programming in attempt to reach women 20 through 49 in the current recruiting campaign. First series is entirely musical, with recruiting carried as regular commercials. Swing-music angle is aimed at young group. Second series, to reach the 26 through 38 group, is a mixed program of current favorites while the last grouping features organ music and poetry.

Xmas Gifts
ANNUAL CAMPAIGN to obtain Christmas gifts for hospitalized servicemen, under auspices of the American Red Cross, was started two weeks ago on WOR New York in a series of five-week 45-minute programs titled Showers for Servicemen. Bessie Beatty, program m.c. who inaugurated the program last year, is making a series of personal appearance broadcasts in nearby communities, with price of admission to broadcast being a Christmas gift.

Mother and Baby
MOTHERS and their newly born babies are honored in Your Blessed Eventer, six-weekly two-hour program of recorded music heard on WBYN Brooklyn. Arrangements have been made with florists and with dealers in baby products and other gifts to offer presents and a "First Day Out" corsage to each new mother.

Surprise Records
REMOTE pickups from neighborhood farms, transcribed during surprise visits by Deacon Doubleday and the WJ Syracuse mobile unit, are featured on the station's early morning farm program. Interviews and comment are featured on the broadcasts, with the natural background of farm noises and sounds.

High School Sports
HIGH SCHOOL sports news from all parts of New Jersey is featured in interviews with leading coaches, sportscasters, sportswriters and commentators on WATT Newark. Sports Corner started Oct. 15 and highlights latest sports scores.

Varsity News
NEW PROGRAM for collegiate and high school listeners on CJB Toronto, is High School Highlights, aired thrice-weekly at 6 p.m., with high school pupils giving the latest high school news.
WHY AMPEREX

WATER AND AIR COOLED
TRANSMITTING AND RECTIFYING TUBES

Pioneering is another "AMPEREXTRA" which has contributed much to the excellence of the more than 100 different types of transmitting and rectifying tubes developed by AMPEREX. For instance, it was AMPEREX engineers who were first to incorporate specially processed graphite anodes in many of our exclusive designs. One superiority of our graphite anodes is reflected in lower average operating temperatures, more uniform temperature distribution, freedom from warping in processing and operation, absence of change in characteristics with time, and a higher initial vacuum which keeps tubes harder and assures longer life. If you are designing new equipment, or plan to improve existing facilities, talk to an AMPEREX engineer.

AMPEREX ELECTRONIC CORPORATION

79 WASHINGTON STREET  •  •  •  BROOKLYN 1, N. Y.
Export Division: 13 E. 40th St., New York 16, N. Y., Cable: "Ariab"

Studying temperature of anode (attained during bombardment schedule) through a pyrometer

GOOD TO THE LAST DROP ON THE BATTLEFIELD . . . DONATE A PINT OF YOUR BLOOD TO THE RED CROSS
AUSTRIAN FORESEES CINEMA TELEVISION

A chain of television theatres seeking home video personalities as fast as they are developed, and paying them enough to make it worth their while to perform for theatre audiences, rather than for the home audience, is not impossible to visualize, Ralph B. Austrian, executive vice-president of RKO Television Corp., New York, said in an address at the semi-annual technical conference of the Society of Motion Picture Engineers in New York on Oct. 16.

As in previous talks, Mr. Austrian stated that television must not be thought of as the exclusive instrument of the broadcasting industry. "It is too big and too international in scope to be controlled by group interests," he said.

H. S. Osborne, chief engineer of AT&T New York, and D. W. Epstein of the RCA Labs., Princeton, also addressed the group.

Speaking on "Coaxial Cables and Television Transmission", Mr. Osborne said that AT&T has a transmission system suitable for transmitting the video signals in networks throughout the country.

Mr. Osborne said the Bell System in a few years intends to have a "very considerable network of coaxial cable plant suitable for television transmission and supplemented by microwave repeater radio relay systems."

Chicago Bus Series

CHICAGO MOTOR COACH Co., new half-hour dramatic show, Park Playhouse, has started on WGN Monday night. Play themes will concern benefits derived by Chicagoans from their park system.

Contract for 13 weeks was placed by Buchanan & Co., Chicago.

FM SURVEY RESULTS

GE Finds Listeners Want to See Stations First

Many postwar potential FM receiver customers are awaiting the appearance of FM stations in their localities before making the decision of whether they will buy FM or standard sets, according to General Electric's recent survey of radio dealers and GE stockholders as to the popularity of FM sets which was completed last week.

Of the questionnaires sent out, 21,686 stockholders and 1,539 dealers returned the card to H. A. Crossland, GE manager of sales, receiver division, with 26.5% of the total reporting they would buy a new set. Replies also showed that 59% knew about FM and that one out of ten had already bought an FM set.

A phase of the survey disclosed that about 15% of all radios owned by those replying were out of order because of tubes and parts shortages. The replies also revealed a change in the selection of models with 38.9% owning table sets, while 13.5 said they had floor radio phonograph combinations. In giving preferences for postwar sets, however, table sets were listed first by only 22.2, with floor radio phonograph combinations demanded by 33.8% of the respondents. About 16% of those replying said they planned to buy a portable radio after the war.

LOCAL AND STATE news is featured in this edition. A broadcast on WDRB and WDRB-FM Hartford, originating in the newsroom of the Hartford Courant, America's oldest newspaper. Participating in first broadcast were (1 to r): Maurice S. Sherman, editor and publisher of the Courant; Harvey Alson, WDRB chief announcer who does the newcasts; Franklin M. Doolittle, president of WDRB. Newspaper staffers, coached in radio writing, prepare the copy for airings (6:00-6:15 p.m.) daily except Sunday. Series was announced in page 1 story of the Sunday Courant, Oct. 1.

Goodyear Replaces

GOOD YEAR Tire & Rubber Co., Akron, Nov. 14 discontinues Melody Roundup With Andy Devine on 57 NBC stations Sat. 11:30-12 noon, and the following week starts Roy Rogers Show, featuring the Republic Pictures' cow-boy star, on a large CBS network, Tues. 8:30-9 p.m. Aside from Sons of Pioneers, singing group heard on NBC talent line-up will be new. Agency is Young & Rubicam, New York, for Goodyear heels and soles.

Rice's Resumes Spots

RICE'S BAKERY, Baltimore, is resuming its semi-annual promotion of Rice's Bread, using an average of 20 transcriptions weekly for two months on some stations, while continuing its four-week schedule on others. List includes WMAL-WRC WDEL WCAO WITH. Agency is William A. Schauts, New York.

ADVERTISING FEDERATION of America, New York, has issued a cumulative supplement to its bibliography "Books for the Advertising Man", published in 1942.

Governor Gabber

GOVERNOR HERBERT O. O'Connor of Maryland turned sportscaster in the eighth inning of the fifth game of the Little World Series in Baltimore when Bill Dyer, sportscaster for Gunther Brewing Co., sponsor of the series between the Orioles and Louisville Kentucky Colonels, turned the mike over to the Governor. According to listeners to WITH Baltimore, which carried the program, the Governor called all the plays correctly. He also revealed as a ballplayer himself in his undergraduate days.
The team of Edgar Bergen and Charlie McCarthy is a typical example of a combination that "clicks." Another example, of particular interest to advertisers in the Saint Louis market, is the combination of KSD-NBC-AP.

KSD is the NBC basic station for St. Louis; it is 225 miles to the nearest other NBC basic outlet. KSD is the only broadcasting station in St. Louis with the full service of the Associated Press—the AP news wires plus the PA radio wire. KSD is recognized throughout its listening area for its high standard of programming and advertising acceptance.
Is there ONE station that reaches all the family in Brooklyn?

WBYN lives in Brooklyn—it is Brooklyn. Sponsors have learned this... the renewal of their contracts certify to this.

How does Brooklyn's population compare with other cities?

Bigger than Philadelphia, Los Angeles, Detroit, Boston. A population of 3,000,000 deserves individual coverage.

What makes this Brooklyn Station known to millions?

WBYN supplements its minute programming of News, Racing Results, Music and features with ads in the N. Y. dailies.

Has Brooklyn a full-time radio station of its own?

WBYN is Brooklyn's only full-time radio station.

Is it expensive to cover Brooklyn this thorough way?

Send for our latest brochure... you'll be surprised at the coverage per dollar.

For Availabilities: Write to WILLIAM NORINS, General Manager, Station WBYN, 1 Nevins St., Brooklyn, N. Y.

OUTLETS APPOINTED BY WESTINGHOUSE

WESTINGHOUSE Electric & Mfg. Co. announced appointment last week of 97 distributors to handle new postwar Westinghouse receiver sets throughout the U. S. and in Hawaii. Appointments were made by HAROLD B. DONLEY, manager of the Westinghouse Radio Receiver Division. All distributor- ships, except in the New York metropolitan area are exclusive, while retail franchises will be non-exclusive.

Of the 97 distributors in the U. S., 80 are Westinghouse Electric & Supply Co. Other distributors are:

- Timex Appliance Co., New York, Buffalo Electric Co., Buffalo, N. Y.
- New York; Penn Electrical Engineering Co., Scranton; Service Appliance Co., Bristol, Va.; Superior-Stirling Co., Bluefield, W. Va.; Southern Furniture Sales Co., Knoxville, Tenn. (also serving Chattanooga area); Dallfort, Pittsburgh (will serve Allegheny County);

In making the appointments of the distributors, Mr. Donley pointed out that the Office of Consumer Requirements has indicated through a recent survey that 15% of the nation's 46,000,000 sets were forced out of operation during the war and that 50% of those sets still in use are five or more years old.

Westinghouse will produce sets for television, standard-band, short-wave and FM reception, Mr. Donley revealed, and they will be provided in a variety of models suitable for any part of the home or office. Introduction of these sets marks the return of Westinghouse to the home receiver field after an absence of 16 years, throughout which the company has been busy with electronics research, broadcasting development, and military work, Mr. Donley said.

Tide Water Adds

TIDE WATER Associated Oil Co., New York, is sponsoring play-by-play descriptions of all games of the Boston Yankees professional team on WMCA Boston every Sunday, as part of its schedule of eastern football events on WMCA August 24th, 16th, WHN schedule includes quarter-hour Warm Up Time and Sports Extra programs before and after New York Giants professional games on Sunday and a five-minute review of all Sunday pro games, in addition to Friday and Saturday quarter-hour football predictions and reports on college games. Agency is Lennen & Mitchell, New York.

Pure Oil Adds

PURE OIL Co., Chicago, on Oct. 23, adds spot announcements on the following stations for two and four-week periods: WMHA WMVA WSTP WMFD WGTM WFTC WSIS WCNC WRRF WOLS WCHV WGTG WTEN WPYA. Agency is Leo Burnett Co., Chicago.
"I listen to the 920 Club when I'm in Boston"

— says MISS DOROTHY DYSON
American Airline Stewardess

...and so do thousands of Bostonians who have made WORL their favorite station

WORL

BOSTON, MASS.
British RMA Predicts Big Postwar Set Demand

BRITISH belief that postwar sets will incorporate technical advances is encouraging people in England to retain their old sets and not purchase the Government's "People's Radio," according to the British Radio Equipment Manufacturers' Assn, which predicts some 3,000,000 British homes will require radio equipment after the war. The Association points out that not all this 3,000,000 demand can be satisfied at once, and therefore issues a warning that all who hope to find radio equipment available in three or four months after the war will be disappointed.

Sale of the Government's so-called "People's Radio" has lagged somewhat, due to the desire for "wartime gadgets" on postwar sets, and not because of any inherent defectiveness in its construction or operation.

IN TRIBUTE to Merle Jones who recently left KMOX St. Louis to become general manager of WOL Washington, D. C., a farewell party was given in St. Louis by his colleagues prior to his departure for the capital. Shown in this group are (1 to r): Wendell Campbell, assistant manager, KMOX; H. Leslie Atlas, vice-president in charge of central division and general manager, WBBM Chicago; Jack Van Volkenburg, assistant manager, WBBM; Mr. Jones; Arthur Casey, KMOX publicity director.

A NEW" book, I Knew the Voice of Experience by Dr. Carroll Atkinson, has been published by Meador Publishing Co., Boston [$1]. The book is Dr. Atkinson's 14th on such varied subjects as race rioting in Detroit, and radio programs in schools.


WOOTEN SELLS 25% INTEREST IN WHBQ

IN COMPLIANCE with the FCC's "duopoly" regulation, Hoyt B. Wooten, president and owner of WREC Memphis, last week notified the FCC of his 25% interest in WHBQ Memphis, to Mrs. Emily P. Albury, wife of E. A. (Bob) Albury, WHBQ general manager. The price was $30,000.

With the transaction, Mrs. Stella H. Thompson, widow of Thomas Thompson, WHBQ Founder, was elected president of WHBQ Inc., and continues to hold 50% interest. D. W. Martin, engineer of WREC, and brother of Hoyt, retains his 25% interest and was elected vice-president. Mrs. Albury was elected secretary-treasurer. Although S. D. Wooten is employed at WREC, he is not obliged to sell his WHBQ stock, as he is not a stockholder in the station.

WHOQ was founded in 1926, and operated as an independent station until last March, when it joined Mutual. Thereafter, it went on a 24-hour operating schedule.

Mr. Albury, who continues as general manager, is a native of Pierce City, Mo., and came to Memphis in 1926 as a free-lance announcer. He succeeded to the general managership in 1931.

Lorillard Times Slated For New CBS, NBC Series

HAROLD LLYOD, film comedian, said to be one of the last of the top movie stars to hold out against radio contracts, will be the regular featured star of P. Lorillard Co.'s The Comedy Theatre, starting Oct. 29 on NBC, Sunday 10:30-11 p.m. Serving as director as well as actor, Mr. Lloyd will stage radio adaptations of stage and film farces, beginning with Preston Sturges' "Palm Beach Story."

Which is Which, second of Lorillard's two new shows (BROADCASTING, Sept. 18) starts Oct. 25 in the new time secured on the full CBS network, — Wednesday 9:30-10 p.m. Ken Murray, night club entertainer and mimic will m.c. the show, challenging the studio and radio audience to decide whether the voices of prominent personalities coming from behind a screen belong to the original or to an imitator. Kate Smith, Frank Morgan, Walter Winchell, Ted Lewis and Basil Rathbone will appear or be represented on the first show, which succeeds Allam Jones, off CBS Wednesday 8-8:30 p.m. Comedy Theatre replaces Jackie Gleason-Les Tremayne. Agency is Lennen & Mitchell, New York.

Canada Time Switch

RECONVERSION to standard time is understood to be under discussion by the Canadian government, according to Ottawa reports. Canada has been on winter time daylight saving time the year round since early in the war. The radio industry is keeping close watch on Ottawa developments on time reconversion.

GENE HURLEY, WNEW New York scriptwriter, has written a mystery-comedy book titled "Joe You See This Man?" (Bobbie-Merrill Co., New York $2.15)

DIVERSIFIED FARMING

Farmers in this tri-state area of Louisiana, Texas and Arkansas long ago changed from one-crop production to a diversified program of farming. Mild climate and fertile soil assure a longer growing season and greater variety of crops. Though cotton is the No. 1 crop, peanuts, soy beans and alfalfa are produced in abundance. Such chemurgy industries as starch from sweet potatoes and plastic from sugar cane indicate future profitable possibilities for the farmer. To influence the buying habits of farmers in this prosperous market, sales-conscious advertisers choose powerful, 50,000-watt KWHK.

WOOTEN SELLS 25% INTEREST IN WHBQ
WHY PORTLAND, OREGON PEOPLE PREFER KGW


KGW'S MEL BAILEY COMPLETING ANOTHER SALUTE AS PATSY BAUMAN, SINGER, AND ABE BERCOVITZ AND HIS "PERSONALITY HOUR" ORCHESTRA WAIT THE SIGNAL FOR SPECIAL SALUTE MUSIC.

HERBERT A. TEMPLETON...CHAIRMAN OF PORTLAND COUNCIL OF SOCIAL AGENCIES SAYS..."THE DEVOTED LABOR OF THE VOLUNTEER IS THE ESSENCE OF SOCIAL AGENCY WORK. HUNDREDS OF PORTLAND'S FINEST CITIZENS GIVES THOUSANDS OF HOURS ANNUALLY WITH NO THOUGHT OF REWARD OR PRAISE. THE UNIQUE SALUTES TO VOLUNTEERS ON KGW'S "PERSONALITY HOUR" PROVIDE A FINE GESTURE OF APPRECIATION AND STIMULATE GENERAL COMMUNITY INTEREST IN THE WORK OF SOCIAL AGENCIES. IT IS TYPICAL OF KGW'S ALERT SHOWMANSHIP THAT THIS OUTSTANDING PUBLIC SERVICE IS COMBINED WITH THE ENTERTAINMENT APPEAL OF THE "PERSONALITY HOUR" SO THAT LISTENER INTEREST IS ASSURED.
Annual Cost of Master Video Stations Placed at $350,000

McLean, GE Executive, Says Hourly Expense Figures $117; Supplies Other Data to FCC

TECHNICAL operating costs of a master television station, 8 hours daily, seven days a week, were estimated at $800,000 annually while the per hour by James D. McLean, sales manager of television transmitting equipment, General Electric Co., Schenectady, who testified last Tuesday at the FCC allocation hearing as a witness for Tele- vision Broadcasters Assn. Total capital investment for a master station was estimated at $450,000 to $500,000.

His estimates for three types of stations—master, intermediate and satellite—were based on RTBF standards, although Mr. McLean told the Commission it is impossible to foretell postwar prices accurately because of labor and material costs, now unknown. His estimates did not embrace cost of grounds, buildings, antenna tower and talents.

Mr. McLean described a master station as one with extensive studio facilities, high power transmitting equipment and a complete staff capable of originating a wide variety of both live talent and film programs. An intermediate station has most of the studio facilities for live talent programs and relatively low powered visual and aural transmitters. It can originate both live talent and film programs but not to the extent of a master station. A satellite he defined as a station equipped with low power transmitting equipment and no local facili- ties for originating live talent programs. It receives a majority of all its programs from a television network. He divided satellites into three categories, unattended, attended and attended with film origination facilities. The latter could provide both network pro- grams and film shows to a master or another master station.

FOR VALUABLE services in furnishing free garden bouquets to hospitalized servicemen in Oklahoma City area, Mrs. Roy Taylor recently received the Breakfast at Savior’s Good Neighbor Orchid from Dr. John Abernethy, chamber of commerce toastmaster, at a public forum luncheon attended by oil operators, war workers, garden club members and staff members of KTOK Oklahoma City. As a result of Mrs. Taylor’s activities, which began shortly after Pearl Harbor, more than 7,000 free bouquets have been distributed to hospitals, chal- lenes and the USO at Oklahoma City.

Berger Named

ROBERT J. BERGER, former ra- dio director of the Democratic National Committee and the Presi- dents Birthday Ball Committee, has resigned his post with the Over- seas Branch, OWI, to devote his full time to activities in connection with the Roosevelt Presidential campaign. His resignation, it was learned, was accepted with that of Robert Sherwood, Deputy Di- rector of OWI in charge of overseas activities, who resigned last week to assist the President in the campaign. Mr. Berger’s precise duties were not disclosed.

S.A. Cosmetic Spots

MICHEL COSMETICS, New York, as part of a campaign for cosmetics in Latin America, is using one-minute live and trans- scribed spot announcements at varying intervals on a number of stations. Agency is Irving Vladim- mir & Co., New York.

BMI Signs L. A. Groups

UNDER contracts just concluded with the official performing rights societies of Argentina and Uruguay, Broadcast Music Inc. will exclusively license in the United States the performing rights of all works written or published by the members of these societies. BMI announced last week. Contracts with the two groups were negotiated sepa- rately. That with Sadalco, the Argentinian society, is a renewal of an exist- ing contract; that with Universal Uruguay, society, marks the begin- ning of a new relationship. In addi- tion, BMI also issued the master of the music of Mexico, Cuba, Brazil and Chile.

BROADCASTING • Broadcast Advertising
OMAHA (WOW) HOOPERATINGS
COMPAEED WITH NATIONAL HOOPERATINGS

<table>
<thead>
<tr>
<th>PROGRAMS* (Nighttime—Mon. thru Sun.)</th>
<th>HOOPERATINGS</th>
<th>National*** PLUS</th>
<th>Omaha** (WOW)</th>
<th>Ratings of WOW</th>
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<tbody>
<tr>
<td>Bob Hope................................</td>
<td>46.1</td>
<td>30.3</td>
<td>11.6</td>
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<tr>
<td>Fibber McGee and Molly</td>
<td>43.5</td>
<td>31.8</td>
<td>11.7</td>
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<td>Red Skelton</td>
<td>31.4</td>
<td>22.9</td>
<td>8.5</td>
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<td>Abbott and Costello</td>
<td>33.2</td>
<td>22.5</td>
<td>8.2</td>
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<td>Mr. District Attorney</td>
<td>30.7</td>
<td>21.6</td>
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<tr>
<td>Bing Crosby</td>
<td>33.0</td>
<td>14.6</td>
<td>7.9</td>
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<tr>
<td>Kay Kyser (10:00-10:30 PM E.S.T.)</td>
<td>30.4</td>
<td>14.5</td>
<td>7.3</td>
<td></td>
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<tr>
<td>Mr. and Mrs. North</td>
<td>34.0</td>
<td>16.0</td>
<td>7.3</td>
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<td>Fitch Bandwagon</td>
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<td>One Man's Family</td>
<td>24.7</td>
<td>11.9</td>
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<td>People Are Funny</td>
<td>21.5</td>
<td>11.0</td>
<td>5.2</td>
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<td>Million Dollar Band</td>
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<td>4.6</td>
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<td>Information Please</td>
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<td>Date with Judy</td>
<td>18.5</td>
<td>8.9</td>
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<td>Jimmy Fidler (Daytime—Mon. thru Fri.)</td>
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<td>8.6</td>
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<tr>
<td>People Are Funny</td>
<td>13.7</td>
<td>7.4</td>
<td>2.9</td>
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<td>Ma Perkins</td>
<td>13.9</td>
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<td>Light of the World</td>
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<td>Road of Life</td>
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<td>Today's Children</td>
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<td>Guiding Light (Daytime—Sunday)</td>
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<td>John Charles Thomas</td>
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<td>2.1</td>
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<tr>
<td>Those We Love</td>
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<td>7.7</td>
<td>2.1</td>
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<td>World News Parade</td>
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<td>5.1</td>
<td>2.1</td>
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</tr>
<tr>
<td>NBC Symphony</td>
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<td>2.1</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. E. Hooper, Inc.
*** From the 1944 Mid-Winter Comprehensive Hooperatings, “U. S. Urban” Hooperatings based on interviews in 49 cities, a cross-section of all 411 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.

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

JOHN J. GILLIN, JR., PRES. & GEN'L. MGR.
JOHN BLAIR & CO., REPRESENTATIVES

BROADCASTING • Broadcast Advertising

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OWI PACKET, WEEK NOV. 13

Check the list below to find the war message announcements you will broadcast during the week beginning Nov. 13. OWI transcriptions contain six 30-second announcements suitable for broadcast, either in 15- or 30-minute segments, on either side of disc. Tell your clients about them. Plan schedules for best timing of these important war messages.

WAR MESSAGE

Don't Travel Ceiling Prices - Aircraft - Merchant Marine Recruiting

Ceiling Prices - Aircraft - Merchant Marine Recruiting

Car Pooling - Housing Prices Down - Search Talk

STATION ANNOUNCEMENTS

Don't Travel Ceiling Prices - Aircraft - Merchant Marine Recruiting

Ceiling Prices - Aircraft - Merchant Marine Recruiting

Car Pooling - Housing Prices Down - Search Talk

AMERICAN SERIES AHEAD IN CANADA

THREE AMERICAN programs lead the national evening program rating poll for October in Canada, Elliott-Haynes, Toronto, reports. Edwin C. Bergen & Skinner; and the NBC "Raymer Co." lead the first 15 programs with a rating of 33.4, followed by Radio City, 31.4 and Album of Familiar Music, 20.3. Leading Canadian is "Treasure Trail," Bing Crosby's fifth place, followed by the Canadian program for Lenkie, "Words at War, Waltz Time, Altrich Family, By Town, "Brother Boy. Canadian programs "Share the Wealth, On the French-language evening programs, "Course au Trésor" is in first place with 22.5 followed by Le Cante Con certo, 20.3, "Secrets du Dr. Morhanges, Metropole and French Radio Theatre.

VIDEO IN CAPITAL SOUGHT BY PHILCO

PHILCO Radio & Television Corp has filed with the FCC an application for a new experimental television station on Channel 4 for the metropolitan area of Washington, D.C., to be located in Ar lington County, Va. Proposed as part of the experimental Philadelphia-Washington television relay link granted by the Commission on Oct. 2 (Broadcasting, Oct. 9), the new video outlet would also be used to explore the area of Washington and vicinity as a television service area.

Application pointed out that the investigation would be "original as no television transmission has yet been put in operation as a terminal for a two-way experimental television relay link, or operated in the Washington, D.C. area." Employment of 3,000 w peak visual power and 3,000 w for audit, with A5 and special emission would make total estimated cost of the project $150,000. A portion of the 100 television receivers in the "Philadelphia area distributed among the company's executives and engineers, are to be recorded in the Washington area for the experimentation.

The Washington operation would be of a technical nature as programs testing a trade off was conducted by Philco elsewhere. Materials for the outlet are to be obtained through the WPB division of July 22 authorizing materials for developmental construction.

NBC Announcer Awards To Be Revealed Nov. 2

RESULTS of the 1944 H. P. Davis National Memorial An nouncer's awards will be broadcast Nov. 2 in a special NBC program, with winners speaking by arrangements with their respective stations. More than 20 stations have submitted entries for the competition, established in 1935 to honor announcers of NBC stations by Mrs. H. P. Davis, widow of "The Father of Broadcasting." Mrs. S. R. Rockwell will represent Mrs. Davis on the program. Frank E. Mullen, NBC vice-president and general manager, will speak and Patrick J. Kelly, NBC supervisor of announcers, will serve as m.c. of the Board of Judges made up of NBC producers, include Cecil Underwood, Walter Bunker, Don Clark, Vic Hay, Burke Seal and John Goedel. Competition is open to regular staff announcers of all NBC stations, which must submit the work of three entrants in a transcription recorded "off the air" without the contestants' knowledge. Sample must present at least three different types of air work. A national and a group winner will be chosen. National winner receives a Gold Medal and $300 in cash, each station group winner receives a certificate, and each Honorable Mention winner a certificate.

HALL HONORS U. S. WARTIME LEADERS

AMONG the fifty notable public men of wartime whose bronze statues constitute a historical collection now on public exhibit at the Smithsonian Institute, Washington, D.C., are Charles E. Wilson, president of General Electric and former vice-chairman of WPB; Chester Bowles, administrator of the operate TVA and former partner of Bowles & Bowles, advertising agency; Vannevar Bush, chairman of the Office of Scientific Research and Development; Elmer Davis, director of OWI and former CBS news commentator; Byron Price, director of General Electric and previous di rector of the Washington Bureau of AP; Nelson A. Rockefeller, co-ordinator, GLAA; Ernest Pyle, war correspondent; Bob Hope, radio and movie comedian.

Made from life by Max Kalish, collection is titled "The Living Hall of Washington, 1944" and will be retained as part of the Smithsonian historical exhibits. Statues are two feet high. Selections were made by a private committee.

Nationwide Video Employment Aid

T. F. Joyce of RCA Predicts 30,000,000 Sets by 1955

A NATIONAL television system, at the service of America's political, business and labor leaders, can help the American people realize their hopes for employment and security after the war is over, according to Thomas F. Joyce, general manager of the radio, television and phonograph department of the RCA Victor Division.

Addressing the annual Boston Conference on Distribution, Oct. 17, Mr. Joyce said the immediate post-war development of television can, and will, contribute forcefully to a sound economic structure. "Most important," he said, "is television's potential power to stimulate the demand of all consumer goods, from farm and factory alike, and thereby to create more jobs."

May Double Personnel

If television is permitted to go ahead immediately after the war ends, he said, employment in the radio industry at the end of the third full production year will be approximately 600,000, as compared with the 300,000 prewar level, an estimated increase in this industry alone of 300,000.

Assuming that television is given the "go-ahead" and that television production gets underway in 1945, Mr. Joyce predicted that three fourths of America's families will own television receivers with the 300,000 prewar level, an estimated increase in this industry alone of 300,000.

Wyler Watch Test

WYLER WATCH Co., New York, Oct. 1, started a live announc eents and co-sponsorship of Metropolitan Program, weekly half-hour programs on WEDY New York in a 12-week test campaign for Wyler Watches. Product, which has been advertised nationally in magazines, is receiving air promotion for the first time, according to Zlouw Co., New York, agency in charge.

"Mind if I turn on WFDF Flint?"
ALL

the six highest rated* daytime programs released in Chicago, by all stations, are on WBBM.

ALL DAY

the percent of listeners to WBBM daytime programs is 18% more than the second best station; 20% more than the third and fourth Chicago stations combined.*

If you're interested in daytime radio, WBBM is a must in Chicago!

* C. E. Hooper, Mon. thru Fri. daytime, May, June, July 1944.

Represented by Radio Sales, the SPOT Broadcasting Division of CBS
Baltimore has always been a city of thrifty Savers. The "mutual saving bank" system in which the banks are owned solely by the depositors and operated entirely in their behalf, has been a Baltimore custom for over 100 years.

Since the beginning of 1940, savings accounts in Mutual Savings Banks, State Banks and Trust Companies have increased $89,029,000—to reach a present total of $372,448,000!
Baltimoreans look toward “reconversion” with anticipation -- not apprehension! For, not only are there 116 different types of peace time industries looking for workers, but thrifty Baltimoreans have built up a backlog of over $419,000,000 dollars in savings since 1940!

Baltimore is a great and growing market -- and for 25 years its growth has outstripped other Eastern seaboard cities.

For today and tomorrow -- it's a great place to invest your advertising dollars. And, of course, Baltimore's great advertising medium is WBAL.
Radio Man's Radio Man

Radio's part in the war is well-documented. A quick review discloses that Ed Kirby participated practically in every phase. On his last assignment, he was there with the Army communications and public relations experts on the radio aspects of the French invasion (some call it the "radio invasion"). He was the radio officer for SHAEF and set up the Allied Forces Network operating wherever the Eisenhower troops moved, in collaboration with the BBC. He was with Col. David Sarnoff last spring in planning the communications facilities for handling the invasion traffic—greatest in world history—for press and radio.

That epic won Col. Sarnoff the Legion of Merit. Ed Kirby had the expert counsel of Capt. Harry C. Butcher, former CBS vice-president and aide to Gen. Eisenhower.

It was in 1919 that the Secretary of War borrowed Ed Kirby from the NAB, where for two years he had been director of public relations. First he was radio adviser attached to the Office of the Secretary. After Pearl Harbor, he was commissioned lieutenant colonel. In May 1943, he was promoted to colonel.

It begins on Performance, most popular of the programs overseas, made its bow; then The Army Hour; clearance of 20-30 network programs daily, liaison with advertising and producing agencies; accreditation of network and radio correspondents in the war theaters; introduction of the wire recorder for front-line war reporting, and finally setting up of the SHAEF Broadcasting Service, marking the first inter-allied network operation.

At the war's start, all broadcasters viewed the future with trepidation. There were whispers of military control of all radio; of block commandeering of time, and even of direct Government operation. Instead, there has evolved a well-managed and efficient national system that has forged radio into a potent weapon, physically and psychologically, and which gave radio on the home front great opportunity to demonstrate its depth, scope and impact.

No small measure of credit for this healthy state, which we are all too prone to take for granted, goes to Col. Ed Kirby—a radio man's radio man.
There are two things about WMFM that makes it a "must" for your fall schedule.

First: WMFM listeners represent a cross-section of the radio audience, that is, with one exception—they are more discriminating. This family of listeners prefers WMFM's schedule of distinctive quality programs keyed to the wants and needs of its audience. This audience has proved to be receptive and eager for new and better things. It represents a fertile, lucrative market.

Second: WMFM listeners tend to stay tuned to WMFM. Because they prefer the technical and programming superiority of WMFM, they are difficult to reach through any other station or combination of stations.

When preparing your radio schedules . . . keep WMFM on your mind. It will prove to you why so many local and national advertisers have found it Wisconsin's prestige-building, sales-promoting station.
Our Respects to (Continued from page 58)

Duncan & Co., and then operated as a freelance advertising writer, serving agencies as well as advertisers. During this time he worked with cartoonist Art Helfant, a car card series for Wigley’s Spearmint, a take-on to testimonial advertising.

Then Wagner went into professional gag-writing. He wrote comedy commercials for Ben Bernie programs and gags for Benny Rubin and others, besides a vaudeville skit for Bebe Daniels and Ben Lyon.

In 1934 he joined Schwimer & Schurer, Inc., producing an amateur show, writing commercials, contacting accounts and later writing an interview employment program. At this agency his work brought him into the development of spot announcements, an activity which he continued when he joined Arthur Meyerhoff & Co. in 1938.

"I had him right there in the Spot-Announcement Kid", Wagner says, "and I ate, breathed and lived 'em. In fact I was beginning to see spots before my eyes."

Wagner ventures the confidential trade secret that most of his creative commercials come to him at odd moments, most often when he is shaving or watching a movie with his wife. "There's something in its drone that lulls the conscious and brings out the subconscious," he remarked. Sometimes her ideas for spots commenced in his sleep, according to his very patient wife. She says at such times he wakes her and asks, "Darling, how does this phrase sound?" Putting up with that sort of thing, she jokingly complains, is not a part of her marriage contract.

The Wagners will celebrate their silver wedding anniversary next June, so Wag's nocturnal commercial-writing evidently hasn't been too disturbing to a happy marriage. As for his hobbies, Wagner has only one principle hobby, his 13-year-old son, Kurt. He's considerable help with the spot announcements, sometimes coming up with startling ideas at times. He's also a severe and succinct critic. Asking him his opinion after he had just attended one of our radio programs, brought the capsule criticism, "Well, Dad, I'll still take Superman." The Wagners are ardent theatre-goers and -nighters. Both of them play the piano, Wag possessing perfect pitch and having played professionally one summer with Abe Lyman.

In his present association with Olian Advertising Co., Wagner handles the radio advertising of Atlas Frager Beer and Edelweiss hot dogs, writes spots, and works with talent on these and other accounts.

As a final remark anet spots, Wagner loves to quote a prospective sponsor listening to an audition of one of his creations, asked a bit timidly, "If we're going to irritate the public, can't we irritate them pleasantly?"

FRANK J. PRENDERGAST, former advertising manager of the St. Louis Star-Times, has been named manager of WIFM East St. Louis.

ROBERT MILLER, program director of WMEB Chicago, resigned that post Oct. 14 and has joined WSHC Chicago as general manager.

LT. COMDR. William C. Koplovitz, U. S. Coast Guard Reserve, returns Nov. 2 to active practice of law in Washington with the firm of Lempsey & Koplovitz, at which time he will be relieved of active duty. He has been in the legal department of Coast Guard headquarters for 16 months.

LARRY E. GUBB, chairman of the board of the Philco Corp., Philadelphia, has been elected to the board of trustees of Cornell U., Ithaca, N. Y.

E. S. GERMAIN has resumed his post in San Francisco as radio sales manager of the Pacific Coast division of Stromberg-Carlson Co., Rochester. Mr. Germain was drafted from the position early in 1942 to become manager of the company's Government sub-contract sales division in Rochester.

KENT J. JEFFERY has been named sales-commercial manager of WFIN in Cleveland. O. Mrs. Jeffery is his assistant.

EDDIE E. KOHN, manager of WPGF Atlantic City for the past two years, will be retained in that position. It has been announced by John Laux, president and managing director of the station under its ownership. It involves with WSTV Steubenville, O., WJPA Washington, Pa. and WKNY Kingston, N. Y.

HOWARD S. WALSH of the WIND Chicago sales staff has been promoted to assistant sales manager.

ROY MCLAUGHLIN, network sales-man of the Blue Network central division, has been appointed sales manager of WENR Chicago and national spot manager of the Blue Network sales division. The first week in November, it was announced last week by E. V. Webster, vice-president of the division. He succeeds Gil Berry, recently promoted to division sales manager, and Robert E. Tailley, has been named in the Naval Reserve and former insurance broker, has joined the division sales staff.

RALPH E. VINCICNTI, drug trade relations director for WLW Cincinnati, has been appointed commission tenant (j.g.) in the Naval Reserve and will leave soon for preliminary training at Harvard.

NILES TRAMMELL, NBC president, is one of 16 business leaders serving with the corps-erce and industry division of the War Finance Committee for New York, as a member of the advisory committee, formed to mobilize industry support of the Sixth War Loan Drive. Walter S. Gifford, president of American Telephone & Telegraph Co., is chairman of the group.

EDGAR KOBAK, executive vice-president of the Blue Network, will again serve on the honorary committee of the annual Army-Notre Dame rally, to be given this year Nov. 10 at the Waldorf-Astoria Hotel for the benefit of the Notre Dame Service Fund.

WILFRED VOTE, former account executive for KGEK Sterling, Col.; Ct Smith, KOB Fort Worth, and Lois Engelhardt, former KRNT Des Moines traffic chief, are now working similar positions at KMRY Denver.

PETER AYLEN, program liaison officer of the Canadian Broadcasting Corp., Ottawa, has been named CBC supervisor of international shortwave service. Mr. Ayleen has been with the CBC since its inception and with its predecessor for a total of 12 years. He recently returned from Britain where he had discussed shortwave matters with European representatives.

LLOYD AMOO, former chief engineer of KSBJ Jamesport, N. D., has been elected vice-president of Jamesport Broadcasting Co., station licensee.

MERLE H. LUCKER, commercial manager of KOB Albuquerque, N. M., has been elected president of the Albuquerque Kiwanis Club. He has served as president of the local Community Chest and the National War Fund.

TOR (Ted) DANLEY, for the past two years New York supervisor of the office of War Correspondence radio photo division, and radio instructor of the Civilian Training School in Long Island, has resigned from the agency to become eastern sales service supervisor of Mutual. Before joining OWI, he was with CBS for 13 years as traffic supervisor and acting sales service manager.

JOHN F. GILLIGAN has been appointed advertising manager of Philco Corp., according to James H. Carmine, vice-president in charge of merchandise. Mr. Gilligan has been with the company 18 years in many capacities including important positions in sales advertising and order departments and lately as priorities division manager.

SAM COLLINS, former newspaperman, has been added to the sales staff of WCED DuBois, Pa., as sales representative.

ROB WARNER has been appointed account executive for KIO Ogden, Utah.

LEO HARDY, of the WJJD Chicago sales staff, is the father of a boy.
"I HAVE ALWAYS been among those who believed that the greatest freedom of speech was the greatest safety."

WOODROW WILSON
JOHN N. DILLILUSY, sales manager of KYW Philadelphia, is back at his desk after a rest following his recent illness.

TRACY MOORE, for more than two years Blue western division sales manager, has resigned effective Nov. 1. It is believed Frank Samuels, for the past five years sales manager of KGO San Francisco, will take over Mr. Moore's duties. Mr. Samuels recently was assigned added duties as supervisor of Blue spot and network sales in the San Francisco area. Named to assist him in this position have been Byron Nelson, network and spot sales representative; Kirk Tomney, Ellis Rehn and Frank McHugh, account executives; Jack O'Mara, merchandising promotion manager of CBS Hollywood, resigned that position to join Blue Hollywood as western division sales promotion manager. Edward W. Eagan will be in charge of KECA news promotion, continuing to operate from the network headquarters.

C. P. (Pete) JAGER, national sales manager, and Earl Mullin, director of publicity of the Blue Network, were to leave New York Oct. 23 for the West Coast to confer with executives of Blue stations in Hollywood and San Francisco. They are stopping in Chicago on route, arriving on the Coast around Oct 26.

A. Ernest Bagge

A. ERNEST BAGGE, 50, account executive of CBS Hollywood, died when a privately owned Waco cabin plane in which he was a passenger, crashed Oct. 6 near Prescott, Ariz. Active in West Coast radio for nine years, Mr. Bagge had been with KJH and KMPC Hollywood before joining CBS. Surviving are his widow, Irene Bagge and 10-month daughter, Jana.

Mrs. Dalton Appointed As President of KMTR

IN REORGANIZATION OF KMTR Radio Corp., Hollywood, operators of KMTR, Mrs. Gloria Dalton, first wife of the late Vic Dalton, president, was named to that post in mid-October. Corporation had been without a senior officer since Mr. Dalton's death three years ago. Kenneth O. Tinkham, general manager, who has handled station operations since 1937, continues those duties. Charles Mullikan, attorney for the second Mrs. Dalton (now Mrs. Arthur Farlow), was elected vice-president, with Eddie Flocken, station accountant, named secretary-treasurer. Mrs. Dalton owns 50% of the stock.

Ralph Benson

RALPH BENSON, 28, NBC Chicago, died Oct. 12 following a 10-day illness. He had been a member of the NBC central division staff since December 1943 and was a graduate of the NBC-Northwestern U. Summer Radio Institute. A native of Tacoma, Wash., he served three years as announcer at KUI Tacoma before coming to Chicago.

Baker Joins Law Firm

PHILLIP M. BAKER is leaving the FCC law department to join Andrew G. Bailey, Washington, D. C. radio attorney. Before joining the FCC, Mr. Baker was an investigator for the U. S. Civil Service Commission for New York and New Jersey and also did legal work for the Puerto Rico Reconstruction Administration and the Social Security Board.

Clayton Named Manager

DONN CLAYTON has been named manager of North Central Broadcasting System, regional network, succeeding John W. Boler, acting general manager and head of national sales, who will now headquarter in Chicago where he will handle national sales. A vice-president of the regional network and former assistant general manager, Mr. Clayton was previously with Hutchinson Adv., Minneapolis, and WTCN Minneapolis. Plans are under way for the expansion of NCBS the first of next year to include stations of the Mississippi Valley.

DuMont Stock Is Offered To Finance Video Plans

PUBLIC OFFERING of 225,000 shares of Class A common stock of Allen B. DuMont Labs., has been made by a brokerage group headed by Van Alstyne, Noel & Co., and Kohler, Gehrhart & Co., at $7.375 per share. Proceeds estimated at $1,400,000 will be used for the production and sale of television transmitters and receivers when priority restrictions are lifted or modified, for construction and operation of television stations and for the development and expansion of production facilities in the field of electronics, particularly cathode ray tubes and oscillographs, the prospectus states.

When this financing is completed, the company's capital will comprise $23,542 in mortgages, 1,046,640 shares of Class A common stock and 560,000 shares of Class B common stock. Paramount Pictures owns all Class B stock.

John Stewart Bryan

JOHN STEWART BRYAN, 78, major interest holder in WRNL Richmond and publisher of the Richmond News Leader and Richmond Times Dispatch, died Oct. 10. Active in his business interests until latter September, he has long been recognized for his leadership in civic and educational affairs. He was a former chancellor and president of William and Mary College. Mrs. Bryan is survived by his widow, a daughter and two sons, Lt. Comdr. D. T. Bryan, USNR, and Maj. Stewart Bryan, AAC.

The Best Test Market at MINIMUM COST

WINX

The Washington Post Station
Washington 1, D. C.

Represented Nationally by FORJOE & COMPANY

John Stewart Bryan

BROADCASTING • Broadcast Advertising
The darkened areas on the map above reveal results to warm the cockles of any sponsor’s heart. Specifically, it is a composite chart of six mail-studies... analysis of the response to offers made on WBZ, Boston, and WBZA, Springfield, at various times during the broadcasting day.

That the 50,000 watts of WBZ blanket New England, goes without saying. That WBZ and the NBC Parade of Stars should don seven-league boots, and roam so far afield, may come to some as a surprise. It is not unusual, however, but a typical routine performance of New England’s dominant station.

The complete story — fortified with facts, figures, breakdowns by counties and maps of individual mail-studies — is contained in “Where they listen to WBZ.” The booklet will be sent to you upon request. You may find it an inspiration for the present, and a guide for the future.
BEHIND
the
MIKE

EUGENE TYLER, announcer formerly with WDAE Tampa, has joined WBBQ Memphis, after release from the Army. Mrs. Melba Welch, formerly of WMC Memphis and KMAC San Antonio, has been added to the WBBQ traffic and programming department. Mrs. Clarnelle Rice has been shifted to the continuity staff.

Jim Troubourn, relief announcer for WPSP Toledo, returns to Ann Arbor, Mich. to resume college studies.

Rod Kline, formerly of KHQ and KGA Spokane, has joined WIND Chicago as staff announcer.

June Ho, formerly with Press Association, Indianapolis, on Oct. 18 joined the WBBM Chicago newscast staff, replacing Pat Frank who has left to join her husband, Beecher Frank.

Bill Koblenzer, released from the armed forces and previously sales manager of Edward Wolf Assoc., New York production agency, has joined the radio staff of Music Corp. of America, New York.

Virginia Stewart, formerly of the radio staff of Grant Air, Chicago, has joined NBC's script division as writer.

Jackie Stewart is new addition to the program promotion staff of WHH Greensboro, N. C. as assistant to Magde Banks.

Byron Taggart, special events announcer at WKRC Cincinnati, will marry Kathleen Gray of that city December 2.

Tommie Greenhow, formerly of KSL and KDKY Salt Lake City, is now an announcer with the Inter- mountain Network and KLO Ogden, Utah. Mrs. Roberts Cartwright, former assistant traffic manager of KLO, has been named women's editor. She is replaced in traffic by Sally Lou Humphries. Herbert Gordon, former assistant night city editor of the Salt Lake Tribune, is now head of the publicity department for Intermountain, with additional duties on the announcing and production staffs.

Heleen Schmal, formerly of KFEL Denver, has joined WAPPGKKO Ft. Worth, Tex., as publicity-promotion director.

Cal de Voll, script and song writer who originated the team of Jake & Lena (Gene & Gleun) on WTAM Cleveland in 1930, has joined WAPPGKKO Ft. Worth to prepare new shows for WBAP and the Texas Quality Network and the Lone Star Chain. Mr. de Voll is a member of ASCAP, having composed Gene & Gleun's theme song.

Bill Kemp, formerly of WPAX Portsmouth, O., Jack Field, a singer, and Don Waggoner have been added to the staff of WSAZ Huntington, W. Va. as announcers.

Gene Graves, formerly of WSNY Schenectady, N. Y. has joined the announcing staff of WIBG Philadelphia.

Phillip Sharkey, personnel director of WCAU Philadelphia, is the father of a girl.

Henry J. Ditter and Helen Slotta are new additions to the announcing staff of WCED DuBois, Pa. for radio and television.

Virginia Conner, WAC formerly of the program department of KYW Philadelphia, and Captain John G. Street of the Air Corps, were married late in September at the Air Center in Nashville, Tenn.

Tommy Noll, formerly of WXYZ Detroit, has left Detroit and rejoined WSB Atlanta. Mr. Noll will continue in the WSB Atlanta advertising department.

A Host, 16-year-old commentator-producer-director-writer for WJJD Chicago, has been appointed director of special activities at the station.

Woody Woodrow W. (Woody) Hattic, KMPC Los Angeles sports announcer and operations director, has joined Associated Sportswriters and will cover Southern California football games for Tide Water Amoco, Oil Co.

DON LYNK has returned to WHN New York as announcer after a two-year absence, when he served as head of the news bureau and special events department, and more recently as chief announcer and program manager of WNYX Syracuse. He was 1943 winner of the H. P. Davis Memorial Announcer Award.

GEORGE LEWIS, exploitation director of Mutual, on Oct. 30 joins WHN New York as director of publicity relations and special events. He will be assisted at WHN by Robert Patric, who came to the station last July from KVOO Tulsa as assistant to Walt Dennis, who left Oct. 15 to join Allied Purchasing Corp., as director of radio and television.

Jack Paine, former promotion manager of WHXN Yankton, S. D., has arrived in New York to take over as promotion manager of WHOM Jersey City, which has been purchased by the Cowles station group. Beverly Heywood, secretary to Robert J. Lund, CBS script head, this week, joins the New York office of the Cowles stations as secretary and executive assistant to Ted Ennis, national sales manager.

Al Hattis, 16-year-old commentator-producer-director-writer for WJJD Chicago, has been appointed director of special activities at the station.

Woodrow W. (Woody) Hattic, KMPC Los Angeles sports announcer and operations director, has joined Associated Sportswriters and will cover Southern California football games for Tide Water Amoco, Oil Co.

McCall to San Francisco,

Other NBC News Shifts

FRANCIS C. McCall, manager of operations of NBC's news department, who has been working in Honolulu on the network's plans for war coverage in the Pacific, is being transferred to San Francisco to coordinate war news from the Central and Southwest Pacific areas.

Other changes in assignment for NBC news personnel include: transferring Wilson K. (Bud) Foster, from Alaska and the Aleutians, to Pearl Harbor to replace Robert Cormick, who is returning to the States for a short vacation; Ralph Howard Peterson, homecoming from the Mediterranean Theater, shifting of Grant Far to Cairo to replace Mr. Peterson in Rome, leaving Guthrie Jackson in the Egyptian capital; Max Hill, transferring from the Balkans to London to take over for Robert St. John on the patrol's return to the United States.
They live dangerously to help keep the Inland Empire the choice of today's markets. Breaking a log jam calls for cool courage, yet they helped lumber production for the first 7 months of 1944 soar to 2,182,642M board feet. But it doesn't take cool courage to capture this rich market, KHQ's complete coverage does it at the cost of just one medium.
MIKE STUART, former staff writer of KMPC Hollywood and active in production of USO and Army camp shows, has joined the Blue Hollywood production department.

MARTIN WORK, of the Armed Forces Radio Service, has been promoted to major, with Bob Lees, and William Bubewell advanced to the rank of captain.

CHRIS FORD, assistant continuity editor of the Blue Network central division, has been appointed continuity editor succeeding Les J. Edgley, who has left for Hollywood to freelance.

BARBARA W. GOLDSMITH has joined WCAE Pittsburgh as assistant to Mitchell De Groot, promotion director. She replaces Marion L. Arntzen.

SID McGLOY, Jr., announcer of KNOU Missouri, Mont., is convalescing from a serious bone infection.

JIM DEAN, new to radio, has joined the announcing staff of WHAI Greenfield, Mass.

RUBY JUSTER, news writer of WCCO Minneapolis, has been appointed assistant instructor of radio news writing for the Minnesota U. School of Journalism. Ruth Rye, formerly Ruth Schervine, head of the WCCO transcription department, has been appointed teaching assistant to Prof. Joseph Beach in humanities at the university.

HAL SHAWS, former assistant program director at WSFA Springfield, S. C., has been named program director at WSPA Spartanburg, S. C., replacing Sterling Wright, now with Deadwyler Adv., Charlotte, N. C. Other WSFA staff changes include James W. Morgan, WSFA merchandising and art director who assumes additional duties of promotion manager. Bob Ferrie is now news director, and Grover Golightly is sports director.

RALPH D. PALMER, RALPH D. PALMER, 48, feature editor of UP's radio section until he became ill last December, died Oct. 15 at his home in New York. With UP since 1938, Mr. Palmer served at one time as sports editor of the radio unit. Before joining UP he served as reporter on the Washington Post, managing editor of the Washington Daily News and amusement editor of the New York World-Telegram. His wife survives.

Lt. V. J. Kalligeros

Lt. VAL JOHN KALLIGEROS, formerly with NBC's traffic department, was killed in a plane crash over the English Channel while returning to an English air base May 9. Commissioned Aug. 28, 1943, he had been awarded the Air Medal and Oak Leaf Cluster. Lt. Kalligeros is survived by his wife.

LARRY SUTTON, formerly of KSU Salt Lake City and more recently of the KUTA Salt Lake City sales staff, has been appointed announcer at KUTA. James Lawrence of KUTA special events, replaces him in sales.

EVELYN HART, former head of the continuity department of WPIN Findlay, O., has joined CBS New York. She is succeeded by Millicent Mertz.

ROBERT BROOKS, released from the Navy, has joined WJCA Ashland, O., as announcer. Joanna Leggett also has been added to the WICA announcing staff.

BARBARA DRAFTER has joined WNOX Knoxville as continuity writer.

JOHN WESTON, announcer with WMAN Mansfield, O., recently married Margaret Cerrington.

REGGIE MARTIN, freelance sports announcer, has joined WFTL Miami. He will handle Miami U. football games.

CHARLES DUERKES, WFTL Miami announcer, recently married Dorothy Raymer, newspaperwoman.

BILL RYAN has joined CJOR Vancouver as public relations director.

DAVE HILL, chief announcer of CJOR Vancouver, is the father of a boy.

WALTER BREWER, former announcer of KIRO Seattle, has joined KGKJ Los Angeles.

MONTY RICKETTS and Howard Ewenson have joined KPFR Sacramento as announcers. Dick Bursick has been added to the station's continuity department.

HENRY KING, former sports editor of Huntington Ad., has joined WEAZ Huntington, W. Va., as a sports announcer replacing Herb Mato, who recently returned to New York.

WILLIAM T. DIAMOND, former field secretary of the Iowa State Dairy Assn., has joined WIO Des Moines as assistant to Herb Plambeck, WHO farm editor.

PATTY GREEN, new to radio, has joined the public relations department of WATT Newark, N. J.

SALLY LEVY, who formerly conducted a program and continuity for WCOF Boston, has joined the continuity department of WAAT Newkirk, N. J.

HELEN GELSEY, former New York U. student, has joined WBUN Brooklyn as public relations director. She replaces Louise Kadison, resigned.

VIRGINIA TATUM, program director of WPTF Raleigh, N. C., has resigned to become radio information specialist for the Agricultural Adjustment Adm., Washington, D. C.

FRANK ARMSTRONG, announcer of CJKL Kirkland Lake, Ont., has been transferred to CKGB Thunder Bay.

JAMES DALE, new editor of WIND Chicago, is the father of a girl.

Capital Reporter

FOUR Indiana stations, WGRF and WEOA Evansville, WBOV Valparaiso and WBOY Terre Haute have hired jointly a Washington correspondent, Jean Ferriss, to supplement press association Capital coverage with local news angles. Mr. Ferriss, formerly of the New York Times and Newsweek, will concentrate on items of interest in the Indiana-Kentucky-Illinois Tri-State region.
WHN has more than 15 million people in its primary area!
WHN blankets more than 11.6% of all people in entire U.S.A.!
WHN renews more sponsors than any other independent station in New York... actually 75%
WHN airs more than 280 minutes of news daily!
WHN broadcasts Monday thru Saturday Reuters British News dispatches!
WHN has many success stories concerning its proved selling powers!
WHN secondary coverage blankets most of New England like a local station!
WHN has more varied types of approved advertising than any other New York city station!
WHN is a big name station... more big names of stage, screen, radio, sports, business and political fields appear on WHN than any other New York station (except network feeds)!
WHN is affiliated with Metro-Goldwyn-Mayer pictures and Loews Theatres. It also operates its own FM station (WHNF) seven hours daily!

**WHN**

**AMERICA'S MOST POWERFUL INDEPENDENT STATION**

Represented by R A M B E A U
WALTER LURIE, who has been directing and supervising the programs at Foote, Cone & Belding, New York, this week joins the Bow Co., New York, as eastern program manager, according to announcement by Cal Kohl, program director, who is now on the West Coast. Before his association with PC&B, Mr. Lurie was central European supervisor in the Overseas Branch of the OWI Radio Section.


ALBERT G. ASCHROFT, former advertising manager of Radio Daily, has joined Irwin Vladimir & Co., New York as controller, a new position.


A. J. WEICH, vice-president and account executive of J. M. Hobscher Inc., New York, who has been on leave of absence from the agency for the past two years, has rejoined the agency.

SAMUEL DALSIMER, vice-president and account executive of Geyer, Cornell & Newell, New York, who has been on leave of absence from the agency for the past two years, has rejoined the agency.

KNOLLIN Adv. Agency, San Francisco, in a major expansion which has more than doubled required floor space, moved its San Francisco headquarters this month from 111 Sutter Bldg. to 105 Montgomery St., Zone 4, where an entire floor has been leased. Agency's Los Angeles office remains at 500 W. 6th St.

GERALD F. MORROW, executive buyer of the Great Atlantic & Pacific Tea Co., New York, has been appointed a vice-president of Ivey & Ellington, New York, to handle grocery products accounts.

ROBERT M. HIXSON, president of the Hixson-D'Ounnell Adv., Los Angeles, has joined with agency clients in Chicago and New York, and returns to West Coast headquarters in late October.

RAY BIRCH, former executive of the San Francisco Civilian Defense Office, has joined Marcel Berstein Agency, Hollywood talent service, as radio director.

ROBERT HUSSEY, talent buyer of Young & Rubicam, Hollywood, is in New York.

C. WARDEN LAROE, since 1928 copy chief and a member of the board of directors of Thompson-Koch Co., New York, has resigned to join Morene Integrated, New York, as export copy chief.

RICHARD A. STEVENS, formerly with Geyer, Cornell & Newell, New York, and previously production and office manager of Tracy-Locke-Dawson, New York, has been named office manager of Duane Jones Co., New York.

JOSEPH S. RILEY, formerly in the program service department of WOR, New York, has joined the production staff of N. W. Ayer & Son, New York.

WALTER TRAEGER, who has been with the agency for nine years, has rejoined Thompson-Koch Co., New York, as export copy chief.

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WILLIAM WALLACE ORR, account executive of N. W. Ayer & Son, Philadelphia, is the father of a boy.

MARGUERITE WALSH, formerly on the commercial staff of J. Walter Thompson Co., New York, has joined the copy section of the radio dept. of Pedlar & Ryan, same city.

JERRY LAW, radio director of Broadcasting World, New York, has been appointed director of the new television department.

CHARLES W. DAVID, Philadelphia (women's specialty shop), in the first test of radio advertising, has started Girl About Town in WFIL, Philadelphia. Presenting features of interest to the working girl, program is produced by an all girl staff.

MICKEY HART, formerly in charge of traffic in the Blue commercial program department, has joined Sheer- man & Marquette, New York, as assistant to Carl S. Brown, vice-president of the agency.

MONTE RANDALL, former traffic manager of Russell M. Seeds Co., Chicago, has been promoted to sergeant in the Air Corps. He is now at Harrington, Kan.

FLORA BASH, formerly with NBC transcription department, Chicago, has joined Russell M. Seeds Co., Chicago, as producer-writer of Revile Ramondina, on NBC.

T. ARNOLD RAY, in charge of accounting of BBDO from 1919 to 1941, and now resumed his work with the War Production Board, has joined Roy S. Fortune Inc., New York, as controller.

FRANK BUCK, radio commercial writer formerly with Dancer-Fitzger-old-Sanford & Co., has joined Leno & Mitchell, New York.

RICHARD W. WILLIAMS, formerly with National Radio Personalities, has been appointed assistant to Vernon L. Morelock, radio director of Au-fgeger Advertising Agency, St. Louis.

BOB DAILEY, managing news editor and publicity director of WTAM Cleveland for the past eight years, has rejoined radio director for the Cleveland office of McCann-Erickson.

CARL WHEELER, former service detail manager of Ervin, Wasey & Co., New York, has been appointed assistant manager of Grant Adv., New York, replacing Fred Hofer, who has been appointed general manager of Grant Adv. in Caracas, Venezuela.

DON McCLURE, freelance script writer and producer, who joined N. W. Ayer & Son, New York, as head of the television department, has been named associate producer and publicity director, recently appointed manager of the agency's Hollywood office.

WILLIAM L. WALLACE ORR, account executive of N. W. Ayer & Son, Philadelphia, is the father of a boy.
Birmingham department stores triple their WAPI advertising in seven years...

Here's a record few radio stations can match. Birmingham has six large department stores. Combined, their annual business totals about $30,000,000. To draw that much money into their cash registers, they depend heavily upon advertising—advertising that nets quick, profitable results.

They all use radio. They all air programs over WAPI—the only station in Birmingham selected by the entire six for programs year-round. During the past seven years these stores have upped their expenditures for broadcast time on WAPI by 300%.

That is plain proof of how WAPI delivers the quick, profitable results they demand. A radio station has no more exacting client than a local retailer who scales his advertising appropriation in direct ratio to the immediate results it accomplishes. And, year after year, these stores have been spending more and more money with WAPI to the exclusion of other stations serving Birmingham...spending it for real programs, for quarter and half-hour shows that bring WAPI's big Alabama audience a versatile array of news reports and analyses, sports commentaries, children's entertainment, music, choral singing, women's broadcasts.

Like Birmingham's six department stores, national advertisers have also found WAPI a productive medium for their sales messages. They place more national spot business on WAPI than on any other station in Alabama. If you want to follow their profitable footsteps, it's easily and quickly done. Just call us or Radio Sales.
**THE Business of BROADCASTING**

**Radio Advertisers**

**STATION ACCOUNTS**
- sp—audio programs
- ms—music programs
- mc—music commercials
- sb—spot announcements
- ts—transcriptions

WHO Des Moines
- Walt-Chaill, Co., Decatur, Ill. (Green Mountain cough syrup), 7 a week, thru WMS, Chicago.

Grove Lake, St. Louis (4-Way cold tablets), 5 a weekly, thru Donahue & Co., N. Y.

Vick Chemical Co., New York (all products), 2 as weekly, 8 weeks, thru Morse International, N. Y.

Sterling Drug Co., Monticello, Ill. (Dr. Calwell's medicine), 52 weeks, thru Sherman & Marquette, Chicago.


R. J. Bruch & Sons, Chicago (Swing candy bars), 5 as weekly, 13 weeks, thru Hill, Blackett & Co., Chicago.

Russell Miller Milling Co., Minneapolis (Oatmeal flour), 3 a weekly, 26 weeks, thru Campbell-Mithoe, Minneapolis.

National Candy Co., St. Louis (Shoestring bars), 9 a weekly, 26 weeks, thru Oakleigh R. French, Assoc., St. Louis.

WMAN Mansfield, O.
- Kolins Co., Battle Creek (40% Bacon), 3 a week, thru Kenyon & Eckhardt, N. Y.

Milwaukee, Ind. (vitamins), 5 a weekly, 13 weeks, thru Wad Adv., Chicago.

Londonderry Ice Cream Co., San Francisco (Ice cream mix), 5 a weekly, thru McCann-Erickson, San Francisco.

WENR Chicago
- Curtis Publishing Co., New York (Saturday Evening Post), 3 a weekly, thru MacFarland, Avenue & Co., N. Y.
- Republic Pictures Corp., New York ("Man From Nowhere"), 5 a weekly, thru Donahue & Co., N. Y.
- KROK Pictures, Inc., New York ("Casablanca"), 7 a weekly, thru Donahue & Co., N. Y.

WICA Ashtabula, O.
- Cities Service Gas Co., Inc., (gasoline), 3 a weekly, thru Foot, Cones & Belden.

Gulf Oil Corp., Pittsburgh (gasol), 7 a weekly, thru Young & Robison, N. Y.

WIZ New York

M. J. Breitenbach Co., New York (Gudu's zinc cream), 1 a weekly, thru Roche, Williams & Cleary, N. Y.

M. & D. MacAndrews &公司, Baltimore (Rem), 2 a weekly, 26 weeks, thru Joseph Katz Co., N. Y.

Wesson Oil & Snowdrift Sales Co., New Orleans (Wesson oil), 2 a weekly, thru Kenyon & Eckhardt, N. Y.

Curtis Publishing Co., Philadelphia (Saturday Evening Post), 3 a weekly, thru McNairland, Avoyard & Co., N. Y.


Reader's Digest Magazine, New York (4 a), thru R. C. Morris & Co., N. Y.

Vita Var Corp., Newark, N. J. (Vita Var paint), 2 a weekly, 26 weeks, thru Simms, N.Y., Chicago.

Maloney Bros., Faribault, Minn. (electric toothbrushes), 5 a weekly, thru Arm & Well Co., Buf- faio, N. Y.

WMAL Washington
- Curtis Publishing Co., Philadelphia (Saturday Evening Post), 1 a weekly, thru Oakland, Avenue & Co., N. Y.
- Rine Baker, Baltimore (bread), 126 a, thru W. A. Schaefer, N. Y.
- Stalco Inc., New York (126 a), thru McCann-Erickson, N. Y.
- Benkard Umano Co., New York (Bollina yar), 5 a weekly, 24 weeks, thru Grey Adv., N. Y.

WFJN Findlay, O.
- Great Atlantic & Pacific Tea Co., New York (food), 1 a weekly, direct.
- Bruck & Swanger, Inc., Chicago (food), 3 a weekly, thru Midland Agency, Cincinnati.
- St. Louis, Mo., Monticello, Ill. (Dr. Calwell's medicines), 3 a weekly, thru Sherman & Co., Chicago.
- Kaseo Mills, Waverly, N. Y. (egg producer), 2 a weekly, thru Campbell-Sanford, Cleveland.

KROW Oakland, Cal.
- Carter's Products, New York (proprietary), 2 a weekly, 8 weeks, thru Ted Bates Inc., N. Y.
- Sigma Drug Co., Los Angeles, as weekly, thru Barton & Stebbins Agency, Los Angeles.

KPO San Francisco
- Joe Franklin Meyer Industries, Dallas (sand), 3 a weekly, thru Rogers & Smith, Dallas.

KTSA San Antonio
- Ex-Lax Inc., Brooklyn (laxative), 4 a weekly, thru Joseph Katz Co., N. Y.

Curtis Publishing & Storage Co., San Antonio, 3 a weekly, direct.

Ironstone Products, San Antonio, 2 a weekly, thru Thomas F. Conroy Co., San Antonio.

River-Robich Co., Dallas (hats), 6 a weekly, thru Tracy-Locke Co., Dallas.

Agency on Coast

DOHERTY, CLIFFORD & SHENFIELD, New York agency, will establish Hollywood offices in late October with Myron Dutton as West Coast manager. Mr. Dutton was formerly manager of the Boy Co., on NBC Gimmy Simms Show. In his new capacity he will act in a tri-locomotive capacity as agency producer-director-writer on the Gracie Fields Show, starting on 147 Blue stations on Nov. 19th. 9:30-10 p.m. (EWT), with West Coast repeat, 9:30-10 p.m. (PWT). Sponsor is Bristol-Myers, Co., New York (Ipana, Mum).

Ernest Alley

ERNEST V. ALLEY, 64, partner of Alley & Richards Co., New York and Boston agency, died at his home in West Newton, Mass., of a heart attack. Mr. Alley started his advertising career by working on his hometown paper, the New Bedford Standard, then joined the Curtis Publishing Co. in Boston before organizing his own firm in 1921. He is survived by his wife and daughter.

Ver Stading Agency

M. BELMONT VER STANDING has opened an advertising and merchandising branch in Chicago, under his name, at 1120 Connecticut Ave., N. W., Washington. The phone is Republic 2929. Mrs. Ver Stading was formerly commercial manager of WWDC Washington. Herman M. Paris succeeds at the station.

GIMBEL Bros., Inc., New York department store, last week started a campaign of fruit workers for the Christmas holidays, using one-minute live spot announcements at varying frequencies on WQXR and WQNY New York. Advertising placed direct.

WHITEHALL PHARMACAL Co., Inc., New York has appointed D. Bruck & Co., New York, to handle national advertising for Kolynos toothpowder. Product is now promoted on behalf of Truett & Wright, and Mr. Keen, Tracer of Lost Persons on CBS and at intervals on Front Page, Farrell, NBC. Agency continues to handle to Kolynos toothpaste.

SEALY MATTRESS Co., Chicago, on Oct. 13 began quarter hour show featuring Dick (Two Ton) Baker at the piano, today on WGN Chicago. Contract for 30 weeks was placed by Schwimmer & Scott, Chicago.

LOCAL LOAN Co., Chicago, on Oct. 16 began participation five weekly in Recode Reveille on WGN Chicago. The 52-week contract was placed by Van Hecker Adv., Chicago.

ALDEN CHICAGO MAIL ORDER, Chicago, Oct. 21 started sponsorship of a one-hour pre-sports show, "Alden Sportscast," on WOFL Chicago, the contract placed by Craig E. Dennison Adv., Chicago.

SWINTON & Co., Chicago (ham and sausage division), on Nov. 1 imported its S-38 to 8:45 c.m. (CWT) portion of its program to WMAR Baltimore, and on Dec. 1 began a 52-week contract placed by J. Walter Thompson Co., Chicago.

HOLEPROOF HOSIERY Co., Milwaukee (Lighthouse Garters), 4 a weekly, thru Ruthrauff & Ryan, Chicago, to handle its advertising, placed by National.


PARAMOUNT PICTURES Inc., New York, on Oct. 16 started five weekly signals on WMAQ Chicago, threc of which are effective Oct. 16 began spot announcements three weekly till sufficient for motion picture program on WB. "Seven Days Away" on Chicago stations WMAQ, WENR with WGN WATF WAFL, WJJD WIND. Agency is M. M. Fisher Co., Chicago.

HARRY G. SERLIS, director of sales and advertising of the Kona Wine Co., Delaware Corp. Fresno, Cal., has been elected a vice-president.

KNOX CORP., New York, has appointed Franklin Buck Adv., New York, to handle advertising for Esquire Boot Polish, Shoe Polish. Media plans include radio for both products. Esquire is currently promoted on a six-week quarter-hour spotcast on WMCA New York.

WESSON OIL & Snowdrift Sales Co. Inc., last week began promotion of salted oil with one-minute transcribed and chain break announcements on WFCI, WLIR and effective Oct. 16 began spot announcements three weekly till sufficient for motion picture program on WFCI, "Seven Days Away" on Chicago stations WMAQ, WENR with WGN WATF WAFL, WJJD WIND. Agency is M. M. Fisher Co., Chicago.

CONSUMER VITAMIN Corp., New York, has appointed Wein-Thompson Co., New York, to handle advertising for vitamin products. Radio will be used.
YOU MAY BE ABLE TO POLE-VAULT 14 FEET—

BUT—YOU CAN’T LAUNCH YOURSELF 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 Thursday evening figures, 7 to 10 p.m.—actually by far the lowest in the week for WKZO:

<table>
<thead>
<tr>
<th>Station</th>
<th>Audience</th>
</tr>
</thead>
<tbody>
<tr>
<td>WKZO</td>
<td>38.2%</td>
</tr>
<tr>
<td>STATION B</td>
<td>37.6%</td>
</tr>
<tr>
<td>SIX OTHERS</td>
<td>22.3%</td>
</tr>
<tr>
<td>MISC.</td>
<td>1.9%</td>
</tr>
</tbody>
</table>

Just to look at a map, it seems reasonable to expect that you could cover Western Michigan with a big Chicago or Detroit radio station. But maps don’t show fading, which is practically a Chinese Wall around this area.

But Western Michigan is important enough to warrant intensive cultivation from within. And fortunately, you can do a whale of a job with WKZO alone, because WKZO has the majority of the audience in this area.

Take a look at the excerpt from a recent Hooper Survey, on the left. The full report will be gladly sent you on request—or just ask Free & Peters.

* Earle Meadows, U. S., pole-vaulted 14 feet, 3 ¼ inches at the Olympic Games, 1936.

WKZO 5000 Watts
590 KC
CBS

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

FREE & PETERS, INC., EXCLUSIVE NATIONAL REPRESENTATIVES
GROVE LABS, St. Louis (cold tablets), has started spot announcements on 19 Canadian stations. Account was placed by Russell M. Seed Co., Chicago.

DR. J. O. LAMBERT Ltd., Montreal (proprietary), has started another series of Memoirs of Dr. J. O. Lambert, transcribed adventure program, on 16 eastern Canadian stations. Account was placed by J. E. Hoot Ltd., Montreal.

MORGAN Furniture Co. is sponsoring The Morgan Pipe on WNAQ Boston and WEAN Providence. The five-minute musical program is heard 14 times weekly on WNAQ and 11 times weekly on WEAN.

SCHROEDER Bros., New York, agent for Palomino and Vergara wines, Hilo table wines, Ania del Mono Anisette and imported food products, has appointed B. D. Iola Co., New York, to handle advertising. Radio will probably be used.

ACME BREWERIES, San Francisco (beer), has started sponsorship of seven two-hour recorded concert programs weekly on KFYA San Francisco. Contract is for 52 weeks. Agency is Bresnacher, Van Norden & Staff, San Francisco.

FLOWERY Manicure Products Corp., New York (Flowery Manicure Aids), has placed its account with Frank Kiernan Co., New York. Radio plans are said to be included.

HOLLYWOOD Shoe Polish, Richmond Hill, N. Y., has named Vanguard Adv., New York, as agency. Radio plans are said to be included.

BREAKFAST CLUB Coffee Inc., Los Angeles, for the third consecutive year has renewed daily quad-hour participation in Make Believers Balloons on KPFW. Contract is for 32 weeks. Lockwood-Shackelford Adv., Los Angeles, has account.

KOA is the famous NBC Station in Denver and the only one with:

- Power (50,000 watts)
- Top NBC Programs
- Coverage (7 states)
- Listener Loyalty
- Dealer Preference

*NBC Tale of 412 Cities
**Ross Federal Survey

Lusk Resigns

ROBERT E. LUSK, executive vice-president of Pedlar, Ryan & Lusk, New York, has resigned, and the agency has reverted to Pedlar & Ryan, the name it had when Mr. Lusk joined in January of this year. Mr. Lusk was formerly vice-president of Colgate-Palmolive-Fleet Co., and was previously an executive of Ted Bates Inc., and Benton & Bowles, New York.

CHARLES H. EATON, active in the men's wear and retail field for the past 20 years, has been named sales manager of Wilson Bros., Chicago, men's wear firm.

GENERAL TIRE & Rubber Co., has resumed sponsorship of Thanks to Americas, half hour variety show, over WNAQ Boston and the Yankee Net-

work in New England.

HOWSS GLASS Co., Toronto (glass and plastics), has started Fred Wor-

ning network program on CJBC Toronto. Account was placed by J. Wal-

ter Thompson Co., Toronto.

PEGGY SAGE Inc., Montreal (cosmetic), has started stylecasts three times weekly on CFBB Toronto. Account was placed by J. Walter Thompson Co., Montreal.

KELLOGG Co., of Canada, London, Ont. (cereals), has renewed for the seventh consecutive season Madeleine et Pierre on CKAC Montreal. Account was placed by J. Walter Thompson Co., Toronto.

HUBBARD MILLING Co., Mankato, Minn., has renewed 52-week contract for 10-minute quiz show titled Mother Hubbard Party Line on WJAC Johnstown, Pa. Agency is Evan Hill Adv., Chicago.

CANADA STARCH Co., Montreal (corn syrup), has started French language dramatic show weekly on CKAC CHBC CKCB. Account was placed by Vickers & Benson, Montreal.

ST. PETER'S SEMINARY, London, Ont., on Oct 15 started Sunday after-

noon half-hour School of Christ on CKLW CFP CRKNX. Account placed direct.

HUNT BROS., Packing Co., Los Angeles, has appointed Blowe Co., Holly-

wood, to handle advertising. Radio will continue to be used with other-

media.

SPORTS AFIELD Publishing Co., Minneapolis, has appointed Ralph H. Jones & Co., to handle advertising for Sports Afield. Campaign is to represent "the largest adver-

tising promotion ever placed behind an outdoor publication," calls for the use of radio in addition to metropolitan newspapers and trade papers.

ALLEN B. DU MONT Labs., Passaic, N. J., manufacturers of receiver and transmission television equipment and operator of WABD, New York television station, has named Dave O. Aller Associates, New York, to handle publicity and public relations.

SWIFT & Co., Chicago (Swiftite), began renewal of chain breaks Oct. 20 for 13 weeks on WIPM KOIL-

FV. Agency is McCann-Erickson, Chicago.

HEALTH-MOR Inc., Chicago, has appointed Cottenden & Eger, Chicago, as agency. Radio plans are being con-

sidered.

RCA-VICTOR Co., Montreal (recordings), has started Music Amer-

ica Loves Best on CJBC and CFCF. Account was placed by Spitzer & Mills, Toronto.

CANADIAN MILK Products Co., Montreal (Orient Hosiery), has started three-monthly musical spot announcements on 17 Canadian sta-

tions, and news flashes three times and five times weekly on CKEX and CFBB Toronto, respectively. Account was placed by Ronalds Adv. Agency, Montreal.

KOHIBER Co., Kohler, Wis., has ap-

pointed Roche, Williams & Cleary, Chicago, to handle its advertising. Ra-

dio is said to be considered.

CRAMER PRODUCTS Co., New York, has appointed Needham & Grob-

mann, New York, to handle advertis-

ing for its candy mixes. In a test cam-

paign for the product, radio will be

used in selected key cities.

A GUIDE to advertisers planning campanions or promotion in Latin America will be brought out soon by Frank F. Lopez, New York publisher. It will include all leading publications and radio stations.

BLISS NETWORK

YOUNGSTOWN OHIO

28th METROPOLITAN DISTRICT

MORE LISTENERS PER DOLLAR

Ask HEADLEY-REED

New York, Chicago, Detroit, Atlanta, San Francisco

BROADCASTING • Broadcast Advertising

Page 52 • October 23, 1944
How can my program achieve as high a rating as President Roosevelt gets when he talks on the air.

Absurdly simple – use WTAG.

The national rating on a recent talk by President Roosevelt was 26.4 Here are a few of the Hooper ratings (week after week) on WTAG for the Fall and Winter, 1943 - 1944.

<table>
<thead>
<tr>
<th>Show</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lux Radio Theater</td>
<td>36.0</td>
</tr>
<tr>
<td>Kate Smith</td>
<td>34.3</td>
</tr>
<tr>
<td>Vox Pop</td>
<td>33.3</td>
</tr>
<tr>
<td>Dr. Christian</td>
<td>31.8</td>
</tr>
<tr>
<td>Burns and Allen</td>
<td>31.0</td>
</tr>
<tr>
<td>Blondie</td>
<td>30.7</td>
</tr>
</tbody>
</table>

and so on –

WTAG delivers two to four times the audience delivered by the average station. You know the national ratings for these same shows. Consequently, WTAG is one of the most productive and least expensive stations to use, anytime – anywhere. A big stations, in a big, money-laden market.

You say we only mentioned night-time programs. Okay, here are some daytime programs.

<table>
<thead>
<tr>
<th>Program</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kate Smith Speaks</td>
<td>23.3</td>
</tr>
<tr>
<td>Big Sister</td>
<td>21.3</td>
</tr>
<tr>
<td>1 P. M. News –</td>
<td>24.7</td>
</tr>
</tbody>
</table>

* New Hooper Ratings soon. Watch for them!
COMPARATIVE SCHEDULE OF THE SPECTRUM
AND RECOMMENDATIONS FOR ALLOCATIONS

FOLLOWING is a comparative schedule of the radio spectrum showing present allocations, recommendations of the Interdepartment Radio Advisory Committee, those of the Radio Technical Planning Board and others. Recommended allocations will be listed in BROADCASTING as new requests are presented.

Standard Broadcast
Present, 550-1600 kc.
IRAC, 640-1600 kc.
RTFP, 621-1600 kc.
FM Broadcast
Present, 47-60 mc.
IRAC, 47.14-60 mc.
RTFP, 47.14-60 mc (educational); 48.56 mc (commercial).

NOTE TO SHIPPERS:
Ship order when ready—early-day shipping means quicker delivery.

A Money-Saving, High-Speed Tool
For Every Business

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

WRITE TODAY for "North, East, South, West"—an informative booklet that will summarize the thinking of every executive. Dept. PR-11, Railway Express Agency, 230 Park Avenue, New York 17, N. Y., or ask for it at any local office.

AIR EXPRESS

Phone RAILWAY EXPRESS AGENCY, AIR EXPRESS DIVISION
Representing the AIRLINES of the United States

Comparative Schedule of the Spectrum
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AIR EXPRESS

Phone RAILWAY EXPRESS AGENCY, AIR EXPRESS DIVISION
Representing the AIRLINES of the United States
WOMEN
Alice Hughes—noted newspaper woman with crisp comments on world and home affairs. 9:03-9:15 Daily; 7:45-8:00 p.m. Sunday

ANALYSIS
Johannes Steel—his hard-hitting material comes from international contacts, from inside diplomatic circles. 7:30-7:45 p.m. Daily

PERSONALIZED
Norman Jay—vivid reporting by newsworthy open letters to famous personalities “Very Truly Yours”, 9:15-9:30 p.m. Monday, Wednesday, Friday

COMMENTARY
Frank Kingdon—distinguished for searching interpretation and widely-quoted opinions, 10:30-10:45 p.m. Tuesday through Saturday

WASHINGTON
Richard Eaton—presents diplomats, statesmen and last-minute facts broadcast direct from the Nation’s Capital. 9:15-9:30 p.m. Tuesday

WORLD-WIDE
“World’s Front Page”—reports from world news centers by Christian Science Monitor correspondents. 6:30-6:45 p.m. Monday thru Friday

DRAMATIC
“Five Star Final”—unfolds the day’s news events in stirring dramatization. 7:15-7:30 p.m. Monday thru Friday

HOURLY BULLETINS
New York Times News Bulletins broadcast every day... every hour... on the hour.
Transfer of WSAR Approved by FCC; KORN, KVOX, WCOL Cases Granted

LONG-PENDING transfer application of WSAR Fall River, Mass., requesting consent to sale of WSAR by Doughty & Welch Electric Co., owned by William T. Welch, to the Fall River Herald-News for approximately $175,000, was granted by the FCC last week following consideration of issues involving operation under the new ownership by a trusteeship.

The Commission also granted the application of KORN Fremont, Neb., for acquisition of control by Arthur Baldwin through purchase of 130 shares common stock for $8.754.70; the application of KVOX Moorhead, Minn. for relinquishment of control by David C. Shepard, and the WCOL Columbus application for voluntary assignment of license from WCOL Inc. to Lloyd A. Pixley, Martha P. Pixley, Milton A. Pixley and Grace M. Pixley, partners, doing business as The Pixleys.

No monetary considerations were involved in the two latter transfers.

In granting the Fall River application, pending for several years because of the trusteeship aspect and the question of purported tendency toward local monopoly in public opinion, the Commission found “that provision has been made for competent interested management of the station by trustees who have shown that it will be a matter of primary interest with them, and the station will be managed by a competent experienced executive.”

The FCC also said that the evidence presented afforded assurance that operation of WSAR by Fall River Broadcasting Co., owned by the newspaper, would “provide a service which is efficient and at the same time on a broad basis consonant with the obligations of licenses to render service in the public interest.”

Commissioner Case concurred but reserved his opinion insofar as the decision indicates that trustees without beneficial interest are not proper station licensees.

In its decision, the Commission pointed out that it has heretofore indicated, in actions upon other applications, that it has “serious questions as to whether broadcast stations should be licensed under conditions where responsibility for management would be placed in the hands of trustees without beneficial interest, for management in the manner of trust properties,” and stated, “in its judgment, the duties and responsibilities which devolve upon trustees of broadcast stations should not be placed in the hands of persons and organizations whose primary interests are in rendering general trust services or trustees.

Fremont Grant

In the Fremont action Mr. Baldwin, president and 6% owner of KORN, purchased the 139 of an outstanding total of 189 shares from Lloyd C. Thomas (30%), owner of KOLP Kewanee, Ill.; Rev. J. Lee (21%), vice-president; S. S. Sidner (16%); A. C. Sidner (5%), and H. A. Gunderson (2%).

Relinquishing parties stated they require more time to devote to their other business interests, according to the application. Remaining minor

New ‘Pulse’ Data

NIGHT listening in the North Jersey area far surpasses night listening in the two neighboring metropolitan areas—New York and Philadelphia—The Pulse, New York, reports in the Oct. 15 issue of its monthly newsletter The Radio Audience. Hour-by-hour chart for July and August, shows that the percentage of sets-in-use is 5 points higher at night, and 3 points higher during the day in North Jersey as compared to New York, for 15 of the 16 hours measured, with the latter coming out on top only for the hour before midnight. Five out of nine daytime hours and all night-time listening have more listeners in North Jersey than in Philadelphia, according to the report.

KORN interest not involved in the transfer is divided among 16 other individuals.

In the KVOX grant Mr. Shepard transferred 68 shares common stock to John W. Boler (49 sh), president; M. M. Marget (3 sh), vice-president and general manager; and R. S. Felhaber (8 sh), attorney. Transfer of 9 shares is also involved, from Howard S. Johnson, vice-president, to Mr. Felhaber. According to the application, transfers are made to Mr. Boler “as additional compensation for his management and development of the corporation in behalf of Mr. Shepard and Mr. Johnson”; to Mr. Marget “for his assistance”, and to Mr. Felhaber for his legal aid and counsel. Messrs. Shepard, Boler, and Johnson now each hold 74 shares, Mr. Felhaber 26 shares and Mr. Marget 3 shares.

President and major interest holder in North Central Broadcasting System, Mr. Boler is also treasurer and a director of KSJB Jamestown, N. D. in which he holds 54% interest as likewise do Mr. Shepard and Mr. Johnson.

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 many brogues and boots that means!

Thanks to its favorable 610 frequency, KDAL’s 1000 watts puts a stronger signal throughout this market than any station, anywhere. For instance, an independent coinciden-

tal daytime survey made in Virginia, Minnesota (60 miles from Duluth, and with an NBC station of its own) showed that KDAL had more than nine times the audience of the other Duluth station, with more than 70% as large an audience as the local Virginia NBC station!

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

Photo by U. S. Army Signal Corps
TWO RADIO TALKERS take over two new radio programs at Fort Benning Infantry School. The GI eyeopener, The Morning Mess, is conducted by Pvt. Badeleff Hall (right), former NBC announcer and newscaster. Program is on the air Monday through Friday via WDAK Columbus, Ga. Pvt. Dick Keplinger, winner of the 1943 H. F. Davis National Memorial Announcers’ Award, conducts The Infantry Hall of Fame, via WRBL Columbus. Prior to induction he was news and special events director of KOMO and KJR Seattle.

KORN.
RHC Cadena Azul maintains a tremendous staff of name talent, actors, actresses, musicians, vocalists, writers, producers, etc. These performers are great favorites with the listeners in Cuba. The result is that twice as many persons listen to RHC than to its nearest competitor.

RHC knows what the listener wants and gives it to them. RHC programs are sparkling, well-produced live talent shows, packed with good showmanship and fast moving direction.

RHC is affiliated with CBS and gives to the people of Cuba the same high standards of programming that CBS broadcasts to the people of the United States.

A recent impartial survey made by six large national advertisers shows that RHC DOMINATES CUBA. For further information write, wire or phone

U. S. Representative  
HUMBERTO D. GONZALES  
220 W. 42nd Street, New York  
Wisconsin 7-1166
ANPA 'Blue Book'

CASE HISTORIES of wartime advertising successes in 77 newspaper campaigns are set forth in the sixth edition of The Blue Book, annual volume published by the Bureau of Advertising, American Newspaper Publishers Assn. and issued to national advertisers and agencies.

Mexico Included
REICCHOLD CHEMICAL Co., Detroit, through Grant Adv., New York, added 11 stations of Radio Mil, MBS affiliate, to the premiere broadcast Oct. 21 of the Detroit Symphony on Mutual, Saturday, 8:30 p.m. in order to bring Mexican listeners an address by Francisco Castillo Najarro, Ambassador from Mexico to the United States.

Consultation In Order
Consult WOAI (or Edward Petry & Co.) for the most substantial advertising bargains in Central and South Texas. Then consult C. E. Hooper Listening Indices, which—year after year—show a consistent audience preference for this San Antonio station.

Such consultation is in order for the well being of your product, because WOAI sells more merchandise to more people in Central and South Texas than any other medium—at a lower cost per sale.

50,000 WATTS • CLEAR CHANNEL • NBC AFFILIATE • MEMBER TQN

Bannister Slides Down
(Continued from page 18)

entist on the basis of a .4% margin of error on the absolute maximum?

"Aren't you," Mr. Bannister asked of the Professor, "being overly annoyed!"

Professor Shapley had pointed out that his annoyance had been registered before and commented upon editorially by The New York Times. He claimed that his suffering was shared by millions of other symphony-lovers who enjoy Mr. Toscanini's broadcasts.

Mr. Bannister, stating that the symphony programs appeal to "a very circumscribed audience", underlined the numerous gratis contributions made by American radio to the cultural and educational advantage of the commonwealth.

"We could not do these things if our business were not on a sound financial base and it is perhaps ironic that the ignominious spot announcement plays such an important part in establishing that sound financial basis."

Concluding his letter to Professor Shapley, Mr. Bannister asked for tolerance. "Give us your patience, I implore you, and in the meantime do not apply to us broadcasters a judgment you would bitterly resent if in any comparable circumstances it were applied to your own daily work. Who among us hasn't a skeleton in his closet?"

LOUIS P. LOCHNER, war correspondent and radio commentator who is returning to Europe to reopen the Associated Press Bureau in Berlin, broadcast to Germany Oct. 21 over NBC's international stations when he was interviewed by his son, Robert Lochner, head of the German Section of NBC International. Robert Lochner broadcast daily to the Reich by shortwave.

Falknor Appointed Manager of KMOX

APPOINTMENT of Lt. Col. Frank B. Falknor, veteran radio engineer and executive, now on duty in China, as general manager of KMOX St. Louis, was announced last Friday by H. Leslie Atlass, vice-president in charge of the CBS central division.

Col. Falknor, who will assume his office about Jan. 1, is in the Office of Strategic Services. He succeeds Merle S. Jones, who became general manager of WOL Washington last month.

Col. Falknor for 10 years was chief engineer of the CBS central division, having taken leave 15 months ago to enter military service. Network officials said Col. Falknor is particularly well fitted for the St. Louis post, in view of postwar development for television and FM. KMOX is an applicant for each new service.

WLW Names Hubbell As Production Manager

AS A STEP toward resumption of experimental television broadcasts interrupted by the war, the Crosley Corp. has appointed Richard W. Hubbell, author of several books on television, as broadcasting production manager. James D. Shouse, vice-president in charge of broadcasting, has announced.

Mr. Hubbell, who worked as a stage actor, announcer and producer.

Simultaneously, Mr. Shouse estimated the ultimate cost to Crosley for contemplated construction to give Cincinnati television broadcasts will be $350,000 to $400,000. When metropolitan coverage has been established, he believes receiving sets will be available for from $130 to $280.

Mr. Hubbell, 36, has worked as a stage actor, announcer and producer.
CIO, WHKC Join in Dismissal
(Continued from page 11)

stations, based on orders from the local group.

J. Leonard Reinsch, radio director of the Democratic National Committee, and Leland J. Chelsey, Washington radio and publicity di-

rector of the Republican National Committee, said so far as they knew no complaints as to the manner of handling spot announcements had been filed with their respective headquarters.

In his statement, filed on behalf of Richard T. Frankensteen, UAW-CIO vice president, Mr. Goodman termed the WDKC State-

ment of Policy a significant step forward in the development of radio in the interests of all the people. Station WDKC is to be con-
gratulated for breaking away from the Broadcasters' Code which has served as a respectable cloak to deny labor and other nonprofit or-

ganizations fair treatment on the air. We believe it will be in the in-

terest of the entire radio industry to discard its Code and adopt vol-

untarily this same progressive policy toward labor and other non-

corporate groups.

Mr. Loucks said the joint motion closes a proceeding in which important principles underlying broadcast station operation under long-time laws and regulations were in sharp controversy. "The issues raised by the Commission's order (July 5) were similar to those which were before the Congress at the time it enacted the Communications Act of 1934."

His statement concluded that WDKC found it desirable to adopt its own policy, "assuming complete responsibility for the handling of all programs", a policy which departs from the NAB Code but "represents a proper legal basis for station operation in the public interest and is consonant with the American principles of free speech."

President Roosevelt, definitely scheduled to broadcast from Phil-

adephia Oct. 27, 9:30-10:30 p.m. on CBS and MBS, is expected to broadcast from other key cities dur-

ing the final weeks of the campaign, although the only other Roose-

velt broadcast scheduled by the Democratic National Com-

mittee is of Nov. 6 on all net-

works, 10-11 p.m. Mayor Kelly of Chicago has hinted broadly that the President will make an appearance there before Election Day and a visit to Boston was announced Thursday, both of which will presumably call for addresses that will be broadcast to the nation.

The Philadelphia speech is being broadcast under joint auspices of the Philadelphia Democratic Committee and Businessmen for Roose-

velt Inc., with the latter group paying for the networking time. Green-

Brodie Inc., New York, is the agency.

Democratic National Committee, has purchased through Biow Co., New York, two periods on the Blue network for Oct. 23, 12:30-12:45 p.m. and 10:30-11 p.m., and three peri-

dods on Mutual: 8:45-9 p.m. Oct. 24; 10:15-10:30 p.m. Oct. 30; 8:45-

9 p.m. Oct. 31, with speakers to be announced. Same is true of the 10:45-11 p.m. spot on NBC Nov. 3.

Three noted actresses interviewing prominent Republican women will be featured in three broadcasts scheduled by the Republican Na-

tional Committee as part of a special drive to swing the feminine vote to Dewey. Helen Hayes will conduct the first of the series, on

NBC, Oct. 23, 3:15-3:30 p.m.; Zaza Pitts the second, on the Blue, Oct.

30, 3:30-3:45 p.m.; and Gloria Swanson the third, on CBS, Nov. 3, 12:15-12:30 p.m.

Sponsorship Text

Text of the FCC public notice, issued last Wednesday, follows:

TO ALL STATION LICENSEES:

Numerous complaints have recently been received by the Commission con-

cerning the failure of radio stations to identify the sponsors of political spot announcements. In general, these com-

plaints charge that some stations are broadcasting spot announcements in behalf of various political candidates without disclosing the persons or or-

ganizations paying for them. Your at-

tention is called to Section 311 of the Communications Act, which provides:

All matter broadcast by any radio station for which service, money, or any other valuable consideration is directly or indirectly paid, or prom-

ised to be paid, or accepted by, the station as broadcasting, from any person, shall, at the time the matter is broadcast, be announced as paid for or furnished, as the case may be, by such person.

This section applies to spot an-

ouncements, as well as to all other material broadcast and requires a full and fair disclosure of the identity of the person furnishing the consideration for such broadcast. The terms of this section are mandatory and are appli-

able regardless of the length of time consumed.

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able regardless of the length of time consumed.
Interference Data Is Revealed For 30-40 mc Band at Hearing

New Light on FM, Shortwaves Provided by Indiana Police Officer on Basis of Research

He told the Commission that those sources of interference can be rendered impotent by provision of an adequate number of channels and by their proper assignment. Direct wave interference of 30-40 mc can be minimized, he said, by (1) use of separate channels for fixed and mobile stations; (2) adequate geographical separation between using the same channel; and (3) segregation of the state channels from the county and city channels.

Skywave Interference

"It is not uncommon for fixed very high frequency FM stations to cause considerable interference distances in the neighborhood of 100 miles or more," said the Indiana State Police official. He said in 1943 the Illinois State Police were forced to change their mobile police frequency from 39.9 mc to 39.5 mc because of "crippling interference" from WAYH of the Chicago Surface Line. This station was operating at 39.86 mc. He said the 40 kc channel width is a "doubtful minimum" and recommended channels of 100 kc.

On skywave interference Mr. Adrith submitted the following typical reports:

Missouri reports that on their FM talk-back frequency of 39.75 mc the skip interference signals are mainly those of the New Jersey State Police and the North Carolina Highway Patrol Cars; however, cars of the Ohio State Patrol and those of Rhode Island occasionally cause them interference. This interference is definitely greater during the summer months. The signal strength of the "skips" are comparable to those of their own cars and range from weak to strong, the stronger signals being of sufficient intensity to swamp out much local or distant reception. The periods in which these out-of-station cars are received may be only an hour or may be all day, from about two hours after sunrise to an hour or so after sunset. At the time of the writing of their report (May 28), they had been experiencing interference from New Jersey and North Carolina cars for the previous seven hours and their signals were still coming through.

The Florida State Patrol report the least considerable interference on FM from stations in California, New Jersey, Connecticut and Massachusetts. In fact, they have worked Pittsfield, Mass., on car to car contacts. Alabama has been getting quite a bit of interference on FM from stations in Michigan and New York.

The Michigan State Police report that signals from the Alabama State Patrol stations were received in Michigan patrol cars with signal levels as high as 300 microvolts input at the receiver. Alabama stations have taken control of receivers throughout Michigan for hours at a time.

The Indiana State Police have received considerable interference on FM from cars of the Virginia, Oklahoma and Iowa State Police and to a lesser degree from Arkansas and Massachusetts.

WPHU Jasper, Ind., which monitors 95,000,000 cycles, reports good reception on this frequency on many afternoons of Shortwave Stations
Chicago Electronics Meeting Learns Of Postwar Component Parts Scarcity

ATTENDANCE at the Electronics Parts & Equipment Industries Conference, held at the Hotel Stevens, Chicago, Oct. 19-21 ran well over 1,000, with speeches by Government and industry executives featuring the three-day meeting of manufacturers and distributors. At the opening luncheon meeting Thursday, Gen. J. V. Matika, chief of the training service office, chief signal office, Washington, spoke on "Communications in Action." Friday morning the manufacturers discussed industry problems. Saturday morning R. C. Sprague, president of the Sprague Co. and chairman of the parts division of KMA, presented "Looking Ahead in Radio Parts." Another Saturday morning speaker was John Creutz, chief of the WPB's Domestic & Foreign Branch, Radio & Radar Division, who addressed the conference on the present and probable future status of deliveries of radio equipment for civilian use. Mr. Creutz outlined the job WPB is still doing in war production, at the same time pointing out that the Radio & Radar Division has already aided the civilian radio equipment shortage by revoking several limitation orders on the restriction of manufacture of certain types of tubes and other equipment.

Predicting that after the war there will be a shortage in tubes, electrolytic condensers, vibrators, and transformers, Mr. Creutz told the conference that the replacement market as well as the new equipment market will be the greatest they have ever been.

Mr. Creutz cautioned the manufacturers and distributors present not to expect an immediate large program of component buys in the future. The cable, available for civilian use, represents what is left of a reported 200,000 ft. of which the NAB helped dispose of 90,000 through its "Swap Bulletin" 13 months ago, and is not being used by Army or Navy because of vibration caused by gunfire. It is understood that applications for this cable can be made to WPB's Components Recovery Section on WPB Form 1161, obtainable at any WPB regional office.

Copper wire, too, particularly that type known as "hook-up" wire used by sub-assemblers, is available to prime contractors after the customary 48-watt Army and Navy consider their requirement. Both bare and insulated copper wire in Brown & Sharpe sizes 14, 16, 18, 20 and 22 is available on proper priority.

Coaxial Cable, Copper Wire Available at WPB

COAXIAL cable, of both gas and flexible type, in the amount of approximately 170,000 ft. is going begging in the War Production Board for want of applications from broadcasters or other interested parties. It was loaned in Washington last week. The cable, available for civilian use, represents what is left of a reported 200,000 ft. of which the NAB helped dispose of 90,000 through its "Swap Bulletin" 13 months ago, and is not being used by Army or Navy because of vibration caused by gunfire. It is understood that applications for this cable can be made to WPB's Components Recovery Section on WPB Form 1161, obtainable at any WPB regional office.

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Nominees Sought For Bernans Award

TO SELECT an individual radio writer or station executive as winner of the $1,000 Edward L. Bernans Award for service to the cause of democratic ideals, more than 900 stations and 300 newspaper radio editors have been asked to nominate candidates.

The award will be made May 6, 1945 as feature of the dinner meeting of Ohio State U.'s 16th Institute for Education by Radio. Three factors—the extent to which the winner has encouraged the ideals of freedom, equality and orderly justice in its community; the effect of the program in modifying community attitudes and action toward the realization of these ideals; and an evaluation of the program's success in securing community participation in planning, discussion and action on significant social problems—will be considered in judging the candidates.

WNRC Meeting

TENTH Anniversary of the Women's National Radio Committee will be celebrated Oct. 25 with a dinner on the Starlight Roof of the Waldorf-Astoria, New York. The New Opera Co. and the Women's Auxiliary Board of the Musicians Emergency Fund are cooperating in arranging the dinner as a tribute to Mme. Yolanda Meri- lon, founder of the Committee and officer of the other two groups. A reception preceding the dinner will be given for representatives of the major symphony orchestras and programs on the organization's preferred list.

NORMAN OLDING, senior engineer of Canadian Broadcasting Corp., Vancouver, for all western Canada, is in Montreal and Ottawa for two months with CBC engineering department and to assist in the preparation of draft standards for the Canadian Electrical Code in cooperation with Dominion Government authorities.

OVER HALF OF NBC TIME IS SUSTAINING

SUSTAINING and sponsored programs shared almost equally the network time on NBC during the first six months of 1944, according to a survey made by the program analysis department of the research division. Out of a total of 4,207 hours of broadcasting, commercial programs accounted for 2,061 hours and sustaining shows, 2,126 hours.

In the corresponding period in 1943, the network operated 4,975 hours, broadcasting 1,863 hours under commercial sponsorship, and 2,112 hours on sustaining time.

Entertainment programs occupied 55.4% of the time and public service presentations 44.6%, according to the survey.

Breakdown of various types of radio fare, and the number of hours devoted to each, as follows: Classical music, 131 hours; semi-classical music, 362 hours; news and special events, 857 hours; public discussions, 102 hours; general entertainment, including popular music, variety, and quiz, 3,231 hours.

New Canada Outlet

CJCH is the call of the Halifax Chronicle-Citizen station licensed to operate with 1,000 w on 1320 kc. It is understood station is to be on the air at an early date with a temporary 100 w transmitter. Leslie Choyce, Montreal advertising executive, is managing director of the new station. Outlet is the Time Press News service and will be nationally represented by National Broadcast Sales, Toronto and Montreal.

76,450 DAIRY FARMS

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

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

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

WGY

SCHENECTADY, NEW YORK

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

GENERAL ELECTRIC

October 23, 1944 • Page 61
Military Lifts Propagation Data Ban

CBS Lets Contract for New Television Station

(Continued from page 11)

being continued in the lower spectrum only on a temporary basis and that "better pictures soon will be available."

C. M. Braum, chief of the non-standard broadcast allocation section, Broadcast Division, FCC Engineering Dept., opened television hearings Oct. 14 with a brief summary and several exhibits, explaining that of six commercial television stations now providing program service, three have not completed full construction because of wartime restrictions on equipment. Three commercial permits are outstanding, and on file at the FCC are 70 applications.

David B. Smith, chairman of RTFB Panel 6 on television, and director of research of Philco, presenting the RTFB recommendations, said Committees 1, 3 and 4 of the panel had concluded that television should proceed in its present spectrum location with 6 mc channels, but should be given room in the higher frequencies for expansion. Panel 6 asked for 26 channels, 6 mc wide, 23 on a nationwide basis and three to be allocated to the East Coast.

The RTFB also asked that channels totaling 600 mc be set aside for commercial television relay on network service. In presenting the recommendations, Mr. Smith said: "The specific plan suggested by the panel is certainly not rigorous insofar as specific frequencies are concerned, but like the IRAC plan offered as a starting point... If we are to have commercial television broadcasting in the near future, television will have to be allocated a sufficient number of 6 mc channels in the region between 40 and 250 mc to provide a competitive service."

As for relays, Mr. Smith placed them in four categories, studio-to-transmitter, portable-mobile pickup, intercity, intracity. For the S-T and intracity links, the panel recommended that up to three channels be allocated each broadcast station in any one service area. These channels can be space-shared, Mr. Smith explained.

Panel Recommends Double Channels

A maximum of two clear channels with a maximum frequency allocation of 550 mc should be set aside for portable-mobile pickup units, he continued. For the intercity links, he recommended a minimum of 10 channels having bandwidth of 200 kc, with space-sharing to take care of additional channel requirements.

The panel recommended that the Commission's present practice of assigning double channels in the Group B allocations be continued in whatever channels are assigned to commercial television "until such time as these channels are required for broadcast purposes and when so required the commercial relay stations should be required to move upward in frequency."

Television service has been considered by Panel 6 but there is not available sufficient data to determine the technical standards and the band widths for such service, Mr. Smith said. Channels reserved for experimental television relaying would be suitable the panel felt, for television service and recommended that experimental work including the multiple-address types of service be tried out in the experimental relay channels.

Summing up Panel 6 recommendations, Mr. Smith said a good nationwide television service can be made available on 6 mc channels "very quickly after the war". He added "it now appears as a result of the war that the cost to the public of receivers will be low enough to reach the mass markets".

Sufficient channels in Groups A and B must be provided, he said, to assure that such service stations be permitted extensive use of relay services and "finally, to encourage further" development, provision should be made for some channels in the region above 400 mc where experimentation and field testing can be conducted on the subjects of wide band television broadcasting, microwave television relaying and experimental video telephone services.

As to the various types of interference, Mr. Smith listed bursts as the least troublesome in television. He said F2 layer reflections "are not sufficient to give up television channels" in the present location, although during the summer and sunspot cycle they have a tendency to become more pronounced. As to Sporadic E, he said there was only one instance of that type of signal to his knowledge. That was when Chicago picked up the New York television signal. Bursts, he said, decrease as the spectrum goes up.

He testified that shadows "draw us up as we go up in frequency". He expressed the belief that shadow difficulty would become greater in the higher frequencies, but Chairman Fly interposed: "I am trying to find out the reason why the shadows should be twice at 100 mc than at 50 mc." Mr. Smith said there was no quantitative data on it. "Is there any frequency that you believe multipath and shadow is so serious that television becomes impractical?", asked Mr. Denny. "I don't believe we have any practical experience," replied Mr. Smith. "My personal belief is we should set aside a band above 2,000 mc and try it out."

Ask Wider Channels For Better Service

"All right, how many do you want?" interposed Mr. Fly. Mr. Smith testified that television may have to give up Channel 1 (56-60 mc) "to FM", then said he would choose for television that portion of the spectrum between 60-100 mc to get away from Sporadic E and F2. Mr. Denny posed this question: Supposing the entire spectrum were available, where would the witness place a television station?

"I would take a 6 mc channel between 60-100 mc and be willing to keep it forever," said Mr. Smith. Mr. Smith said wider channels are required in the higher frequencies to provide for better service. He estimated only 50% of the capa-
As for television in the higher frequencies, however, he recommended by CBS and T. A. M. Craven, vice-president of the Cowles Broadcasting Co., Mr. Smith said it would take at least five years to "get where we are now under the present system." He said it would take two years to "get enough experimental transmitters and receivers out to begin necessary tests" and another two-year period for the tests. "Then if everything has jelled, we'll all get together on a set of standards. So far such meetings have taken a full year—I'd say five years at the least."

Tom Harris, counsel for BCA-NBC, asked if any employees of CBS served on Committees 1, 2, and 4, which recommended retention of the present band for television. Mr. Smith said on Committee 1 was Robert Serrell; Dr. Peter C. Goldmark was member of Committee 3, with Mr. Serrell as alternate, and Mr. Serrell was vice-chairman of Committee 4.

Recommends Higher Television Spectrum

Joseph H. Ream, vice-president of CBS, said the telecasting statement prepared by Paul W. Kesten, executive vice-president [Broadcasting, Oct. 9], recommending that television be allocated in the upper spectrum. He said, under cross-examination by Commissioner Jett, that CBS proposed that television be continued in the present portion of the spectrum on a temporary basis and that when sets are sold, the purchasers be told that better pictures would be available as quickly as possible.

When Mr. Ream reached that the portion of the statement that said General Electric had accepted a CBS order to manufacture a television transmitter "to send forth pictures twice as good, twice as rich in detail as the present standards provide", Commissioner Jett interposed:

"It seems to me that if GE has advised they can provide that transmitter, they ought to come here and tell us how they propose to do it. That's vital information. We need it."

Mr. Ream said GE did not estimate how long it would take to complete the transmitter.

When Mr. Ream read that portion of the statement urging that "television be moved up in the spectrum above 300 mc where there is room for far higher-grade pictures", Commissioner Jett remarked: "Certainly you don't mean we're going to move present transmitters and receivers?" Mr. Ream replied:

"Certainly not. I think we want a new system and a better system and we've got to go upstairs to do it." He recommended that as quickly as possible, after improved pictures are tested and demonstrated on higher frequencies "the lower frequencies be withdrawn from television service". Again Commissioner Jett interrupted:

"By this statement you'd discard a million or more sets in the hands of the public," said the Commissioner. "You'd have to have dual sets or have a million sets on the hands of the public." Commissioner Jett expressed no fears of the transitional system of television, but said he felt that the present system could not be abruptly halted.

Mr. Ream brought objection from Commissioner Case when he read:

"The United States may be within three to six months of a full-fledged consumer production of radio and television sets." Commissioner Case commented he didn't think that was a "good statement", adding, "I like to see some facts."

Under cross-examination Mr.
story of advertising. . . I can only say that television—today's television—will do a selling job that staggered the imagination. He said the public wants television at the "earliest possible opportunity". He discounted the idea that television would be acceptable as a novelty. Rather, his experiences proved, he said, that "the novelty appeal wears thin fairly quickly."

"I believe that television is here today—right now; that an advertising giant avails only the loosening of his chains to render staunch service to American industry," Mr. Nelson concluded. "And I'm convinced that the American public wants it to be V for Video Day, too."

Frederick A. Long, in charge of television and motion picture programs of BBDO, said: "We consider television a new and potentially most effective advertiser. He forecast that advancement in the art would be far more rapid than that of AM broadcasting and motion pictures. I believe I am correct when I say that BBDO has produced television programs on a one-time basis for more sponsors than any other advertising agency," said Mr. Long. He listed the B. F. Goodrich Co., General Electric Co.'s Digest, Remington Arms Co., Hamilton Watch Co., Easy Washer Co., etc.

Bucilla Expands

BERNARD ULMANN Co., New York, is adding one of its television programs to its current list of 17 in the promotion of Bucilla yarns using another group that can women's interest programs. Agency is Grey Adv., New York.

among clients for whom his agency has built commercial television programs.

Experience with programs on WRGB Schenectady, the GE station, indicates, said the woman, "that young people are a big fac-

In telling the story of radio's development, Mr. Long also mentioned that the "pioneering programs" of NBC were the most important to the advancement of television advertising. When he saw the "heights" of radio, he said, he foresaw that television would be capable of doing the same thing to some degree and of some of the same things that radio has done. "I believe it is possible for us to do this, it is also possible for others to do so," said Mr. Long, "and that we can anticipate no dearth of program fare for the public of acceptable quality. . . . It is my firm belief that advertisers will be willing to sponsor these programs, whenever they can foresee an adequate return—perhaps even earlier."

Mr. Long, likewise, said he saw no barriers which would make the cost prohibitive, even if a program is released over a network of a "very few stations". As to types of programs most popular, he listed music variety and audience participation as good for television. Sports programs rank high, light opera is good; so is news, he added. "Most of the program types acceptable to radio are also acceptable to television and in addition some are good on television, because of the picture, that would be unwelcome on radio," he said.

"I do not particularly worry about distribution of these sponsored programs," he added. "It will supply adequate power for broadcast purposes and is capable of being modulated over the proper 10 megacycle band. "The radio frequency output can be amplitude modulated by any amount up to 100%—it can be frequency modulated," he concluded. "These devices are thoroughly practical, and some have already been produced in large quantities. In-
Big Six Sponsored

CITY National Bank of Kansas City, a leading advertising agency, has been signed for sponsorship, during the 1944 season, of Bix Six football games on KMBB Kansas City. The first game, which was also announced last week by E. P. J. Shurick, KMBB sales promotion and publicity director, will be broadcast by Sam Molen, formerly of the West Virginia Net-

While "many" of the detrimental effects of multipath transmis-

The witness said published data indicates the interference to service area ratio at 60 mc is 11:1, but even so 3:1 at 500 mc. "Many of the detri-

Cross-examined by Mr. Roberts, Dr. Goldmark declined to make a statement about the possibility of continuing use of the 6 mc band in the lower frequencies, saying "that is up to the people who own the frequencies." He was also asked, "I'm not losing 6 mc standards overboard. We will do all we can to help develop television if tlhat's the standards." He added, however, that 16 mc television is 2 1/2 times better than 6 mc.

Dr. Weiss had not made a state-

Weiss Calls Video

A Luxury Item

Dr. Weiss said he didn't think television could be self-supporting in a community of less than a half-

drum, while the other side was not using such data, Dr. Goldmark took the stand to say: "I don't think the present situation should be raised to the IF amplifier question. Before the war I saw in Germany 715-line television. There is nothing that I feel I have not done."

Dr. Weiss had not indicated to continu-

The Roosevelt

Hotel

Madison Ave. at 45th St., New York

A HILTON HOTEL

ROBERT P. WILLOUGHBY, General Manager

Other Hilton Hotels From Coast to Coast:

Texas: Abilene, El Paso, Longview, Lub-

becker, Plainview; New Mexico, Albuquerque, California: Long Beach, Los Angeles, San Diego, Town House; Mexico; Chihuahua; The Palm-

4:00 Mc.

radio, and the problem is very serious. He has declared that enough work has been done to date to "predict this service as an absolute certainty."

Dr. Goldmark estimated that if Federal delivers the first unit of the transmitter in eight months, and there are no other interrup-

Deed, there is indication that vacuum tubes capable of even higher power, ensuring a satisfactory high definition television receiver, will be in service in the UHF spectrum, will be available commercially immediately after the war.

Dr. Goldmark said an important feature of the proposed wide band television system is the elimination of a separate sound transmitter. Sound will be transmitted, he explained, by the picture transmitter entirely within the video band during the synchronizing intervals.

Receivers designed to utilize this method of sound transmission are not any more expensive to build, he told the Commission, since they do not require the use of a separate intermediate frequency amplifier for sound. Arrangements have been made with Zenith Radio Corp. to furnish a sufficient number of receivers to carry on experimental and developmental work, according to Dr. Goldmark.

The witness said published data indicates the interference to service area ratio at 60 mc is 11:1, but even so 3:1 at 500 mc. "Many of the detrimental effects of multipath transmission which have been observed at very high frequencies will undoubtedly continue to plague us in the ultra high band, at least for a while," said Dr. Goldmark. "It is important to note, however, that these detrimental effects may become more numerous or more intense at say, 500 mc than they are known to be around 100 mc."

Lists Interference

Factors by Importance

Cross-examined by Mr. Roberts, Dr. Goldmark declined to make a statement about the possibility of continuing use of the 6 mc band in the lower frequencies, saying "that is up to the people who own the frequencies." He was also asked, "I'm not losing 6 mc standards overboard. We will do all we can to help develop television if that's the standards." He added, however, that 16 mc television is 2 1/2 times better than 6 mc.

Dr. Weiss had not made a statement but, answering questions pro-

Don Lee has a quarter of a million dollars invested in present standard television, which will be lost if video be moved elsewhere in the spectrum.

He estimated the technical cost of producing television on a 12-hour daily basis at $150 per hour. Among problems facing telecasters are the "local unions," he said, many of which now are organized among movie workers and which have been eying radio, particularly television.

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MDM, sales manager of television equipment for General Electric Co., Schenectady, appearing on behalf of the TBA and for GE, listed estimated costs and equipment necessary for three types of television stations, master, intermediate and satellite. He estimated the cost of operating a master station, 8 hours daily, at $17.89 per hour; an intermediate station at $80 per hour and a satellite at $27.75 per hour (complete details on page 32).

Facsimile Seen
As Police Service

Beginning Group 3 hearings (police, fire, forestry, special emergency, etc.) of a special session of the State Public Service Commission, Thursday, Capt. Leonard visioned facsimile as a great weapon in the hands of law enforcement officers fighting crime. He depicted walkie-talkie controlling traffic and other police duties.

Police forces throughout the nation, he said, are indignant at the attitude of the Interstate Radio Advisory Committee, Capt. Leonard told the Commission. The IRAC displayed an utter disregard for a service which, according to its own announced plan of observing a general order of priority for radio services involving the preservation of life and property, should have been accorded an increase in frequencies." He charged the IRAC recommendations would result in "occupancy medium frequency channels between 1601-2490 kc affecting police stations; would jink the intercity police telegraph network; ignore the needs of police for facsimile, and would jam a service so essential to orderly government from a total of 76 channels now in use in all bands to 45 channels in the 30-40 mc band."
one block of channels, 320-330 mc; additional channels for experimental work up to 10,000 mc. Denstaedt pointed out that the total police requests are "just slightly more than one and one-half television channels, for channels below 300 mc."

**Importance of Municipal Services Stressed**

Appearing again for the FCC, Mr. Nielsen said four channels with a total band width of 184 kc in the 1-183 mc band are allocated to municipal fire services, whereas the RTPB requests 41 channels, using a total width of 1708 kc in the 1-183 mc band.

Mayor LaGuardia, heading a list of witnesses on behalf of fire services, presented a resolution adopted by the U. S. Conference of Mayors calling on the FCC to "thoroughly consider the needs of fire and police services to the end that an adequate number of radio channels are made available." He pointed out the need for two-way police and fire radio service.

"I know the pressure for frequencies from commercial enterprises, but I submit that municipalities should receive first priority after the armed services," said the mayor under cross-examination. In New York alone, he said, police and fire radio services have saved 25-30% manpower in the present help shortage.

Herbert A. Friede, communications officer of the District of Columbia and chairman of Committee 2, Panel "C," who cited statistics on fire losses and insurance, said: "Adequate emergency communications facilities for the fire service may ultimately cause a reduction in existing rates, which will amount to a considerable saving to the taxpayers of our nation in the form of savings on insurance policies and a dividend on that investment." He pointed out the need for two-way police and fire radio services to the end that an adequate number of radio channels are made available.

**Jacksonville Bears Brunt of Hurricane**

Many Stations Off the Air As Storm Hits Southeast

FLORIDA stations bore the brunt of the hurricane which swept through the Southeast last week, with Jacksonville, hard hit by the storm, coming off the air. WJAX Jacksonville, according to a report phoned to BROADCASTING from General Manager John J. Hopkins Ill, was the only station remaining on the air, with WJFP, WMBR and WPDOQ completely out of commission. WPDOQ was still off the air at 4:15 p.m. Friday as BROADCASTING went to press. WJFP, Jacksonville's Blue outlet, suffered the only physical damage when the storm knocked out its tower.

The gale at Miami's airport reached a high of 65 m. p. h., Hopkins reported. He said WJAX had received commendation for its storm service from the Coast Guard. One of the reactions to the storm which impressed Mr. Hopkins particularly was the large number of listeners to WJAX who reported hearing programs over their car sets, when the regular home receivers were knocked out through power failure.

**Refrigeration Names**

REFRIGERATION Corp. of America, New York has appointed Peck Adv., New York, to handle advertising of home and farm freezers, and frozen food locker plants. Radio will probably be used.

**United Manufacturing Corp.**

United Manufacturing Corp. of U. S. Recording Co., Custom Built Broadcast and Laboratory Equipment.

1121 Vermont Ave., N.W., Washington, D. C., District 6 - 4607.

**FOR YOUR PROGRAMS**

**In CANADA**

ask Adidasin

**JOHN ADASKIN PRODUCTIONS**

Marion Trust Bldg., 67 Yoke St., Toronto.

**Vick's 37 in Canada**

VICK CHEMICAL Co., Windsor, Ont., has started announcements and transmitted programs on 57 Canadian stations. Account was placed by Morse International, New York.

were: C. G. Lauber, National Board of Fire Underwriters; Percy Buggs, National Fire Protection Assn., Samuel Pope.

K. F. Williams, superintendent of Forest Fire Control, New York State Conservation Dept., and chairman of Committee S, RTBP Panel 13, requested a total of 52 channels in various bands from below 40 mc to 161 mc, some to be shared with police, power, transit utilities and railroads. A total of 21 witnesses was heard in behalf of forestry services.

**Eversharp Increases**

MOVING further up into the roster of major network advertisers, Eversharp Inc., Chicago, will have three programs on the air next month with the addition of a CBS program starring Gordon Welles, who will also write, direct and produce. Tentatively scheduled to start Nov. 17, the pattern "The People Request," it will be heard on CBS Friday, 7:15-7:30 p.m. Mr. Welles will vary the format of the show from week to week, adhering in general to a dramatic format, and drawing some of his ideas from listeners' suggestions. Eversharp has been gradually increasing network advertising since the appointment of Biow Co., New York, as agency, in 1940. Firm started "Take It or Leave It on CBS that year, increasing the network to fifteen and now using virtually the full network Sunday, 10-10:30 p.m., and continuing "Let Yourself Go" on 164 Blue stations Tuesday, 10-11 p.m.

**YOUR CANADIAN DISTRIBUTION is assured thru**

WALTER P. DOWNS Ltd.

835 Dominion Sq., Bldg., Montreal, Can.

Present Distributor.

FRESTO RECORDING CORP., FONDA CORP., AMEPPRE TUBES, ADEO DEVELOPMENT CO.

**MORE RF KILOWATT HOURS PER DOLLAR WITH**

F & O TRANSMITTING TUBES

Freeland & Olschner Products, Inc.

611 Baronne St., New Orleans 13, La.

Raymond 4756.

High Power Tube Specialists Exclusively

**SERVICE DIRECTORY**

**GEARED TO AM-FM EXPANSION**

Radio Engineering Consultants


Kansas City, Mo., Hollywood, Calif.

Washington, D. C.

**SOUND EFFECTS**

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

Write, Please:

THOMAS VALENTINO INC.

Transcriptions-Specialized Recordings

1600 Broadway N.Y. 19, Circle 4-4678.

**FOR YOUR PROGRAMS**

**In CANADA**

ask Adidasin

**JOHN ADASKIN PRODUCTIONS**

Marion Trust Bldg., 67 Yoke St., Toronto.

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1121 Vermont Ave., N.W., Washington, D. C., District 6 - 4607.

**More RF KILOWATT HOURS PER DOLLAR WITH**

F & O TRANSMITTING TUBES

Freeland & Olschner Products, Inc.

611 Baronne St., New Orleans 13, La.

Raymond 4756.

High Power Tube Specialists Exclusively

**Broadcast Advertising**
Actions of the
FEDERAL COMMUNICATIONS COMMISSION

Applications . . .

OCTOBER 14
York County Broadcasting Co., Rock Hill, S. C.—Granted mod. CP authorizing new station (WYM) to change type, transmit music, and change antenna, for location in Greenville; his date to 12-15-44.

Ewing Broadcasting Co., Jackson, Miss.—Granted mod. CP authorizing new station (WJK) for changed constructions, to transmit music; and to change antenna; his date to 12-15-44.

Foster Broadcasting Co., Ill.—Granted mod. CP authorizing new station (WSY) for construction and test; his date to 12-21-44.

KVOE Santa Ana, Cal.—Granted mod. CP to change antenna; his date to 12-15-44.

Hartmann Broadcasting Co., Harlingen, Tex.—Granted renewals for period ending 12-31-44.

RJSB Broadcasters, San Francisco.— Granted license renewal for period ending 11-1-44.


WERC Duluth, Minn.—Granted license renewal for period ending 11-1-44.

The Record of the Detroit Times, Detroit, Mich.—Granted CP renewal for period ending 12-31-44.

KREO Kalamazoo, Mich.—Granted renewal for period ending 12-31-44.

KTVI St. Louis, Mo.—Granted renewal for period ending 12-31-44.

KUTA Salt Lake City, Utah.—Granted renewal for period ending 12-31-44.

Ruthezer Broadcasting Co., Rochester, N. Y.—Granted renewal for period ending 12-31-44.

American Dairy Assn., Chicago.—Granted renewal for period ending 12-31-44.

Radio News Editor Analyst

With a background of 19 years in newspaper work and 4 years as a radio news editor and analyst, I am seeking a larger opportunity. Seven of my years as a newspaperman were spent in foreign fields. Have had 14 months of network experience. Now commenting on a regional CBS station and have a high listener rating.

Box 811

BROADCASTING • Broadcast Advertising


P. Lorillard Co., New York.—P. Lorillard Co., New York (Old gold cigarettes), Oct. 17-22, 2:00-3:00 a.m., announcer Jack Purcell, $2,500.

NEW BUSINESS


P. Lorillard Co., New York.—P. Lorillard Co., New York (Old gold cigarettes), Oct. 17-22, 4:00-5:00 a.m., announcer Jack Purcell, $2,500.

P. Lorillard Co., New York.—P. Lorillard Co., New York (Old gold cigarettes), Oct. 17-22, 5:00-6:00 a.m., announcer Jack Purcell, $2,500.

P. Lorillard Co., New York.—P. Lorillard Co., New York (Old gold cigarettes), Oct. 17-22, 6:00-7:00 a.m., announcer Jack Purcell, $2,500.

P. Lorillard Co., New York.—P. Lorillard Co., New York (Old gold cigarettes), Oct. 17-22, 7:00-8:00 a.m., announcer Jack Purcell, $2,500.

P. Lorillard Co., New York.—P. Lorillard Co., New York (Old gold cigarettes), Oct. 17-22, 8:00-9:00 a.m., announcer Jack Purcell, $2,500.

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P. Lorillard Co., New York.—P. Lorillard Co., New York (Old gold cigarettes), Oct. 17-22, 10:00-11:00 a.m., announcer Jack Purcell, $2,500.


P. Lorillard Co., New York.—P. Lorillard Co., New York (Old gold cigarettes), Oct. 17-22, 12:00-1:00 a.m., announcer Jack Purcell, $2,500.


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Help Wanted
Account Executive to join recognized medium size Chicago agency in a new busi- ness development position. Must have agency experience, excellent references, good contacts. Salary commensurate with qualifications and experience. Give complete information in first letter. Our payer's market is the heart of the industry. All applications will be treated with complete confidence. Box 612, BROADCASTING.

Announcer and announcer operator. Good opportunities for right man with NBC affiliate now under new ownership. Must be experienced and very young. Must have position wanted immediately. Write Whbhf, Rock Island, Illinois. Salary according to requirements, etc. All applications confidential.

Announcer—Wanted for local Knopf. WFDF, Flint, Michigan. Applicant must have experience who knows news, can handle heavy commercial work. Also good man with salesmanship and public relations. Box 617, BROADCASTING.

Announcer—Experience in panel and transcription tables, by 1000 watt midwestern network station. Must be able to change conditions and top salary to start. Write giving full particulars care Box 829, BROADCASTING.

Radio and newspaperman, experienced, needed for arranging educational radio show on new local nine months in Washington, D. C. Stake education and salary desired. Reply Box 823, BROADCASTING.

WANTED Young man interested in future. When. Local announcer position open immediately. Wanted—Combination operator and announcer first class license. Also announcer with not less than 2 years above average. Five year-round classes. Aside, Illinois.

Wanted—Experienced commercial announcer for 1 kw station. Give experience and references in first letter of application. Address EPAC, Drawer 611, Port Arthur, Texas.

Announcer—Are you an all-round experienced announcer who can handle contact operations any time of day and where you have worked, what your experience and the possibility for the man who can qualify? Address Box 820, BROADCASTING.

Copy writer experienced. Good position with 1,000 watt midwest station. Weekly salary starts at $250 dollar. Good position for man who can produce salable commercial copy. Attractive base and sample scripts with first letter, etc. Kluge Radio Company. 7820, Minneapolis.

Announcer-operator wanted. Must have first class radio-telephone license and be capable of announcing and commercial messages. Good experience in speech and salary required first letter. Radio Station KBLJ, Pueblo, Colorado.

Announcer, experienced only. 250 watt local with CBS outlet. Excellent opportunity of rising news, playing platter and writing own scripts. Good position for the right man who can handle large copy. KDLJ, Devil's Lake, N. Dak.

Wanted—Chief engineer for 250 watt Mutual station BCA equipment. Necessary to take regular operators shift. $350 per month start plus bonuses. Write or wire G. O. Chatterton, KWLK, Longview, Wash.

Progressive western station wants announcer with some record job experience. Salary, benefits, etc. Good working conditions. Blue Network station. Box 166, BROADCASTING.

ANNOUNCER-WANTED TYPICAL ENGINEERS MIDWEST AREA NON-DE- PEARED AREA D. O. M. NORMAL HOUR. POST-WAR FUTURE. BOX 821, BROADCASTING.

Announcer with experience desired. Top salary paid for right man. Send voice transcription and full details of experience to E. Cooper, Program Director, WDFP, Flint, Michigan.
Feldman Tells How Japs Were Fooled By Maintenance of Regular Broadcasts

HOW American radio war reporters in the South Pacific helped keep the Japs in the dark about the Philippines invasion by continuing their regular broadcasts to their home networks for more than a week, while they were actually aboard the convoy headed for the Philippines is reported by Arthur Feldman, Blue correspondent, in a dispatch sent Oct. 11 from Gen. MacArthur's headquarters in New Guinea, but received by the Blue on last Thursday night.

Hours were spent, Feldman reported, “making recordings of undated feature newscasts to be played during their absence at their regular broadcast periods. The operation was worked out so thoroughly that even the pre-broadcast service conversation and level checks with network control rooms in San Francisco were recorded in advance.

Operation, Mr. Feldman said, "prevented Jap monitors in Western Dutch Guinea, who listen regularly to the New Guinea signal corps transmitter which beams broadcasts to the American networks, from learning of the correspondents' absence. If this had not been done and broadcasts from New Guinea had abruptly ceased, it would have been an obvious tip-off to the enemy.”

Radio Leads Invasion Army

(Continued from page 11)

the air to the American people until his return to the Islands.

In anticipation of the Pacific campaign, all networks had augmented their staffs in that theatre, as well as their terminal and desk facilities on the West Coast, in the San Francisco area.

Planning Coverage

Maj. A. A. Schechter, Army Air Forces, former news and special events director of NBC, joined Gen. MacArthur's staff as radio officer last month to coordinate handling of broadcast traffic in the Pacific [BROADCASTING, Sept. 11]. Network representatives last week met with public relations officers of both the Army and Navy to plan coverage.


Representing American radio in the invasion were Arthur Feldman, Blue; George T. Folster, NBC; Gordon Walker, Mutual, and John B. Hughes, broadcasting for CBS in the absence of William J. Dunn who landed with the troops.

Gen. MacArthur's voice was first heard in a transcribed broadcast from Leyte early Friday morning. The broadcast originally had been made over the Vice President's radio facilities, and directed to Philippine Island residents toward whose liberation the action is directed.

In addressing the Islanders, Gen. MacArthur told them that by his voice were President Sergio Osmena of the Philippines and his cabinet.

In this group, according to reports, was Brig. Gen. Carlos P. Romulo, who had been a public relations aide to Gen. MacArthur during their regular invasion of the Philippine defense. Gen. Romulo in civil life was a newspaper publisher and broadcaster. He had operated KZRM and its shortwave adjuncts in Manila, in conjunction with his newspapers.

OWI Flash

OWI sent out the first flash of the landings at the end of its 15:16 a.m. broadcast beamed to Germany. From then on, all English, French and Italian music shows were torn apart to flash the news.

All of the major OWI programs played the Philippine national anthem, the "Star Spangled Banner," "Anchors Aweigh" and the Army Air Forces hymn.

During the late hours Thursday evening, Oct. 19 the networks remained on the alert, with the first UP flash confirming the invasion at 12:27 a.m., Oct. 20. As early as 9:45 p.m. of the 19th CBS had killed the Corliss Archer program and several Democratic spot announcements, substituting a special news show from KQW San Jose, Calif., but nothing happened until the 12:27 a.m. flash. At 12:28 a.m. the Blue got the flash on the air from San Francisco, interrupting a sports program.

NBC at 12:30 a.m. switched to San Francisco to announce that a communique was due in five minutes, and at 12:35 a.m. NBC carried the communique along with the other networks. NBC aired studio music until 12:55 a.m. when it devoted its regular five-minute news period to commentary on the communique, signing off at 1 a.m.

The communique from MacArthur's headquarters in the South Pacific was read by an unidentified voice, sounding like a Filipino. This was carried by Mutual from San Francisco at 12:32 a.m. and by the Blue at 12:33 a.m.

From 1:30-2 a.m. CBS broadcast Return to Philippines, special live news show directed by MacArthur's headquarters. Blue aired a documentary recordedhy Gen. Romulo, made before he returned to MacArthur's headquarters. Blue continued for the remainder of the night.

Mutual made KFRC San Francisco its news outlet, with Johnnie Meier, network correspondent, at the microphone.

Night Shifts

Blue, CBS and Mutual had night-time crews. In New York CBS had Paul White, director of news broadcasts and Everett Hollis, assistant director, working through the night, and in Washington, Robert S. Wood, director of public events and special features for WTOP-CBS stayed on.

Blue maintained Charles Barry, eastern program manager; G. W. Johnstone, director of news and special events; and John Madison, head of the newsroom, at their posts. Albert Leach and Ray Henle of the Blue's Washington staff remained on the job.

MBS in New York had John Whitmore, manager of the news division; Floyd Mack, night supervisor, and Frank Zonino, head of the press department and in Washington, Walter Compton, MBS correspondent, and Jay Caldwell, WOL night manager.

At 12 noon on Friday a pooled broadcast was carried direct from the radio ship lying off Leyte in the Philippines and shortwave to San Francisco and carried by Mutual, NBC and OWL. Mutual Correspondent Walker, broadcasting from the ship, read a communique sent from the landing beach by Royal Arch Gunnison. He reported that the landing beach, Gunnison said, was on the beach when MacArthur landed and the General remarked that he was the only correspondent who had been with him at Manila who was now landing again with him in the Philippines. Folster and Feldman also described the invasion from aboard ship.
Post-War Progress must be "Sparked" at the Point of Sale...

The responsibility for building a continuing prosperity in the decade after V-Day belongs to the men of Distribution... to sales executives, market analysts, testers, merchandisers and advertising men.

Our productive potential has burst through every previous ceiling. Capital, long restrained from investment in civilian goods expansion, awaits the green light. Manpower in millions will soon be at hand to tackle peacetime jobs. Billions in unspent wealth and unfulfilled needs stand ready to start the ball rolling.

But even these favorable factors cannot produce a sound, progressive economy without the impetus of advertising. It is not enough that advertising has done a magnificent wartime job, keeping familiar names familiar. Now, it must surpass its own best performance in the Distribution Decade ahead.

As we turn from war to peace, the lady who buys refrigerators, or cars or cabbages or cosmetics, will keep the nation's manpower at work, producing both purchasing power and consumer goods. The men whose advertising influences her to buy will wield the driving power behind our economic progress.

Shrewd management, in its post-war planning, will allocate to the men of Distribution... and particularly advertising... a share of importance commensurate with the magnitude of responsibility.
Remember, way back when cars were being built, how new models used to be run to the cracking point in the toughest road tests man could devise?

These tests showed what the new models could do... made sure they could stand up under long normal use, and then some!

RCA tube types take a "road test," too.

Before a new RCA tube type is ready for the serious, unfailing job you require of it, it has to take a whale of a beating.

First, RCA engineers put it through its paces in an accelerated test. Heavy overloading speeds failures which show up weaknesses in design or manufacture. Punishment equal to many months of normal operation is produced in a few hours.

Then the new type undergoes an RCA laboratory life test... which checks endurance under normal conditions, and gives an accurate indication of the service to be expected from the tube.

Many other tests are also made to assure you of peak performance whenever an RCA tube is placed in your transmitter.

The accuracy of these laboratory tests is borne out by the record of RCA tubes in actual service. And the actual service record of RCA transmitting tubes has made them the standard of comparison in the broadcasting industry.

The Magic Brain of all electronic equipment is a Tube... and the fountain-head of modern Tube development is RCA!