That WOR Farm Editor Joe Bier is very intelligently aware of what's up on the farms of 178,500 farming families in the most highly concentrated farm area in America is no official secret. According to some penetrating poking done among 15,000 Eastern farmers by the U. S. Department of Agriculture, 85% of those replying listen to Joe's show.

Very nice, we think—for Joe Bier and his weekday 5:30 A.M. "News of the Farm," the numerous sponsors for whom he speaks, and, of course, WOR.

Let's pause a moment, however, and consider the reasons for this popularity. In the first place, the fundamental idea of WOR's "News of the Farm," like most good radio ideas, was simple and forthright. WOR knew that it could not be content to study and imitate other successful farm programs. The conditions under which WOR farm families worked and lived, varied too widely with those experienced by other farming communities throughout the U. S.

So, WOR went to County Agents, Farm Bureaus, and the crack agricultural departments of Rutgers, Cornell and other universities. We asked them to tell us what the farmers wanted. Then, in addition, WOR went to the farmers themselves and asked them to take us into their confidence—and into their homes.

WOR—and Joe Bier—have held to this method scrupulously and patiently day after day and year after year. That is, giving WOR's listeners what they want, plus more than they've had any reason to expect. It's a very basic kind of thinking when the talk turns to your programming or ours here at—

that power-full station WOR

at 1440 Broadway, in New York

MEMBER OF THE MUTUAL BROADCASTING SYSTEM
NUMBER THREE in a WLS series of advertisements analyzing the station's intense listener-response county by county. This ad shows WLS mail response from 20 Wisconsin Counties. Through the series, we are revealing actual mail response and its ratio to radio homes in all four states in the WLS Major Coverage Area: Illinois, Indiana, Michigan, Wisconsin.

58,212 letters came to WLS in 1943 from just 20 counties, comprising the first, second, and third Wisconsin Congressional districts. People in this southwest part of the Badger State write WLS for information, advertised articles, premiums and advice, just as do people in Metropolitan Chicago and the four-state area around it.

One out of Four!
These 58,212 letters are equal to 26.6% of the total number of radio homes in the same 20 Wisconsin Counties; better than ONE OUT OF FOUR! Solid proof that WLS gets results: proof from 20 Wisconsin Counties that WLS' down-to-earth entertainment and thorough, pains-taking service have built FRIENDS for us, will build RESULTS FOR YOU.
THE BIGGEST Cow in the WORLD

CANNOT REPLACE THE HERD!

The biggest cow in the world can supply only a limited number of families. It takes a herd to supply a route covering all communities.

In New England, The Yankee Network, with its 21 local stations, like the herd, covers all communities. It delivers the best in radio direct to the largest number of homes.

The tried and proved way — the quick and effective way to reach the greatest buying power of New England is through The Yankee Network's twenty-one stations.

This is the only network that gives you direct access to every important New England market including suburban trading areas — tying radio homes together so that you can reach a potential, responsive audience of 8,377,543 out of a total New England population of 8,437,290.

Acceptance is THE YANKEE NETWORK'S Foundation

THE YANKEE NETWORK, INC.
Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS.

EDWARD PETRY & CO., INC., Exclusive National Sales Representative
Using RCA Television Field Pickup Equipment is relatively easy. Units are arranged as shown in diagram. Video and audio output are fed over an ordinary telephone cable (especially equalized) to Radio City, a mile away.

- RCA control equipment used by NBC at Madison Square Garden. The audio control unit is at the left, video units at the right, power supply units beneath table. This corresponds to the "remote equipment" used by regular broadcasting stations in outside pickups.
Main units of the RCA Television Field Pickup Equipment. The two units at the left are "camera control" units. They provide monitoring of pictures picked up by each individual camera. At the right is the "master" monitoring and switching unit. Push-buttons allow operator to select, for transmission, the camera pickup desired.

RCA Portable Television Camera (below) which made outside pickups practical. Uses "Orthicon" pickup tube (an exclusive RCA development) which, because of its much higher sensitivity, makes possible operation with far less light than with other types of pickup tubes.

Boxing, basketball, radio, ice follies, circus — enjoyed at ease in your living room. In the New York area it has been a fact for the past year! Not just as an occasional experiment, but regularly, on a weekly schedule.

These broadcasts are picked up at Madison Square Garden by NBC, using RCA's standard Television Field Pickup Equipment, and are put on the air through NBC's Television Station WNBT. Some idea of the advanced design of this equipment and the ease with which it is used can be gained from a study of the accompanying illustrations. Not so obvious, but equally important is the experience behind this design. Before the war RCA built apparatus of this type for NBC, CBS, Don Lee and others. After the war RCA will introduce still further improvements — based on actual experience in building commercial-type television equipment.

1919—1944
25 Years of Progress in Radio and Electronics

RADIO CORPORATION OF AMERICA
RCA VICTOR DIVISION ♦ CAMDEN, N.J.
In Canada, RCA VICTOR COMPANY LIMITED, Montreal
"MAIL CALL"

A program very close to the Hearts of Nebraskans and Iowans of the KOIL area.

IT GOES LIKE THIS:

Nebraska and Iowa GIs write home—colorful letters—filled with personal views and experiences of the war.

So do Nebraska and Iowa Gobs and Leather-Necks from over the Seven Seas. Their letters are full of interest to the "home folks".

On KOIL Pat Bauman reads these letters to a tremendous audience that hangs on every word. What a spot for your commercials! Ask Edward Petry Co., Inc., our representative about it.
HERBERT L. FLAIG, account executive in the Chicago office of WLW Cincinnati since last July [BROADCASTING, July 31] has been named to head the new Atlanta office of WLW, according to an announcement by Harry Mason Smith, WLW general sales manager, who said the new office would provide a more personalized service for WLW accounts in the southern states. New office will be in the Mortgage Guarantee Bldg., 10 Ellis Street, N.E. Mr. Flaig has been with the Crosley Corp. since 1926.

IRENE KUHN, who has been on leave from NBC as manager of program promotion to serve as personal adviser to Mrs. Thomas E. Dewey during the election campaign, is recovering at her home in New York from the after-effects of injuries and shock sustained in the Dewey train wreck in mid-September. Mrs. Kuhn returned her duties for several weeks after the accident but collapsed upon returning to New York and was obliged to seek medical care. She is not expected to resume her campaign activities.

Paul W. Kesten, CBS executive vice-president, has gone to England for an indefinite period to discuss network affairs with William S. Paley, CBS president, on leave to serve as Chief of Radio, Psychological Warfare Division, SHAEP. During Mr. Kesten's absence his duties will be shared by Joseph H. Ream, Frank N. Stanton and Frank K. White, CBS vice-presidents.

John H. Cosen Jr.

John H. Cosen Jr., 43, assistant superintendent of RCA Institutes Inc. died Oct. 24 in a New York hospital, following a long illness. A graduate of the Marconi Institute in 1920, Mr. Cosen served with RCA's marine department as ship radio operator. He became code instructor at RCA Institute in 1929, head of the department of physics in 1936 and assistant superintendent in 1939.

FOX-EYE VIEW of the Battle of Buckleyville was the grandstand seat for Cecil Seavey (with mike), KOA Denver announcer, as he broadcast the mock battle staged by officers and men of Buckley Field near Denver. Two officers shared the fox-hole with the announcer and Kenneth Raymond, engineer, who hugs his controls, protected by a shipping crate. Nearly 150,000 witnessed the action.

Rail Sponsor

SERIES of twenty-half-hour Kansas City Philharmonic concerts will be sponsored by the Kansas City Southern Lines over KMCB each Thursday night. Programs are specially planned for radio and consist of shorter selections and more popular arrangements than formal concerts. The railroad also sponsors play-by-play accounts by Hal Totten of the Big Six football games Saturday afternoons on WDAF. Agency is R. J. Potts-Calkins & Holden.

Kesten to England

The Quad-City market (Davenport-Bettendorf, Rock Island, Moline, and East Moline-Stiven) includes the largest concentration of retail buyers between Chicago and Omaha, and between Minneapolis-St. Paul and St. Louis. According to Hooper '43 and '44 surveys, this market of over 200,000 urban people is sampled by WOC.

Fortune Hunters!

The ultimate goal of all advertising is to make sales and profits. You'll find FORTUNE HUNTING good in this golden market, provided you use the radio station that has the listeners and the listeners' confidence.
Little Edgar says: "You can't miss in Chicago and the Middle West if you use WGN."

A Clear Channel Station

CHICAGO 11     ILLINOIS
30,000 WATTS     500 KILOCYCLES

MUTUAL BROADCASTING SYSTEM
Our Respects to
(Continued from page 88)
first expert to testify before the Federal Radio Commission (predecessor of the FCC) on field strength intensity measurements made with the engineer's own field strength equipment.

In 1927 he appeared before the FCC and submitted a plan which was later adopted for broadcast allocations providing four classes of stations—clear channel, high-power and low power regionals and locals.

That same year, 1927, McGraw-Hill published his book Using Radio in Sales Promotion. The plan set forth in the chapter titled "Scientific Appraisal of Station Values" is strikingly similar in basic aspects to the present outline of the NAB Radio Bureau of Circulations [Broadcasting, Sept. 18].

There should be "a definitely organized system of station valuation, based upon program standards, power and audience," the chapter states. "It might lead to the formation of a single organization, performing the same service for broadcasting that the Audit Bureau of Circulations does for the publishing field. Such an organization might establish an arbitrary figure of merit for every broadcasting station, based upon field strength measurement; surveys, house-to-house canvases, and population studies. From '27 to '32 he edited the radio section of Advertising & Selling, and also worked on his next book, Television, Its Present and Future, published by McGraw-Hill in 1931.

Then in 1935 he established his Radio Coverage Reports, analyzing radio service to cities of over 25,000 population all over the U. S. Ed Felix claims he has literally given up his freedom for these Reports.

They have landed him and his co-workers in some of the best jails in the country. Because the police have misinterpreted his intentions when they have seen his car with the strange equipment going out to remote sections and testing signals, they have often whisked him off to the nearest precinct. The situation was especially bad just after the war started and the spy scare was widespread.

Ed Felix was born on March 29, 1898. He attended the Columbia School of Journalism, Yale's Sheffield Scientific School and New York U. In 1918 he joined the Army, and was assigned to the Signal Corps radio engineering and development section.

In the Signal Corps he became aware of direction finding and measuring signal strength. He was sent to Signal Corps Officers Training School and emerged with the qualifications of a second lieutenant but no commission. The war was over.

After that he did technical radio consulting and freelance, writing. He was with WEAF two years, then in 1924 went with N. W. Ayer & Son doing publicity and technical radio writing. Two years passed with the agency and he returned to consulting and more experimentation with field strength measurement.

World War II put a temporary halt to his Radio Coverage Reports. Ed Felix was commissioned a captain, again in the Signal Corps, early in 1942. In June of the next year he was sent to the Central Pacific. Since then Maj. Felix has been to practically every one of our bases in the Central and Southern Pacific, working with aircraft navigation equipment in the VHF communications field, and also with allocations in the high-frequency bands. He is now assigned to Gen. MacArthur's headquarters in SWPA.

He calls Arlington, Va., home, where he lives with his wife, Lilian, and their daughter, Joan Louise, 16. He holds membership in the Institute of Radio Engineers, Radio Club of America, City Club of New York, Advertising Club of New York, and is on the board of advisors of the National Radio Institute.

Though he says cabinet making and instrument construction are his hobbies, they are but a by-product of the "hobby" of his Reports, to which he has devoted himself with the true scientist's single-minded purpose.

Southwest Virginia is covered by one radio station only—WDBJ at Roanoke.

WDBJ gives you 118,921 listening families—as many actual listeners as many big-city 50,000-watt stations which must divide their "potential" audience with two or three other stations!

You can add WDBJ and get this big actual market at a real bargain—the cost for a Class B quarter hour (once) is only $30! Write for availability—or ask Free & Peters!
To the outstanding array of NBC programs, WTMJ adds a liberal portion of outstanding, well planned local programs. These local programs are a vital part of WTMJ's service to Wisconsin. They take advantage of local preferences.

An imposing list of advertisers have found WTMJ local programs are a key to increased consumer acceptance.

WTMJ local programs are soundly planned and well executed. They bring to Wisconsin listeners the type of radio shows they want and need. Listeners in turn have made WTMJ far and away Wisconsin's most popular station. Little wonder then that you must include WTMJ in your radio plans if you want to reach the fertile Wisconsin market.

...one reason why

**WTMJ IS WISCONSIN'S LEADING STATION**

WTMJ

**THE MILWAUKEE JOURNAL STATION**

BASIC N.B.C. EDWARD PETRY AND CO., INC., NATIONAL REPRESENTATIVES
Storm Signals

THESE are jumpy days for radio. In addition to coverage of a war on foreign lands and seas, there's the political war at home. On slightest provocation, a committee here or a league there will scurry to the FCC to complain about unfair treatment, sponsor identity or unwarranted censorship.

All that will be over with the elections Nov. 7. But there will be battle scars and hangovers. There's the issue agitated largely by UAW-CIO about the NAB Code, dumped overboard by CIO because it had picked a bad case in WHKC Columbus, which happened to be one of the few stations which sold time to labor unions.

How deep an impression has the "equal time" issue raised by CIO made upon certain members and minions of the FCC? Will there be any further efforts toward setting aside of time for discussion of controversial issues? Will the pressure groups, or the extremists on the FCC attempt to use the back door to accomplish that which has been denied them by the front door?

Many broadcasters will recall the battle for the allotment of "fixed percentages" of time for educational, religious and other non-commercial pursuits provoked during consideration of the Couzens Bill in the Senate in 1933. The Hatfield Amendment would have required that. It was killed, however, because Congress was convinced that ample time was being accorded these groups under Radio by the American Plan.

Today there's a different approach. The educators are clamoring for FM facilities of their own, and probably will get them. CIO has talked about getting in on the ground floor of FM, but evidently is not serious about it, preferring to have free time from established stations where they can get a conditioned, loyal audience.

Hearings are scheduled before the FCC Nov. 10 on the sponsor identity issue. The hearing was motivated, not by failure of commercial sponsors properly to identify programs, but by labor unions protesting the transcribed broadcast series of the National Assn. of Manufacturers. NAM offered these as sustaining features. Many stations unwittingly or foolishly used them without making crystal clear that they were produced by NAM.

The point we're attempting to make is that these developments, however innocuous they may appear, require attention. Broadcasters may be too busy doing a war job to be bothered, but the pressure groups have stepped up their pace on the Washington front. CIO-PAC already has established its own "national radio monitoring system" to check network and station broadcasts. It proposes to shout long and loud when it feels that it has suffered discrimination. It will resolve all doubts in its favor.

So far, these are only storm signals. Much will depend on the outcome of the elections, but whatever way it goes, the pressure groups will follow through unless the broadcaster has a cogent, clear-cut case prepared.

Unsung Hero

RADIO, we judge, has produced its quota of heroes in this World War II. More of them are unsung than decorated. But all of them do not hold military rank—witness those with OWI's overseas service, the Office of Strategic Services, Red Cross, nets and news associations.

The story is out on one of these heroes. He is Morrie Pierce, the ingenious engineer who doesn't stop at engineering. He has been commended twice since the war began. His first conquest was the surrender by radio of the Italian Fleet 13 months ago, when he broadcast the surrender terms on the international distress frequency, having retuned a hay-wire transmitter by round-the-clock mathematical measurements and manual labor.

Now Morrie is officially commended by an Army Colonel for his ingenuity in working out the capture of Radio Luxembourg intact, in advance of occupation of the Duchy by Allied forces. He simply talked an Allied general into lending him a convoy of tanks (part of an armored division) and surrounded the station, to take it unselected by the German is being used by the Allies for psychological warfare. It lays down a primary signal virtually throughout Germany.

Morrie, who is on leave from his post as vice-president in charge of engineering of the Richards stations (WGAR WJR KMPC), probably would say it was all in line of duty. OWI officials, however, praise Mr. Pierce for his "imagination" and a conception of his job which goes far beyond his immediate duties as an engineer. Congress can bestow decorations upon civilians. For his attainments in foreign theatres in this war, we respectfully suggest that the Congressional Medal of Honor, or the Special Medal of Congress be bestowed upon Robert Morris Pierce.

Upstairs or Down?

FOR MANY weeks furious controversy has raged over television allocations. Should the new video art go "upstairs" in the spectrum, where admittedly delay would be entailed, or should it remain "downstairs" on pre-war assignments where production could begin as soon as war-imposed freezes are thawed.

That's one of the knottiest of the allocation problems before the FCC. Most manufacturers, with heavy investments in plant and equipment for producing pre-war designs, want the lower channels. Many broadcasters, including certain networks, see only a manufacturers' Shangri-La in using the pre-war standards. It depends upon whose economic ox is gored.

One thing is evident. Prompt television manufacture will open a tremendous industry—a billion-dollar one—creating jobs for thousands of returning veterans. Demonstrations of low-band television have been most favorably received by experts in public opinion, advertising and the arts.

Assuming the channels are there, we string along with the proposals for a dual system—both low and high channels—but with clear and unvarnished public notice (which should be obvious anyway) that the "downstairs" television may be supplanted by a higher-definition "upstairs" system to come.

Our Regards To

MAJ. EDGAR HERBERT FELIX

EARLY in the game—back in 1923—Ed Felix learned that "listening is the product of both program and delivery." One can't be measured without the other. He learned that lesson with some little pain. One night a few months after WEAF New York had started its pioneer operations in 1923, a program was arranged by AT&T for an interview with long-distance operators all over the country, carried over the telephone lines to WEAF. From there it was to be sent by radio to an auditorium in Pelham 18 miles away, where the first Western Electric public address system was installed. An audience of close to 3,000 crowded the hall.

The prospective listeners eagerly awaited the sounds that might make radio history. But there were no sounds. Ed Felix, who was WEAF's promotion and public relations manager, went out on the stage and talked until his throat was raw, waiting for the engineer at the receiver to report clear reception from WEAF, just 18 miles away.

"All we can get is a weak, fading signal," the engineer whispered to him. "Keep talking." Finally a shaky bit of the program came through from WCAP (now WRC Washington), but the WEAF part was a fiasco.

"There was the audience, tangibly before me. The program they wanted to hear was somewhere at the other end, but without a strong enough signal, we had nothing," Maj. Felix says. "I knew then that field strength intensity must be measured in order to determine definitely where an audience may be expected. Without that knowledge, the best programs on the air can go to waste."

From this idea, Ed Felix began working on field intensity surveys culminating in 1935 in the establishment of Radio Coverage Reports Service. The first field strength survey of a broadcasting station ever made, according to Maj. Felix, was to establish WEAF coverage. Radio Coverage Reports are based on measurement of signal strength but they also define the market area of a broadcasting station. Field intensity measurements are important as a means of area definition when used in relationship to market and audience surveys and due consideration is given to the prevailing service standard.

Two years of experiments in the field, testing endless signals with the instruments in his car, formed the foundation of the Reports when they were officially made available in 1935. His findings have been of great value to stations, agencies and prospective advertisers, to networks and in the preparation of FCC testimony. Ed Felix believes he was the (Continued on page 40)
The Confidence of One Man in Another

Much more than a business deal is involved between these two gentlemen. There is strength and skill from years of practice. But above all there is the confidence of one man in another.

The same quality of personal confidence is the basic element of our business. It is a confidence based on the character and ability of the people in our organization.
HIGH above the winding Tennessee River, from the Adolph S. Ochs Observatory and Museum, the city of Chattanooga stretches out deep into the horizon.

This historic Point Park on Lookout Mountain overlooks the site of the Battlefield of Chattanooga, where occurred one of the epic battles in American History.

Today, Chattanooga is covered by a more compelling force than this single antiquated cannon. That force is WDOD, the FIRST station in Chattanooga... the station that has been out in front in this great market since 1925 (the beginning of radio in Chattanooga).

A HOOPER-DOOPER HOOPER! (Meaning Clear Cut Superiority)

C. E. HOOPER, Inc.
MIDWINTER 1944
STATION LISTENING INDEX, CHATTANOOGA, TENN.

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MORNING INDEX (8 TO 12 P.M.)
AFTERNOON INDEX (12 TO 6 P.M.)
EVENING INDEX (6 TO 10:30 P.M.)

WHERE NATURE AND INDUSTRY JOIN HANDS

CBS
FOR CHATTANOOGA
5,000 WATTS DAY AND NIGHT
National Representatives
PAUL H. RAYMER CO.
ORIGINATED by WOR New York, a gala salute to the Mutual program Tom Mix and his Sharp Shooters was broadcast on MBS Rainbow House and 32 other Mutual stations joined in staging simultaneously studio "Kid" parties as a phase of the contest for the best promotion of Mutual juvenile programs. Contest is under the auspices of Ralston-Purina, St. Louis, sponsor of Tom Mix on 204 MBS stations, Monday thru Friday, 5:45-6 P.M. Company is offering a total of a million dollars in E Bonds to the Mutual affiliate which in the six-month period ending March 1, 1945, does the best job in promoting listening audiences for the network's child shows or the sale and distribution of products advertised.

**Mother Lode**

That part of the California Central Valleys area known for its rich gold yield, where gold actually runs in its streams and rivers, has long been known as the "Mother Lode" region. This area still produces a large part of California's wealth. But today a greater source of wealth lies in the rich crop yield, producing the highest farm income in the world—$8,797 per farm.

**The Beeline**

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

*See McClatchy Beeline note listing first under California in Standard Rate and Data.*

**Merchandising & Promotion**

Tom Mix Party—WBT Booklet—Lever Contest

NBC Booklet—WTOP Phony Dough

WBT Booklet

FEATUREING "cut-out" type of characters as illustrations to accompany text, latest promotion booklet of WBT Charlotte, N. C. is titled "How to Be a Success in the South." Presentation of data of interest to the radio advertiser and of WBT's coverage, booklet concludes WBT to be the "South's best salesman."

Lever Contest

LEVER Bros., Cambridge, is using its Swan Soap programs Burbank and Allen and Bright Horizon on CBS to build consumer interest in "Name the Swan" contest. Firm is offering cash prizes to those who supply a first name for the character of "Swan." Complete the sentence "I like Swan Soap...because." Extensive space advertising is being used to promote the new promotion schedule. Agency is Young & Rubicam, New York.

Sponsor Invitation

TO SELL a thrice-weekly musical quarter-hour on CKEY Toronto, June Ellis, singing star, sent out personal hand-written invitations to advertising agencies in Toronto and Montreal, "to arrange a date with you at 8:00 on your dial!" The letter was personal, telling the singer's musical education and qualifications, and adding as a postscript the fact that the program was open for sponsorship.

Blue Booklet

LATEST Blue Network promotion piece, which consists of a collection of offset reproductions of magazine and trade journal formats in which Blue ads are to appear, endeavors to show how the Blue is attempting to reach more than 500,000 businessmen through the use of the variety of trade journals and papers. Introductory page copy says "You can buy national network radio programs for your local use."

**WINN Flyer**

BEARING the caption "WINNers ALL", WINN Louisville has issued a larger promotion piece printed in dark blue ink on light blue, legal size paper listing the "offerings" of WINN. Blue ad is featured in under titles of Music, Drama, News, Comedy, and Variety. Flyer will be repeated quarterly with copies of the first issue distributed through the local Radio Council Booth at the Kentucky State Fair.

**NBC Brochure**

NBC Spot Sales has issued a brochure showing promotion for Mary Margaret McBride's 10th anniversary on WEAF New York. Brochure includes ads in Madison Square Garden, quotes and tear sheets, reproduced in offset, from trade papers and magazines of general circulation which carried stories about the event, and copy on how WEAF wins listeners and influences product sales.

**Ziv Brochures**

FIVE brightly colored brochures have been prepared by Frederic W. Ziv Co., Cincinnati, to promote transcribed program series offered by the company. Being sent to agencies and advertisers, booklets cover Call America, Korn, Koob, Cabot Songs, Good Medicine, Mashburn and Parents' Magazine on the Air.

Advance Schedules

TO A NATIONWIDE list of music educators and leaders of community music club activities, General Motors Radio Network, New York, has started monthly distribution of advance schedules and program notes on its program General Motors Symphony of the Air. Four-page pamphlet contains news and feature material by Arturo Toscanini, Frank Black, and various guest conductors for the 1944-45 season. Agency is Arthur Kudner Inc., New York.

**WTOP Phony Dough**

LATEST promotion stunt of WTOP was conceived by Howard Stanley, WTOP publicity head, is a simulated $1,000,000 bill, done in offset, showing Jimmy Durante in the center, Arthur Godfrey on the left and Arch McDonnell to the right. All three are CBS-WTOP headliners. Copy on the bill reads: "One Million Dollars Worth of All-Star Radio Talent on Washington's Top Station."

**KZL Folder**

NEWEST "Denver Delivers" promotion brochure issued by KLZ Denver points out the "mountains of strategic materials" produced by Colorado's mines, presenting pictures of extracting operations and facts on wealth, quantity and variety of minerals obtained in the KZL area. Printed in three colors on heavy paper, folder stresses the CBS outlet's theme, "KLZ Delivers the Denver Market."

**WNOE Brochure**

EXTRA large promotion booklet has been issued by WNOE New Orleans with the addressee's name inked in on the cover. Front page features the market of the area, and following pages feature the staff, public service, news, the network, national picture, sports and exclusive features carried by WNOE. *Book* is illustrated throughout.

**CKAC Brochure**

TO HELP promote the following products, CKAL, one of the Columbia station in Montreal, has issued a promotion brochure for black and white and color radio background of Alexandre Dupont, who is on the air five times a week with such popular French-Canadian shows as *Le Cœur Disposé*, *Le Carnet de la Menagère*, and *Actualités Hollywood*.

**WLBI Promotion**

TO ANNOUNCE change in ownership, WLBI Brooklyn is running full and half-page ads in 12 trade papers announcing Mrs. Dorothy S. Thackery's purchase of the station. All eight New York papers are scheduled to run advertisements announcing sale and heavy promotion schedule is being handled by Moss Assoc., WLBI agency.

**Reference**

CANADIAN PRESS and its radio subsidiary, Press News Ltd., Toronto, has distributed to radio stations a "Reference Diary of Five Years of War," which events of the years are broken up into world events and Canadian news events and with Jan. 1, 1939 and run to September 17, 1944.
Snow in September...

....down South

Intermittent acres of white sprinkle the vast, green, rolling Piedmont...come September. Cotton is the Piedmont's largest money crop.

27,500,000 baled-pounds of America's staple fiber are picked in Spartanburg County alone each year, while from the 16-county WSPA primary area flows a large part of the entire U.S. cotton supply.

But the Piedmont's wealth isn't vested in cotton alone. Textiles, plastics and wood industries, plus affluent agriculture make this 16-county rolling-land an advertiser's paradise. A paradise that is one of the best-balanced sections in the entire country.

WSPA swings the balance your way.

WSPA
SPARTANBURG,
SOUTH CAROLINA

5000 watts day, 1000 watts night, 950 kilocycles
Home of Camp Croft Represented by Hollingberry
House Committee to Resume Inquiry Into WMCA Transfer

HEARINGS into the December 1946 sale of WMCA New York by Donald Flann to Edward J. Noble, now Blue Network board chairman, will get underway Nov. 21 by the House Select Committee to Investigate the FCC, Chairman Clarence F. Lea (D-Cal.) disclosed last week in his return to Washington after a rest in West Virginia.

Among the early witnesses expected to be called are FCC Chairman James Lawrence Fly and Commissioners Paul A. Walker and Norman S. Case, for whom subpoenas have been issued. Other witnesses likely will include Mr. Noble, Mr. Flann, Thomas G. Corcoran, former White House confidant; William J. Dempsey and Lt. Comdr. William G. Kaplovitz, Washington counsel who represented Mr. Noble before the Commission in the acquisition; Warren Snow, Harry Cushing and John Curtis, brokers representing Mr. Noble; Donald S. Shaw, former vice president and general manager of WMCA and now radio director of Geyer, Cornell & Newell; and Leslie E. Roberts, former public relations counsel of the station, and Charles S. Guthrie, one of Mr. Noble's attorneys.

'Whitewash' Charge

Subpoenas had been issued for all the witnesses prior to the first hearing last February. It was during the first phase of the WMCA investigation, pending litigation in the New York courts, that led to the resignation of Eugene L. Garey, Committee general counsel, who bitterly denounced Chairman Lea and the other Democratic members, Reps. Edward J. Hart (N. J.) and Warren G. Magnuson (Wash.) and charged them with "whitewashing" the probe.

Following the two-day hearing early last February, during which Mr. Flann told a story of being "coerced" into selling the station through belief that the FCC would endorse his license renewal, John S. Wood, attorney for Mr. Noble, wrote the Committee, then wired its members, protesting that to continue the hearings would be unfair, inasmuch as Mr. Flann had brought suit in the New York Supreme Court. This suit is still pending.

On Feb. 16 the three majority members voted unanimously, on motion of Rep. Hart, to postpone the hearings pending the New York litigation. The minority members, Representatives E. Wiggleworth (Mass.) and Louis E. Miller (Me.), issued a joint statement charging the Committee with "whitewashing" the investigation. They carried the fight to the floor of the House, wherein all members "fought it out" with vitriolic speeches.

When the WMCA investigation was postponed Chairman Lea said: "The issue is not whether we are going to investigate the WMCA sale; the point is when."

Hearings later were resumed with Harry S. Barger, chief investigator, as acting general counsel and in April John J. Sirica was appointed general counsel by a 3-2 vote of the Committee. Dissension within the Committee apparently healed, however, as Mr. Sirica took hold.

Since hearings have been in recess from early September the Committee staff, under Mr. Sirica's supervision, has been working on various phases of the FCC probe, including the WMCA sale.

Call Letters Changed

CONSENT was granted by the FCC last week to KBOH Rapid City, S. D., to change call letters to KOTA and likewise WCLE Cleveland to change its call to WMCA. WMCA had applied for the Station's grant permission to change its corporate name from Iowa Broadcasting Co. to Cowles Broadcasting Co.

KFPL Granted 5,000 w

CFPL London, Ont. has been notified by Walter H. Hulse, Controller of Radio Dept. of Transport, Ottawa, of permission to increase power from 1,000 w to 5,000 w under Havanna Treaty allocations. Similar grants have been made to a number of other stations [BROADCASTING, Sept. 25].

WOW Ad

WHEN Union Pacific R. R. decided to switch its program Your America from NBC to Mutual, WOW Omaha, the NBC outlet, there, took a full page ad in the Omaha World Herald to explain the switch and pointed out that WOW would continue to produce the show. John J. Gillin Jr., WOW president who signed the ad, told readers that Union Pacific had switched to get the Sunday afternoon time when more Union Pacific employees could hear the program, which went on NBC at 5 p.m., and because it caused conflict with network football games. WOW will continue to produce Your America, the ad stated, under direction of Lyle DeMoss, WOW program manager, with WOW talent and technicians. Mr. Gillin pointed out that this was done in order to keep production of the show in Omaha, where Your America will be heard on KBOI.

Chicago Fund Aid

ALL EXCEPT three Chicago stations combined facilities and offered a full hour simultaneously to the Company, and War Fund of Metropolitan Chicago on Oct. 15 for a presentation of a variety and dramatic program depicting activities of the Fund. Program, which was presented in cooperation with AFRA, AEM and other unions, carried an appeal for donations to the Fund and was broadcast on the following Chicago stations: WBBM, WCFL, WGN, WGES, WSBC, WGN, WMAQ, WHF, WAA, WAIT, WEDC, WJDD.

THE FARMER GOES TO MARKET!

Certainly the Iowa farmer goes to market. Why not, when he's produced 589,992,000 bushels of corn, 147,150,000 bushels of oats, 37,314,000 bushels of soy beans, etc., this year? He's got a lot to sell!

But he won't go to market with a little basket; he won't be wearing top hat, gloves, and cane. Yet—some self-called "farm stations" out here must think he does. Or they wouldn't dare program as they do!

Frankly, we wouldn't have a "farm editor" who uses night-club gags and spins jive records. Our farm editor must know his livestock and his grain—must be able to interpret market reports. This is just good business because our area is 80% rural—and KMA is the only full-time farm station in this No. 1 Farm Market.

It's good business for you, too, when you use KMA. It is the No. 1 Farm Station in this area—your No. 1 bet whenever you have a selling job to do. Our schedules are crowded—but we still love requests for availability or information. Yes indeed, you'll find us (or Free & Peters) very cooperative.

KMA

BLUE NETWORK

The No. 1 Farm Station in the No. 1 Farm Market

152 COUNTIES AROUND

SHENANDOAH, IOWA

Page 32 • October 30, 1944
Ingredients of a newsbeat. The engine that didn't get there, Miss Virginia Cain of KGW whose alertness got the story through, and the Dewey speech in Portland at the end of an exciting day.

JOHN W. DUNLAP
PACIFIC NORTHWEST MANAGER UNITED PRESS

SAYS...“I want to express the appreciation of the United Press to the KGW operating staff, particularly Miss Virginia Cain, for a most remarkable incident in news reporting and alertness. When the Thomas E. Dewey special train on its way to Portland was wrecked at Castle Rock, Washington, on September 19, our reporter on the special got a telephone line through to KGW, and Miss Cain took down in shorthand his eyewitness story of the accident. She did a masterful job of taking the story, then phoned it to the U.P. office, giving us a brilliant “beat”. Your Miss Cain made it possible for U.P. to give the first on-the-scene story of one of the all-time major news events in the Pacific Northwest. It is a further demonstration of the alertness and the sound news judgment of the whole KGW staff.”
WSIX CAN TOE THE LOAD IN THE NASHVILLE TRADING AREA

Signal and Mail Map

Your advertising message will go out in good company with programs that attract and hold a large and prosperous audience. 5,000 Watts and 980 K.C., carrying both Blue and Mutual networks, cover the Nashville area more than adequately. WSIX is well liked and advertisers benefit through good response to their sales talks. If you've got a product for this market, WSIX can sell it. Write or wire us for information. We'd like to give it to you.

THE KATZ AGENCY, INC., National Representatives
BLUE and MUTUAL Networks

5000 WATTS
980 K.C.

Page 30 • October 30, 1944

Ryan States NAB Stand on WHKC Case; Says Station Misinterpreted the Code

TAKING ISSUE with WHKC Columbus, O., which repudiated the NAB Code in a Statement of Policy following charges filed against the licensee corporation, United Broadcasting Co., by the UAW-CIO, J. Harold Ryan, NAB President, last week asserted that the Code "neither suggests nor implies any release from the responsibility of the station licensee." The UAW-CIO and Columbus, Local 927 in a petition filed last summer charged that WHKC censored a talk scheduled for broadcast by Richard T. Frankenstein, UAW-CIO vice-president, failed to carry a balanced program schedule with reference to public issues and refused to sell time for controversial subjects. A joint motion to dismiss was filed Oct. 20 by WHKC and the UAW-CIO [BROADCASTING, Oct. 23].

In a Statement of Policy, enunciated during August hearings on the CIO petition, Carl M. Everson, United vice-president and station general manager, told the Commission that in the future WHKC would sell time for solicitation of membership (not permitted under the Code); would permit the CIO or any other client to say what they wished within the bounds of the law and FCC regulations, and would make time available for controversial issues, whether commercial or sustaining. President Ryan's statement follows:

The NAB has followed with great interest the hearings in the UAW-CIO-WHKC case. Certain statements have been made regarding the NAB Code in connection with the testimony offered in this case which the Association feels should be clarified.

The UAW-CIO had sold commercial time to the CIO local of Columbus, O., and when the sponsor presented his script for a certain program the station refused to accept it for broadcast on a sponsored basis on the ground that it was controversial, without offering time on a sustaining basis. The Code, however, neither suggests nor implies any release from the responsibility of the station licensee to give free time for the purpose of discussing the controversial subject. There is no language in the Code which justifies or encourages a radio station to refuse either to sell a forum type program or give time for the discussion of controversial questions in the public interest. On the contrary, the Code highlights very pointedly the responsibility of the station to encourage sponsored forums and to give time for the discussion of these controversial issues.

In the opinion of the NAB, Station WHKC should have considered the propriety of broadcasting this program on sustaining time.

KFBC Control Shift

REQUEST was filed with the FCC last week for acquisition of control of KFBC Cheyenne, Wyo., by Cheyenne Newspapers Inc. through purchase of 175 shares common stock from W. A. Corson for a total of $2,875. Sale is fulfillment of an option to purchase this program at varying intervals for 3-3/2-7-1/2 years on WXYZ, WAAT, WTAM, WENK, WJAS, WFBK, WEEI, WINS, KYW, for three weeks. Agency is BBDO New York.

Censorship

ACCUSSION of playing partisan politics to the hilt was leveled against KOME Tulsa by an irate and blustering woman listener who called H. E. Grimes, general manager, and accused him of cutting down the station's power whenever Thomas E. Dewey broadcast. Mr. Grimes, a man of patience, explained gently that the code of ethics and the FCC do not permit such conduct even when desirable, but after more protests in equally vitriolic vein he ended the conversation abruptly with something like a weakly muttered "Perish Forbid."

Centralized}

OWI PACKET, WEEK NO. 20

Check the list below to find the war message announcements you will broadcast during the week beginning Nov. 20. OWI transcriptions contain six 50-second announcements suitable for sponsorship and three 30-second chain breaks on each side of disc. Tell your clients about them. Plan schedules for best timing of these important war messages.

<table>
<thead>
<tr>
<th>WAR MESSAGE</th>
<th>NETWORK</th>
<th>NET-</th>
<th>STATION ANNOUNCEMENTS</th>
<th>GROUP</th>
<th>GROUP</th>
<th>KW</th>
<th>IND.</th>
<th>AFF.</th>
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<th>AFF.</th>
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</tbody>
</table>

See OWI Schedule of War Messages 135 for names and time of programs carrying war messages under National Spot and Network Allocation Plans.

BROADCASTING • Broadcast Advertising
Only A Combination of Stations Can Cover Georgia's Three Major Markets

**WGST** | ATLANTA
---|---
5000W | 920 Kc

**WMAZ** | MACON
---|---
5000W | 940 Kc

**WTOC** | SAVANNAH
---|---
5000W | 1290 Kc

AVAILABLE AT COMBINATION RATES

NO SINGLE STATION, regardless of power, has a strong enough signal to deliver primary coverage of Georgia's three major radio markets.

But the GEORGIA MAJOR MARKET TRIO, consisting of the three CBS stations in these three markets does the job

— AT ONE LOW COST

**The GEORGIA MAJOR MARKET TRIO**

Represented by THE KATZ AGENCY, Inc.
Kirby Back on Job


SCHOOL SESSION

HONORS DR. TYLER

KEYNOTE event of the school broadcast conference held Oct. 23 and 24 at the Morrison Hotel, Chicago, was the presentation of the annual award of merit for outstanding service in educational radio to Dr. I. Keith Tyler, director of radio education at Ohio U., and president of the Association for Education by Radio at a dinner of the conference Monday night. Presentation was made by Judith Waller, educational director of NBD and panelist.

Citations to teachers using radio in the classrooms were awarded to Miss Della Rogera, Portland, Ore., for use of the program Marcus and Narcissa Whitman on KBPS; Minerva R. John and Rose M. Parfise, both of Philadelphia, for Music in the Air, over WPIL; Mrs. Vivian Upton, Chicago, for their use of Magic Harp series on WLS; Helen K. Smith, Chicago, for her program using radio, Matchlock Gun on WBEZ and WIND; Mrs. Lillian N. Ort, Chicago, for her classroom use of United We Stand on WLS; Mrs. Anne Buhrum, Chicago, for her use of Placket on WBEZ and WIND. A special citation was awarded to Sophie Dzierlonga, Chicago, for her classroom use of news reports heard over Chicago station on “D-Day”. The executive committee cited Robert B. Hudson and the Rocky Mountain radio council, Denver, for the programs Story-Time on KZL and Art Speaks Your Language on KFEL.

George Jennings, director of the conference and of the radio council of the Chicago Council of Education, addressed the dinner on “Eight Years of Broadcasting in the Chicago Schools.” Speaking for Dr. William H. Johnson, superintendent of Chicago schools, who was unable to attend, he predicted an expanding use of broadcasting, facsimile and transcriptions in schools but always under the guidance of teachers.

Names Agency

NATIONAL BISCUIT CO., New York, has named McManen-Erickson, New York, to handle advertising for Nabisco, Shredded Wheat and Shreddies, the appoint-
2 GREAT NEW OLD GOLD PROGRAMS

THE OLD GOLD

COMEDY THEATRE

DIRECTOR AND HOST

HAROLD LLOYD

YOUR FAVORITE STARS IN YOUR FAVORITE SCREEN COMEDIES

NBC

10:30 P.M. E.W.T.
SUNDAYS

WHICH IS WHICH

PRESENTING
FAMOUS PERSONALITIES OF STAGE, SCREEN AND RADIO

OR
THEIR REASONABLE FACSIMILES

KEN MURRAY
M.C. AND HOST

CBS

9:30 P.M. E.W.T.
WEDNESDAYS

TUNE IN!

TUNE IN!
Shelley, WHO Newsmen To Tour Europe Theatre

JACK SHELBLY, manager of WHO Des Moines news department, first Iowa broadcaster to be accredited by the War Dept. for a 90-day assignment in the European Theatre of Operations, will start his tour shortly. His first broadcasts will be made from Britain with others to follow from the rest of the area.

Mr. Shelley's arrival in the European Theatre will give WHO two correspondents in western Europe. Maj. Frank Miles, formerly of the Iowa Selective Service staff, now a correspondent for American Legion publications, also has been representing the station.

JAMES MURRAY, sales promotion manager of WJZ New York, has been named manager of sales and promotion at KQV Pittsburgh, the appointment contingent on FCC approval of the transfer of the station from Hugh J. Bremen to its new owners, a group of Pittsburgh businessmen. Mr. Murray is continuing for the present at WJZ.

ASCAP Offers Sixth War Loan Series; BMI and SESAC Schedule Activities

PARCIPHIPN in the Sixth War Loan Drive proposed by ASCAP, BMI and SESAC was announced last week by the Treasury War Finance Division. ASCAP plans, which previously had been reported in formation, consist of a series of eight quarter-hour programs, available for local sponsorship and use by all stations whether licensed by ASCAP or not, commemorating the role of music on the American scene during the post-sell periods and also featuring selected Marine corps recordings from various battle areas.

Four Songs Ready

BMI is considering a series of programs the nature of which has not been determined, according to Sidney Kaye, general counsel, and M. E. Thomkine, public relations director. SESAC plans to conduct extensive Sixth Loan promotion and contact work through its field representatives.

Recording has been completed on the first four ASCAP programs, starring top talent of that organization, which is also paying entire production costs for the series. Directing preparation of the programs has been Robert Murray, ASCAP publicity director, and William Rainey, radio director of the National Assn. of Manufacturers. Deems Taylor, ASCAP president, is narrator and m.c. on the shows. Treasury will substitute the ASCAP series for the programs previously scheduled to be produced by Arch Oboler and William Robson, as far as station requisitions are concerned. The series was dropped because of "timing" and security difficulties involved in the material. Bill Robin will continue to work with Treasury on other activities.

Four new War Bond songs have been recorded and may be used as part of regular programs or as

---

**KCKN's SPECIALTY ACT**

The only one of its kind
In Greater Kansas City

KCKN specializes in city listeners—appeals exclusively and specifically to the whopping metropolitan audience of Greater Kansas City—makes no effort to interest the thinly-spread farm and small town market surrounding Kansas City.

Thus does KCKN offer you the all-important MASS MARKET BUYING POWER of Greater Kansas City, without the rate penalty of outstate coverage.

No other Kansas City station is programmed exclusively for urban listeners.

No other Kansas City station maintains broadcasting facilities in both Kansas City, Kansas and Kansas City, Missouri.

No other Kansas City station broadcasts on a day and night, all night schedule.

---

**PRESENTING**

**KCKN'S SPECIALTY ACT**

The only one of its kind
In Greater Kansas City

The Voice of Greater Kansas City

BEN LUDY, general manager, KCKN, Kansas City... WIBW, Topeka

ELLIS ATTEBERRY, manager, KCKN, Kansas City

CAPPER PUBLICATIONS, INC.

NEW YORK 17: 410 LEXINGTON AVENUE
SAN FRANCISCO 4: 1205 RUSH BUILDING
CHICAGO 1: 180 NORTH MICHIGAN AVENUE CENTRAL 5977
KANSAS CITY 6: 300 WALTER BUILDING VICTOR 3664

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**BLUE PROMOTES FORUM COVERAGE**

THE BLUE Network distributed to advertisers and agencies a reproduction of a clipping from the New York Herald Tribune, Oct. 8, 1944, in which Edward J. Noble, Blue chairman announced special plans for covering the newspapers' recent annual discussion forum (Broadcasting, Oct. 9). Plan called for presentation of the key speakers in a series of evening broadcasts at the "peak" evening hours, with advertisers cancelling programs.

Emphasizing that the program was timed and patterned especially for the radio audience, Mr. Noble stated: "The suggestive effort is typical of the manner in which a free press and a free radio can serve the public. Radio should be able to present information with the same skill and talent as has attracted the whole nation to our entertainment programs.... In our Herald Tribune presentation we are taking one step in a broad program of public service which will have that objective."

---

**Official U. S. Navy Photo, Pacific Fleet**

**RADIO NEWS** of Pacific battle action now reaches listeners directly from Pacific Fleet Headquarters.

Reporting the latest communiqué are Joe M. Collins, NBC correspondent and Lt. James Shatuck, USNR. Studios are installed in a quonset hut, and have the best radio equipment that is available.
The Pacific Coast, too, has two candidates for radio sales. Unlike politics, to get complete coverage you have to elect both of them—and you can do it only with Don Lee.

Let's take a look at the facts. Half the retail sales on the Pacific Coast are made outside the counties in which Los Angeles, San Francisco, Oakland, Portland and Seattle are located—and only Don Lee completely covers this outside half.

The reason is geographic. Most markets in the outside half are surrounded by mountains, and long-range broadcasting doesn't work. What does work (and excellently) is plenty of local stations, hitting home with sales messages in every one of these mountain-blockaded markets. Don Lee has 38 such stations, placed to give intense localized coverage. Listenership is so good, the largest coincidental telephone survey on the Pacific Coast (C. E. Hooper, 276,019 calls) gives Don Lee 60 to 100% of the listeners in many of these outside markets.

Don Lee's record on inside coverage is tops, too. When Lowell Thomas recently changed from Network A to Don Lee, in 3 weeks he got twice the Hooper he had obtained in 13 weeks on Network A. According to the August 15 Hooper Report, Gabriel Heater on Don Lee outranks all competing network commentators.

Before you buy radio time on the Pacific Coast, weigh the facts. Vote for Don Lee and complete coverage!
Final Blue FCC Applications Filed For Change of Name to ABC Network

FILLING STEPS toward change in identity of the Blue Network to American Broadcasting Co. Inc. (ABC Co.) were taken last week with the filing of a sheet of applications with the FCC purporting assignment of all Blue stations, relay and experimental licenses to the American Broadcasting Co. Inc.

Having legally cleared the names "American Broadcasting Co." and "American Network" during the last few weeks (BROADCASTING, Sept. 25), the Blue filed the formal applications with the FCC affecting WJZ New York, WENR Chicago, KGO San Francisco and KECA San Diego, all of which are now Blue-owned stations licensed in the name of Blue Network Co. In addition, there were filed 47 separate applications covering relay and other non-standard broadcast stations licensed to the Blue. FCC approval of the assignments is regarded as automatic.

Just when the Blue will change its name formally to American Broadcasting Co. was not indicated, though this probably would be accomplished gradually, insofar as the public is concerned. Presumably programs will be identified as the "Blue Network program of the American Broadcasting Co.," or of the "American Network," or some variation of that theme in order to retain the prestige and value of the Blue identity until the ABC Network is well entrenched.

The American Broadcasting System Inc. is the holding company for the Blue. Mr. J. E. Noble, American Broadcasting System president and chairman of the board of the Blue, acquired the names "American Network Inc." from the FM project and "American Broadcasting Co." from Mrs. Helen Marsh, now licensee of WMT Cedar Rapids. Also cleared was the name "American Broadcasting Corp.," a Kentucky company, licensee of WLAP Lexingon and KBIR Knoxville.

Loucks to Appear For NAB at Probe

Will Present Association's Position Before FCC

APPOINTMENT of Philip G. Loucks, Washington attorney and former managing director of the NAB, as special counsel to represent the Association at the Nov. 10-12th FCC hearings on the proposed "sponsor identity" rule, was announced last week by J. Harold Ryan, NAB president.

Mr. Loucks, who directed the NAB from 1930 to 1935, will present an overall industry case in opposition to the precise language of the proposed new rule drafted pursuant to Section 317 of the Communications Act. A detailed appearance of behalf of NAB will be filed by Nov. 1 deadline.

In addition to the NAB, it is indicated a number of stations and probably the networks will testify on the proposed rule. Section 317 requires that all matter broadcast for which service is paid or any other "valuable consideration is directly or indirectly paid" shall be announced as paid or furnished, with precise identification of the sponsor.

The proposed FCC rule, however, is much broader and would embrace furnishing of script, recordings, or other materials as within the pale of "sponsorship". It is generally felt that the rule as proposed is too broad and beyond the Congressional intent.

Two Join MBS

MUTUAL is adding two former CBS men to its staff: Mr. Eadeh as research statistician, and James Preston as assistant production supervisor in the sales promotion department. Mr. Eadeh joins Mutual Oct. 30, having served for the past three years in CBS research, working on coverage analysis. Mr. Preston came to Mutual last week from the CBS sales promotion department where he was assistant production supervisor. Oscar Filipe, assistant in the department since August, replaces him at CBS.

SCHROEDER APPOINTED WILLARD SCHROEDER, formerly sales manager of WCAE Pittsburgh, has been appointed general manager of WINS New York, succeeding Clarence G. Cosby, resigned, according to Leonard Kapner, general manager of Hearst Radio Inc., New York. Mr. Schroeder assumed the post at WINS, which is a Hearst property, Oct. 23. He has been with Hearst since 1934. In April, 1936 he joined WCAE Pittsburgh as local time salesman. In 1940 he became WCAE sales manager, a post he has held continuously with the exception of a leave of absence last year to serve as flying instructor for the Army at the Graham Aviation Co., Butler, Pa.
Both Are of Equal Importance . . . .

TWO great metropolitan New York markets listen to WOV. Two great markets, in their respective listening hours, combine to give this important station a constant, around-the-clock selling power . . . night and day. In the daytime, WOV overwhelmingly dominates metropolitan New York's Italian-speaking audience of 520,000 radio homes. And in the evening, between the Hooper hours of 7:30 and 10:00 p. m., WOV delivers the largest average metropolitan audience of any New York Independent station . . . at less than half the cost of the next ranking station.

RALPH N. WEIL, General Manager
JOSEPH HERSHEY McGILLVRA, Nat'l Rep.
Five New Standard Outlets Are Sought; FM, Commercial Video Applications

NEW APPLICATIONS filed with the FCC in the past fortnight include requests for five new standard stations, in addition to several FM and commercial television stations.

Voice of Talladega Inc., Talladega, Ala., requests standard facilities of 1250 kc with 250 w and unlimited time. Vice-president and minor interest holder (5 of 55 sh) is Julius C. Vessels, chief engineer of WODD Chattanooga. President is Harry Held (25 sh), local businessman, and secretary treasurer is Hardy Riddle (25 sh), probate court judge and local businessman.

A new local station for Ventura, Calif., is sought on 1450 kc, 250 w, unlimited time, by Coast Venture Co., vice-president and two-thirds owner (333-1/3 sh) of which is David H. Cannon, who holds a 361% interest in KIEV Glendale. Carroll R. Hauser, associated with the U. of California, Division of War Research, is president and third owner. Secretary is Earl E. Swem.

Topeka Petition

KTOP Inc., Topeka, Kan., owned by KSAL Salina and a group of businessmen having radio and newspaper interests, seeks a new local for Topeka on 1400 kc with unlimited hours and 250 w. Interested parties are:

R. J. Lueckhagen—president, 3 shares (1%), president, director and 41% owner of KSAL, 50% owner of Goddard News pub. Co., 18% owner Salina Journal and 4% owner Complete Printing Co., J. Nelson Rupard—secretary (1/3), who is secretary and general manager of KTBN Kansas City, Missouri; Sidney F. Harris—treasurer (1/3), and J. F. Harris, president (1%), co-publishers of Ottawa Herald, Champaign Tribune, Businessman News & Herald, Salina Journal, Hutchinson Hawk-Eye Gazette and each 23% owner of KIXU Burlington, KSAL Joplin, 66.66%: Bolick B. Warren 15%: 40% owner Warren Mortage Co. and 37.4% owner KTSW; E. J. Hovorka 16%, 22% owner KTAY.

Central Broadcasting Co. requests a new local station for Johnstown, Pa., on 1490 kc with unlimited time and 250 w. Majority interest (60%) is jointly owned by Paul J. Short, president, and Alice L. Short, secretary-treasurer. They are in the undertaking business. Remaining interest is held by Samuel Collins, vice-president, who handles advertising and promotion for WCED Dubois, Pa., and WMRF Lewistown, Pa.

A 1,000 w standard station on 960 kc with unlimited time is sought by Coeur d'Alene Broadcasting Co., Coeur d'Alene, Idaho. Burt C. Haga- done is president and holder of 2,500 shares Class A stock. Scripps Newspapers holds a like interest in Class B shares.


Contra Costa Broadcasting Co., Richmond, Calif., requests a new FM station on 49,500 kc and with coverage of 4,490 sq. mi. Estimated cost is $30,300. John Galvin Jr. is president and holder of 12 shares (13.04%) in the new company. John F. Galvin, vice-president, holds 60 shares as trustee for Independent Publishing Co. Warren Brown Jr., secretary, owns 20 shares. Treasurer and owner of 10 shares is E. M. Downer Jr., who is associated with the Mechanics Bank of Richmond. All are jointly associated with Independent Printing Co. and Independent Publishing, which holds 10 shares.

WKBV to MBS

WKBV Richmond Ind., operated by Central Broadcasting Corp. with 250 watts on 1490 kc Nov. 6 becomes a full-time MBS outlet.

Radio Set Promotion

PLANS for advertising on FM stations are being included in the 1945 promotion drive now in preparation by Stromberg-Carrson Co., Rochester, N. Y., to build up the market for its AM and FM radio receivers and television lines during 1945. In addition to the projected use of FM radio and continued promotion on AM stations, the current schedule including programs on WHAM Rochester and WJDX New York—the company contemplates expansion of present campaign in 13 national magazines to include additional space in these publications rather than an increase in the list. Point-of-sale advertising will be re-introduced with novel methods superseding the traditional techniques. Some phases of plans now in preparation will not go under way until the WPB releases restrictions on production for civilian use. Agency is McCann-Erickson, New York.

HUSBAND AND WIFE team in action! Russ Winnie, sportscaster at WMJ Milwaukee, who has lived in Wisconsin and Green Bay Packer games for the past 16 years, has been assisted for 14 of those years by his wife, known to Wisconsin area football fans as "George" Mrs. Winnie, became interested in football while a student at the University of Wisconsin and became a student of the game when she started working at the broadcasting booth with her husband as a spotter. She is believed to be the only woman spotter in broadcasting.
“...by the company it keeps”

‘A’ is for Allegheny Ludlum steel. ‘B’ is for Bayuk cigars. ‘C’ is for Conti products. And so on through the alphabet to ‘Z’ for Zonite. Midway in the alphabet is a big ‘M’ for Mutual, which serves all these clients, which is proudly known by the company it keeps, and which currently adds more prestige advertisers to its roster.

Three more leaders in three more fields are signing with Mutual within this six-week span:

<table>
<thead>
<tr>
<th>ADVERTISER</th>
<th>STARTING</th>
<th>PROGRAM</th>
<th>AIR TIME</th>
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<tr>
<td>WALTHAM WATCH COMPANY</td>
<td>OCT. 11, 1944</td>
<td>SUMNER WELLES &quot;Time for Decision&quot;</td>
<td>10:10 15 pm EWT WEDNESDAYS</td>
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<td>UNION PACIFIC RAILROAD</td>
<td>OCT. 15, 1944</td>
<td>&quot;YOUR AMERICA&quot; Variety-Drama</td>
<td>4:400 pm EWT SUNDAYS</td>
</tr>
<tr>
<td>THE GOODYEAR TIRE &amp; RUBBER CO.</td>
<td>NOV. 21, 1944</td>
<td>&quot;THE ROY ROGERS SHOW&quot; Singing Cowboy</td>
<td>8:30 9 pm EWT TUESDAYS</td>
</tr>
</tbody>
</table>

Yes, the move is surely to Mutual, and if you move swiftly, you can still find the best time-buys in radio, at peak listening hours, on this network.

*this...is Mutual*
COVERING PELELIU INVASION

Sgt. Flanagan Uses Ingenuity in Recording—With Make-shift Equipment

AN EX-RADIOMAN, Sgt. Alvin George Flanagan, USMC, producer of WOR New York, KDKA Pittsburgh, WSB Atlanta, WRUF Gainesville, Fla., went in with a twelve-man marine patrol to hit Peleliu in the Palau Islands and with an SCR-300 FM transmitter strapped on his back, described the attack, relaying it back to a recorder aboard a communications boat.

The original plan was to use a wire recorder but the set failed to arrive, so Sgt. Flanagan, on his maiden battle broadcast, worked with a 43-lb. walkie-talkie and transmitted to S/Sgt. Tom Carson, a Marine combat photographer, who was in battle recording, who had been taught because of the radio silence imposed on the invasion boats.

Sgt. Flanagan went in on an amphibian then waded in with the transmitter on his back and an improvised phone-receiver type microphone close to his mouth so his hands could be free for firing the machine gun and used. Heavy resistance was met. In the midst of a recording, grenades, mortars and machine guns were falling in a hail around him. He interrupted his description, shot the Jap and then returned the recording. The LCC was also a constant target, lying on a shellfire that did not prevent invasion craft streaming in under a hail of mortar fire.

"We tested with our code," Sgt. Flanagan told BROADCASTING just after he had flown back with the recordings. "When called 'Churchyard Able calling Apostle please', and he answered 'Appetite to Churchyard Able, five by five', I knew we were doing O.K." Five by five is the Marine radio term for high type signal strength.

Sgt. Flanagan achieved the heavily fortified beach positions along the shoreline and from a shell hole, described the island's airfield, Sgt. Flanagan made a fine target because of his obvious communications equipment including the antenna rising several feet. The in the air the antenna must be perpendicular to transmit, making it necessary to stand or at least sit for endless hours. "I've learned from this experience", he said, "that for the best quality in combat recordings, you have to have the power with you. Half the quality is lost when the sound is relayed. When I go back to do more recordings—industrial, I hope—I would like to have some special attachment for the mike so my hands would be free. You can't juggle a carabiner and a mike on an invasion.

"Probably the best arrangement is to have a cable line from the microphone running back to a jeep or some easily maneuverable vehicle, where there is a generator operating a disc recorder. In that way you record the sound direct." Selections from the Peleliu records were played on WOR New York, Saturday, Oct. 14 and Monday, Oct. 16. Mutual built a program around the records, and broadcast it 8:15 last Friday night. The recordings have been made available to OWT's shortwave service and to the Armed Forces Radio Service for broadcasting to the troops overseas.

Sgt. Flanagan, whose home is in Beverly Hills, is a veteran of the Cape Gloucester landings.

Radio Is Found Main Source of News For Iowa Listeners in Survey by Whan

RADIO is the main news source of a sizable majority of Iowans despite the fact that 94.3% of those interviewed subscribe to newspapers according to a recent survey by Dr. Forrest L. Whan of the U. of Wichita just published by WHO Des Moines. The survey is regarded as a fairly accurate yardstick for the state's entire population since various polls place the percentage of Iowans listening to radio at 90.2% and upwards.

Breakdown of this question shows that 31% listen pendant on radio news than men and the general dependency increases from urban, village farmers on in cities. 67.5% of the women and 62% of the men leaned most radio on radios in which the women stood at 76.7% and 65% and 66% for 76.7%, respectively. The tables listed in the booklet subdivide information on population, sex, age, education, time and whatever other special qualifications happen to be necessary.

Good Any Time

Approximately four out of five people felt that there was good time during the day or night they could not tune in the type of program they desired. Except for the 7 to 9 period the percentage dissatisfied was never more than 6.5%.

The attitude in general toward the job radio is doing is overwhelmingly favorable, the survey shows. Of 7,968 respondents in the three-year period, 93% of those who listen often answered that an "unqualified" good job was being done. Only 5.9% thought it a "poor" job and 3.7% a "good job." Specific criticism of certain broadcasts was given by 599 persons of the total number of respondents, the most prevalent complaint being present-day advertising which aired for 69% of the 7,968 respondents. Serial dramas scored 24.3% and among the list were interference and lack of repertoires, which affected 8.7%.

The reasons for set failure in the 3.5% of homes reached in which all radios were not operating were: dead batteries, 35.5%; bad tubes, 31%; on short circuits, 6.5%; repairs, 23.7%

Of the homes with sets out of order 0.8% have been so for less than a month; 25.6% for two months; 20% for three to six months; 6.1% for six months to a year; 2.4% for more than a year. Power for sets is supplied by electric high lines in 92.4%; wet or dry batteries, 16.5% and home generators, 1.3%.

Of sets powered by batteries only 0.9% general trends which can be noted are: a steady decline during the period in popularity of serial dramas, Westerns and popular music; increased popularly since the war of news, straight talks on farming with a steady decrease in the percentage of sets tuned to a good job "qualified." Specific criticism of certain branches

Crosley Appointments

APPOINTMENT of G. F. Gamber as director of industrial relations and standards and promotion of James H. Rasmussen to general sales manager, both in the factory at Crosley Corp., Cincinnati, were announced last week by R. C. Cosgrove, vice-president and general manager of Crosley manufacturing division. Mr. Gamber was manager of employee relations for the Fablon Inc., Meadville, Pa. Mr. Rasmussen has been commercial manager of the Crosley motor division since 1941. Previously he was assistant sales manager of the Zenith Radio Corp.

Radio Music Project

TO DEVELOP music partly-urged suited to radio, WHAM Rochester has commissioned three outstanding composers, all K's. The survey to write for the medium. They are Dr. Howard Hanson, Dr. Paul White and Jerard Rogers, all of the Eastman School. The K's were chosen because of the potential their music has for adaptation to radio. The project was started with a $5,000 grant from the WDEX Rochester, and the music will be broadcast with the station's assistance.

World Series Coverage

"WIDEST radio coverage of a sports event yet achieved by Armed Forces Radio Service," Information and Education Division, Army Service Forces, was the title of its World Series [broadcasting Oct. 9], heard with unusually clear reception by American sailors, soldiers, Marines, Coast Guardsmen and Allied fighters in every war theater. Reports came in to AFRS headquarters, New York, and Los Angeles praise the broadcasts and their strong signal. Troops on the road to Berlin said games were a fine morale builder. Men in the field and in hospitals in France, Alaska, India, Iceland, a good morale builder. Men in the field and in hospitals in France, Alaska, India, Iceland, and among the series with great clarity, and a canoe from the Red Cross said American internees in Switzerland received the games "loud and clear and with no fading."
Some of the many newsmakers who have accepted Time's invitation to appear on the March of Time and tell America the story of the news they helped to make. We hope you will listen as future newsmakers broadcast their stories over the microphones of THE MARCH OF TIME (sponsored by the editors of Time).

THE MARCH OF TIME

Joins

THE BLUE NETWORK

and cordially invites you to listen to the first broadcast of its new series

ON THURSDAY November 2 AT 10:30 P.M. EASTERN WAR TIME

With this program the March of Time changes to the Blue Network.

The same time (10:30 P.M.), the same night you've always listened (Thursday)

—but a different number on your dial beginning November 2.
Y&R RADIO HEADED BY GORDON CATES
GORDON D. CATES, vice-president and Rubicam Inc., New York, and supervisor of the Swan Soap account (Lever Bros.) has been accorded a new title at Y&R. Appointment comes as part of the reorganization of the radio department, which is understood to be still in process, and which was revealed to the public by the resignation of Thomas F. Harrington, as vice-president and radio director, of Blue Network Broadcasting's Contract for the Saturday program, which originates in the Snellenberg store, is for 26 weeks.

AFRS BEAMS GRID GAMES TO TROOPS
LIVE, play-by-play descriptions of the top football games of the season are being broadcast to troops abroad through facilities of the Armed Forces Radio Service, Information and Education Division, Armed Services Forces.

ANA N.Y. MEETING
PROBLEMS of the creation of a advertising director from the Snellenberg store, is for 26 weeks.

FLY IGNORES WIRE OF WIGGLESWORTH
FCC CHAIRMAN James Lawrence Fly up to last Friday had been too busy with allocation hearings to answer the telegram of Rep. W. W. Wigglesworth (R.-Mass.), member of the House Select Committee to investigate the FCC, demanding assistance in all of the Bulova station sales of recent months be revoked or "held in suspension status" as of the beginning of the current Congressional session [Broadcasting, Oct. 23].

RTPB, NAB Seek Satellite Channels
PROPOSAL to allocate frequencies in the ultra high and super high band for unattended satellite stations to increase present broadcast coverage by means of satellites launched late Friday to the FCC by Howard S. Frazier, NAB Director of Engineering and chairman of Panel 4, Radio Technical Planning Board. On behalf of the RTPB, endorsed by the NAB, Mr. Frazier recommended the following allocations for satellite stations:

Dewey Uses Time Of Farm Program
FOLLOWING an announcement by Gov. Thomas E. Dewey last Sunday night during a political broadcast from Dalnasol that he would deliver a farm speech Oct. 28 on the National Farm & Home Hour, a spokesperson for the Blue Network stated the usual type of introduction would be used in introducing the farm candidate to the audience, viz: "The program usually heard at this hour and which was cancelled to bring you a political broadcast for which time has been purchased by the Republican National Committee."

Gov. Dewey's announcement, which was not included in the candidate's prepared address, was the first information given Wallace Kedderly, Chief of Radio Service, Dept. of Agriculture, that the Saturday 30-minute program, for which the New York station, 1230, contributed 12 minutes, was cancelled. When officially notified Wednesday by Charles Whitman, ambassador to the program manager, of the network's action, Mr. Kedderly said he was surprised the Governor's announcement the previous night and termed the arrangement "an unfortunate piece of business."

President Noncommittal
On Petrolio Law Search
PRESIDENT ROOSEVELT told a news conference last week he had nothing to report on the search of the laws being conducted by his administration. C. Petrollo, president of AFM, with the War Labor Board directive of June 15 calling for resumption of recording operations at RCA Victor, NBC Recording and Columbia Recording Co. As far as could be learned, no reply has been made by OES Director. President issued a telegram sent Oct. 22 by the recording companies urging swift action to prevent their resumption to AFM's demands. A spokesman for Mr. Vinson said it was under consideration.

William F. Brooks: director of NRB's news and special events department, will be aboard soon after Nov. 4, when the network begins its suspension of the network's postwar news coverage.
Before the show could go on, a sponsor was required. Weed & Company located a prospect with a budget and a problem — and a Weed man was there first. In-person presentations, from coast to coast, of sales-able stations from coast to coast, are Weed’s forte. Advertisers and time buyers recognize the expression “Nationally Represented by Weed & Company” as meaning business — stations know it means more business.

WEED AND COMPANY
RADIO STATION REPRESENTATIVES
NEW YORK · BOSTON · CHICAGO · DETROIT · SAN FRANCISCO · HOLLYWOOD
Election Eve Network Spots Grabbed

Last Hour Reservation By Democrats Caps Republican Show

REPUBLICANS and Democrats are jockeying for position on national networks to communicate their message to the American people as the election approaches.

The Democratic National Committee has purchased 10:15-10:30 p.m. on MBS, Oct. 30 and 8:45-9 p.m. on the same network the following night; 10:45-11 p.m. on NBC, Nov. 2, 9:30-10 p.m. on Blue and MBS, Nov. 4, with no speakers announced for any of these times.

President Roosevelt-Truman ticket will also be promoted in broadcasts sponsored by the Liberal Party, Oct. 31, 10:30-11 p.m., MBS; by the Independent Voters Committee of Arts and Sciences for Roosevelt, Oct. 30, 9:30-10 p.m. on NBC; CIO, Nov. 2, 10:30-11 p.m.; NBC; ILGWU, Nov. 2, 10:15-10:30 p.m., Blue; Teamsters Union, Nov. 3, 9:30-10 p.m., NBC.

Speeches Not Announced

Other important schedules for the home stretch include, for the GOP, two women's afternoons broadcasts, Oct. 30, 3:30-3:45 p.m. on the Blue and Nov. 30, 12:15-12:30 p.m. on CBS; three addresses by Gov. Dewey: Oct. 30, 9:30-10 p.m., MBS; Nov. 2, 9:30-10 p.m. CBS and Nov. 3, 9:30-10 p.m. on the Blue. Gov. Roosevelt, Mass., also will broadcast for the Republican national ticket Nov. 3, 8:30-9 p.m. on the Blue.

In addition to the periods already listed, the Democratic National Committee has purchased 10:15-10:30 p.m. on MBS, Oct. 30 and 8:45-9 p.m. on the same network the following night; 10:45-11 p.m. on NBC, Nov. 2, 9:30-10 p.m. on Blue and MBS, Nov. 4, with no speakers announced for any of these times.

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NEW AFL SERIES ON 4 NETWORKS

PLANS for a series of weekly educational programs during 1945 by the American Federation of Labor, under an agreement worked out with all four major networks, are provided in a tentative schedule announced by the AFL. Beginning Jan. 7 a 13-weeks program entitled Labor Forum will be broadcast on NBC on Sunday 1:15-1:30 p.m.

A 13-weeks series entitled Help Wanted starts on CBS in the Spring at a time to be announced later. Beginning in midyear a 26-weeks program will be carried on Saturday 6:45-7 p.m. on the Blue, name of program as yet undecided.

In addition, the four networks will be a series of spot programs on Mutual.

Blue Sales Realignment Headed by C. P. Jaeger

C. P. JAEGER, formerly network sales manager of the Blue Network, has been appointed to the new post of general sales manager in connection with a consolidation of the Blue's sales activities, announced last week by Chester J. L. Berman, Blue vice-chairman. Under the new set-up, which becomes effective immediately, Mr. Jaeger's combined sales operation comprising network sales, national spot sales, cooperative program and program sales, will be chiefly operated as separate divisions, but each division will now operate as a part of the general sales department.

Murray Grabhorn, formerly national spot sales manager, has been named assistant general sales manager. He will continue supervision of national spot sales as a part of his new duties. D. R. Buckham remains as eastern network sales manager and Stanley Florsheim as head of cooperative programs. "This consolidation of all sales activity of the Blue Network," Mr. Berman says, "will enable us to give all advertisers a broader and better rounded sales service.

Gene Cagle Named Head Of Texas Net and KFJZ

ELECTION of Gene Cagle, general manager of Texas State Network and KFJZ Fort Worth, as a member of both entities, was announced last week following a board meeting of the company. He had previously served as secretary and a member of the board.

The 31-year-old Cagle, former Texas Christian football star, joined KFJZ in 1933 as an announcer.

In 1936, he became manager of KFJZ and TSN, and assumed executive direction of the network. In 1941 he became manager of KFJZ and TSN, and assumed executive direction of other stations in the original Roosevelt group—KABC San Antonio, KNOW Austin, KOFF San Antonio.

TSN and the four owned and operated stations are owned by Charles Roesser, oil executive, 45%; Robert Smith, oil executive, 18%; Mrs. Ruth Googins Roosevelt Eidson, former wife of Col. Roosevelt, 18%, and former son of Cagle 10%. The former Roosevelt interest is now held by Mrs. Eidson and her three children.

Dumm Acquires 25% of KPAS; KROW to Sackett and Lasyk

Transfer Will Settle Two Duplo Situations; Dumm Negotiating for Other KPAS Stock

By DAVID GLICKMAN

A DOUBLE-barreled station transaction which would settle two "duplo" situations was in the making last week, involving KPAS Pasadena and KROW Oakland. Wesley I. Dumm, controlling stockholder of Tri-States Broadcasting Corp., who owns station for approximately $250,000 to Sheldon F. Sackett, Oregon publisher and station owner, and KROW, Blue general manager, and would acquire an approximate 25% interest in KPAS from J. Frank Burke for about $100,000 with control to be procured from other stockholders.

It was ascertained that Mr. Burke had sold his interest in KPAS to Mr. Dumm, subject to FCC approval. This sale involves 625 shares of common stock, of an aggregate of 2,550 shares of stock in three classes. KPAS is said to be valued at $400,000.

May Buy Other Stock

Negotiations are under way for Mr. Dumm to acquire additional stock from among some 12 other stockholders, thus making him principal owner of KPAS. The transaction provides that Loyal K. King, general manager and also a stockholder of KPAS, will continue in his present capacity. He is a son-in-law of Mr. Burke.

Mr. Burke also operates KFVD Los Angeles and is required to divest himself of one station or another under the FCC multiple ownership regulations. The management or operation of more than one station in the same market. With the war's end, KFVD management will revert to J. Frank Sackett, of Portland, Oregon, and publisher of the Coos Bay Times, as the majority stockholder, subject to FCC approval.

The Associated Recording Studios division of Associated Broadcasters Inc., is establishing a Hollywood unit at 6875 Hollywood Blvd. These studios, it is reported, also will be used by KPAS for broadcast purposes. Building remodeling, recording equipment and studios will represent a reported investment of $100,000.
All with the same idea

That's a picture of the famous Puget Sound Salmon Derby. Each boat wants to get the top haul. It only happens once a year.

But every day advertisers are in a derby to get the top haul in radio audience. Not just quantity. But quantity at the lowest cost.

Here in Baltimore the answer is easy. You don’t have to study a lot of figures. Or call in the brain trust.

You simply look at three figures concerning the stations you now use. First, you look at the station’s coverage. Then, you check the listeners. Then, you take the total cost to find out what each listener costs you.

Do that and we know what your next buy will be: W-I-T-H, the successful independent station. W-I-T-H that delivers more results per dollar spent than any other Baltimore station.

Baltimore, Md.

Tom Tinsley, President  •  Represented Nationally by Headley-Reed

October 30, 1944  •  Page 15
NOW THAT James Lawrence Fly's departure from the FCC in mid-November is all but publicly confirmed, Atlanta and Washington are wagging feverishly about his successor as chairman of the FCC and of the Board of War Communications.

A Roosevelt election victory, according to the speculation (and it's that kind of speculation), would mean that the Board of War would be on a radio post to one of two workers in the Roosevelt Fourth Term vineyard—Paul A. Foster, Democratic National Committee publicity director, or J. Leonard Reinsch, Committee radio director. There is even talk about both landing on the FCC, since, with Mr. Fly's imminent resignation, there would be two vacancies. One has existed since Comdr. T. A. M. Craven left June 30 to become vice-president of Cowles Broadcasting.

Porter Experienced

Mr. Porter, by dint of rank and age, as well as Government stewardship, presumably would be first choice for the chairmanship, should both Mr. Foster and Mr. Reinsch come available.

A Dewey victory on the other hand, probably would see the FCC worked over from stem to stern. Gov. Norman S. Case, Republican veteran of the Commission, would appear the Republican chairmanship choice. But beyond that, it's anybody's guess. There are several men adept in radio surrounding the GOP nominee, and it is logically presumed that one or more would become FCC .

This presupposes also that other members of the Commission, whose terms run various lengths from one to seven years, would tender their resignations following custom.

A Porter or Reinsch appointment (or both) would win the plaudits of most broadcasters, irrespective of political faith. But if a Dewey victory is generally felt the LICENSEES might also be over a spectrum of their own.

There are those who see the chairmanship, under a Roosevelt appointment, or perhaps a radical Commissioner Clifford J. Durr, Alabama Democrat, who is pro-CIO and, since his attitudes and private comments, is out of sympathy with commercial radio in its existing form. It is believed, however, that Commissioner Mr. Porter would be a good man, a man who would face his public battle for confirmation, because the opposition would reach unprecedented proportions.

For what's worth, there is the comment of a few, that with Mr. Porter he wants him to take the chairmanship and that he (Fly) 'd be content to sit out a year or two, available and waiting to move into a place. Mr. Porter has been non-committal. He has told friends he has another job to finish now, and that he would prefer to sleep awhile before tackling a new one.

Not to be overlooked in the armchair quartering is E. K. Jett, newest FCC member and its chief engineer prior to his appointment as an Independent early this year. With weighty technical allocation questions immediately ahead, his elevation to the chairmanship would win practically universal approval on the Commission and in the broadcasting circles. He could qualify for chairman either under a Democratic or Republican administration, and there is no question raised anywhere about his ability.

Fly Remains Silent

Mr. Fly has maintained a sphinx-like silence about his impending retirement, but he studiously avoids denying it. He has told friends by the dozen he will leave after the Nov. 7 elections. The best information is it will be Nov. 18. There are even reports he has already submitted his resignation to the President with an effective date, and with the plea that it be accepted, for personal reasons. When it comes, observers expect the President to write a "Dear Larry" letter.

With something more than rumor to back it, this publication has been told that Mr. Fly already has rented offices in the RCA Bldg., 50 Rockefeller Plaza, New York, for his law practice. These sources even ventured the suite number (613). This same source relates Mr. Fly has rented an apartment on East 56th Street. More speculative is the suggestion that Miss Charlotta Gallap, Mr. Fly's confidential secretary, who has served him for about a decade, will join him in his private practice. Mrs. Shuebruk, Mr. Fly's legal assistant, reports she will be associated with him, too.

Mr. Fly can represent Muzak and Associated Music Publishers, which aspire to nationwide "subscriber radio" service, sans advertising, if he likes. William E. Benton, executive vice-president of Muzak, is now owner of all the common stock of Muzak and AMP, has offered him the post of President and assistant executive post. [broadcasting, Oct. 16 and previous issues].

He also has received proposals from several other companies—one understood to be the American Export Airline. It is doubted whether Mr. Fly will represent radio clients before the FCC. There would be nothing to prevent him from doing so, however, provided he didn't handle matters which were pending during his FCC incumbency, which began in September 1939.

Additional Time Sought To Clarify Proposals

At an informal discussion last Wednesday, FCC General Counsel Charles W. S. Brown told Assistant General Counsels Rosel H. Hyde and Harry Potkin discussed the industry group of the scope of a proposed decision that has been drafted pursuant to Sec. 317 of the Communications Act, requiring appropriate identification of program sponsors. In addition to Mr. Fly, the informal discussion was participated in by Robert Bartley, NAB executive staff; F. M. Russel, NBC Washington vice-president; Earl H. Gammons, CBS Washington director; Julius Brauner and Sutherland Taylor, CBS attorneys; Robert Swzezy, executive producer SKY, NBC; and Emmanuel Dannett, Mutual attorney.

NAB President J. Harold Ryan also was present during part of the discussion.

Sponsorship Case Delay Is Requested

Greatest concern, it is understood, was expressed over the literal interpretation of Sec. 317, and more particularly Sec. 317(b), which requires the identification of those who may supply program material but do not sponsor programs. It is generally felt the desired result could be achieved through redrafting of this provision. Further conversations are likely preparatory to the filing of briefs for oral argument.

George Kincaid

DEATH OF George Kincaid, 47, owner of KFJF Klamath Falls, Ore., on Oct. 21, was reported last week by the station. It was confirmed by his mother, Mrs. J. A. Kincaid. Mr. Kincaid recently contracted for the sale of KFJF to Mr. D. G. Metter, contractor and lumberyard owner in Klamath Falls, for about $10,000. The contract awaits FCC approval.

KFJF was established by Mr. Kincaid in 1930, originating as an auxiliary station to Klamath Falls, with Jack Keating continuing as director.
Radio Leads Other Media, Says FTC
Leading Industries Increase Air Budgets

By JACK LEVY

ALTHOUGH suspended from the standpoint of total expenditures, radio advertising is the most important medium used by 17 leading industrial firms for advertising manufacturers, according to data gathered by the Federal Trade Commission in a report entitled "Advertising as a Factor in Distribution," transmitted in an increase last year.

The report, part of an overall study on Distribution Methods and Costs, was undertaken by the Commission for fact-finding purposes under a resolution adopted June 27, 1940, under Section 6 of the Federal Trade Commission Act. Summaries of the report are now available to the advertising industry and copies of full volume are expected to be on sale in a few months by the Government Printing Office.

Initiated as a study of normal peacetime distribution, the report contains the following highlights:

Highlights of Report

1. A large proportion of the total advertising budget of 548 companies during 1939 was spent in radio as compared with any other medium. Radio advertising amounted to 30.3% of the total media expenditures by these companies in that year.

2. Manufacturers of cereals devoted 54.9% of their advertising expenditures in 1939 to radio and to advertising by all manufacturers or distributors of a particular product, or by makers or distributors of substitute products, its effect may be to increase distribution expenses, which must either be borne by the consumer through high prices or by the advertisers through dilution of profits.

3. On the other hand, the report declared that sales dealers in a new product may attract the public demand to this product; that is, expenditure K production costs may be radically decreased.

Views Agencies' Growth

The Commission stated changes a wide difference in advertising costs among different industries and trades, the expenditures per dollar of sales being made up by utilizing certain lines of consumer goods such as drugs and cosmetics and food specialties and smalls, and heavy chemicals, semi-finished products and durable capital goods. It also shows wide variance with trade, customs and competition for trade among producers for different types of products and competition with respect to products in a single line.

The report points out the advertising, "like other competitive devices . . . is susceptible of use as a means of unfair competition." By the time, it points out that when advertising is employed to popularize a particular product or business, its effect may be merely to shift consumer demand from one brand to another and not to increase the volume of goods sold.

"Advertising," the Commission finds, "may be informative, truthful or deceptive, attractive or repulsive, when used to advantage by all manufacturers or distributors of a particular product, or by makers or distributors of substitute products, its effect may be to increase distribution expenses, which must either be borne by the consumer through high prices or by the advertisers through dilution of profits.

In a summary of its report, the Commission relates the advertising industry to the agency's responsibility of promoting competition and safeguarding the consumer. It recognizes the value of advertising in introducing new products and maintaining consumer interest in establishing products and brands.

It points out that when advertising is employed to popularize a particular product or business, its effect may be merely to shift consumer demand from one brand to another and not to increase the volume of goods sold.

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ANA Directors Vote Approval of NAB Circulation Bureau

FORMAL approval of the NAB project to form a cooperative bureau to measure radio station circulation was voted by the board of directors of the Assn. of National Advertisers Oct. 23, according to an announcement last week by NAB headquarters. The NAB Board action followed similar approval by the board of the American Assn. of Advertising Agencies on Oct. 3.

With the approval of both the advertiser and agency trade, the wayward is the drawing up of articles of incorporation and bylaws to establish the proposed bureau. Committee representing each Association and the NAB will be named to complete the paper work, after which the NAB Board will be asked for an appropriation to cover initial expense of setting up the bureau.

The project entails expenditure of one million dollars by broadcasters each two years for a biennial mail ballot, at an estimated cost of $1 per ballot. The cost of the bureau is computed at $65,500 for the first year, with a managing director at a salary of $12,500 and an assistant at $6,000.

The plan, which would give radio the counterpart of the Audit Bureau of Circulations in the publications field, was unanimously approved by the membership of the NAB at the Executive Manufacturers Conference in Chicago Aug. 30.

Radio committees of the ANA and AAAA on Sept. 22 were informed at first hand of the project by J. Harold Ryan, president of the ANA, and by J. M. Clipp, WFL Philadelphia, chairman of the research committee. John Morgan Davis, of Philadelphia, NAB sales elections counsel, is drawing up the initial articles of incorporation to be submitted to the Joint Association committees.

Although expenditures by the companies covered in the analysis were larger for radio than for any other media, only one out of four used radio. The 17 industries covered were: automobile manufacturers, metal stamping and process manufacturers of meats, canned foods, cereals, flour, biscuits and pasta, grocers, publishing companies, women's hosiery, men's and boys' suits, men's shirts, carpets and broadcloths, paper processors, chemicals, semi-finished products and durable capital goods.

Survey Media

The Commission noted a wide difference in the proportion of the different media used by different industrial groups. For example, 17% of the advertising outlay of meat processors went to national magazines, whereas 72% of the advertising outlay of meat processors went to trade journals; 25% of the advertising expenditures, which were put on paper by all manufacturers and material furnishers during 1941 of more than $250,000,000. During 1940, the total spent by 2,548 manufacturing firms was $483,500,000 as compared to the aggregate sales by these companies of $5,864,155,000, or an average advertising expenditure of 1.87 cents per dollar of sales.

An analysis of the amount spent by 548 corporations whose advertising expenditures aggregated $71,498,607 for 17 industries showed the following percentages:

Radio

- Newspapers

- Material Furnished Dealers

- Joint Advertising

- Lettering for Mailads by Manufacturers

- Indoor Posters

Although expenditures by the companies covered in the analysis were larger for radio than for any other media, only one out of four used radio. The 17 industries covered were: automobile manufacturers, metal stamping and process manufacturers of meats, canned foods, cereals, flour, biscuits and pasta, grocers, publishing companies, women's hosiery, men's and boys' suits, men's shirts, carpets and broadcloths, paper processors, chemicals, semi-finished products and durable capital goods.

Survey Media

The Commission noted a wide difference in the proportion of the different media used by different industrial groups. For example, 17% of the advertising outlay of meat processors went to national magazines, whereas 72% of the advertising outlay of meat processors went to trade journals; 25% of the advertising expenditures, which were put on paper by all manufacturers and material furnishers during 1941 of more than $250,000,000. During 1940, the total spent by 2,548 manufacturing firms was $483,500,000 as compared to the aggregate sales by these companies of $5,864,155,000, or an average advertising expenditure of 1.87 cents per dollar of sales.

A formal approval of the NAB project to form a cooperative bureau to measure radio station circulation was voted by the board of directors of the Assn. of National Advertisers Oct. 23, according to an announcement last week by NAB headquarters. The NAB Board action followed similar approval by the board of the American Assn. of Advertising Agencies on Oct. 3.

With the approval of both the advertiser and agency trade, the way is the drawing up of articles of incorporation and bylaws to establish the proposed bureau. Committee representing each Association and the NAB will be named to complete the paper work, after which the NAB Board will be asked for an appropriation to cover initial expense of setting up the bureau.

The project entails expenditure of one million dollars by broadcasters each two years for a biennial mail ballot, at an estimated cost of $1 per ballot. The cost of the bureau is computed at $65,500 for the first year, with a managing director at a salary of $12,500 and an assistant at $6,000.

The plan, which would give radio the counterpart of the Audit Bureau of Circulations in the publications field, was unanimously approved by the membership of the NAB at the Executive Manufacturers Conference in Chicago Aug. 30.

Radio committees of the ANA and AAAA on Sept. 22 were informed at first hand of the project by J. Harold Ryan, president of the ANA, and by J. M. Clipp, WFL Philadelphia, chairman of the research committee. John Morgan Davis, of Philadelphia, NAB sales elections counsel, is drawing up the initial articles of incorporation to be submitted to the Joint Association committees.
KOBAK MENTIONED FOR MCCLINTOCK POST

Slated for Conference With MBS Officials, Stockholders

NEARLY simultaneous announcement last month of the resignation of Miller McClintock as president of Mutual and of Edgar Kobak as executive vice-president of the Blue, gave rise to the imminently sweeping changes in the cooperative network and probable selection of Mr. Kobak as Mr. McClintock's successor. Mr. Kobak, it was furthered, was to confer with mutual executives and stockholders in New York over the weekend, but with little likelihood that prompt decision would be reached. A meeting of the MBS board and of its stockholders, presumably would be a necessary prelude to any action.

Alfred J. McCosker, Mutual board chairman, had talked in preliminary fashion with Mr. Kobak earlier in the week, but there was no sign that the negotiations were in any wise related.

Several Proposals

In Chicago late last week, Mr. Kobak said he had talked over a number of proposals, some in radio and others in the publishing field, but added he had no intention of "getting out of radio". His decision to leave the Blue was neither his nor his, he said, but he couldn't be happy under the reorganized structure, though he had confidence in the network's future. Since the change in executive direction of the Blue last month, reports had persisted that he might leave since many of his executive duties largely had been absorbed by Chester J. LaRoche, Blue executive committee chairman and chief operating head.

Mr. Kobak had not announced his future plans, and it is not certain whether he will remain until expiration of his contract Dec. 31. It is rumored that he is considering a position at WLS in Chicago, to which he may move.

Stanton's name heard

Another name mentioned in connection with Mutual, for which confirmation is lacking, is that of Dr. Frank N. Stanton, dynamic young vice-president of CBS in charge of stations. Whether Dr. Stanton entertained the offer could not be confirmed last week.

Mr. McCosker, in announcing Mr. McClintock's impending retirement, did not amplify that statement other than to say that the board probably would meet sometime in November to name a successor. At the same meeting, the date for which had not been set, it is expected C. M. Camp- bell, advertising manager of the Chicago Tribune, will be elected to the Mutual board to succeed W. E. Macfarlane, who died unexpectedly Oct. 9. Mr. Macfarlane also was chairman of the Mutual executive committee, as well as head of WGN.

Blue Meeting

Meeting of the Blue stations advisory and planning committee with top executives of the network in Chicago last Thursday was expected to produce some statement of the Blue's plans for handling new studio construction, FM, television, facsimile and other future developments which had been under Mr. Kobak's supervision.

Internal disagreement over operating policies within the MBS executive organization, which recently led to the resignation of Elroy MacFarlane as general sales manager and earlier in the year to that of Richard Con- nor as head of the network's station relations, are presumably respon- sible for Mr. McClintock's retirement as well.

Addressing a meeting of Blue employees Tuesday morning, Edward J. Noble, chairman of the Blue, and Mark Woods, president, expressed regret at the departure of Mr. Kobak and paid tribute to his work in building the network to its present position. Both executives made it clear that no further changes in key personnel are antici- pated, with Mr. Woods stating that he will remain with the Blue.

He attributed Mr. Kobak's resignation to disagreement with the policies recently instituted by Mr. La Roche, as chief operating officer of the net- work, describing it as no sudden act, but the result of long contemplation. Mr. Kobak is retaining his stock interest in the Blue, under- standing that 25% of his stock, as standing shares, purchased last December when Mr. Woods also acquired a like amount of Blue stock.

McClintock Comments

Mr. McClintock said: "My term of service with the Mutual Broadcast- ing System has been in accordance with the original agreement with the board of directors of the corporation. The position has afforded two years of the most stimulating and interesting activity in which it has been my pleasure to engage."

"Due to the fine cooperation of the shareholders, the affiliated stations, the enlarged staff, Mu- tual Broadcasting has had the privilege of increasing its sales by approximately 100% and has made constant progress in the quality of its service. I firmly believe that the Mutual plan of operation is fundamentally sound and will, in the future, be able to produce a splendid service to business and to the general public.

Sincerely,

EDGAR KOBAK

NOBLE LETTER

Dear Ed:

It was with the greatest regret that I received your letter of resigna- tion. I am extremely sorry that you are leaving the Blue Network.

Ever since the Blue Network was separated from the National Network on January 25, 1942, its progress has been guided, in great part, by the talents and abili- ties of you and Mr. Woods. I know something of the difficulties you faced in that task. You did the job with your usual capacity and hard work.

We, who are newer at the Blue Network, have a deep appreciation of the organization that you built. As you point out, the foundation of the Blue has now been laid and we are moving rapidly to build the type of network that you envis- ioned.

I have the greatest faith in your ability and I am hopeful that, in your future activity, you may have even greater success than has been yours at the Blue Network. I know that our friendship will continue, for like you I value it highly.

I appreciate more than I can say your expression of confidence in the future of the Blue. We all here will miss you, and Mark, Cht and I sincerely hope that you will find happiness in your future work.

Sincerely,

EDWARD J. NOBLE

BROADCASTING • Broadcast Advertising
New FCC Allocations Seen in Fortnight

Ultra-High Video Is Rebutted by RCA-NBC

By BILL BAILEY

WITHIN the next fortnight FM and television manufacturers and broadcasters may know how to gear their postwar efforts. A decision by the FCC on spectrum allocations, based on hearings which will conclude this week, may be forthcoming immediately.

That disclosure was made by Chairman James Lawrence Fly last Thursday afternoon as Comdr. T. A. M. Craven, vice-president of the Cowles Broadcasting Co., concluded the television phase of the hearings with a proposed compromise to iron out the differences between proponents of present-band video and those who see the art’s future in the higher spectrum.

“ ‘We expect to give prompt consideration to allocations at the close of these hearings,” said Mr. Fly who is slated to leave the Commission Nov. 15 to enter private law practice.

Propagation Data

“We hope to conclude these hearings at as early a date next week as possible,” he continued.

Speeding up proceedings (originally scheduled to close today (Oct. 30), the FCC was to sit Saturday, meet at 2:15 p.m. Monday for other new services, including taxicabs, buses, railroads, etc., and

Printer’s Work Stoppage

THIS ISSUE of Broadcasting was produced under difficult circumstances created by a three-day work stoppage of printers in Washington and the National Board in Washington interceded, compositors at 27 commercial printing plants did not report for work last Monday, and remained absent until late Wednesday when the dispute was settled.

Consequently it was necessary for Broadcasting to distribute Linotype production among several plants. When the labor dispute was arbitrated, composition from these plants was rushed to the Darby Printing Co., where Broadcasting is printed, and locked in Darby forms for the run. Only late-breaking news was set in Broadcasting’s conventional type styles.

Unorthodox appearance of news columns, which display about six different type faces, was accepted as a lesser evil than missing a deadline, a circumstance which has not occurred in this publication’s 13-year history.

Broadcasting has occasion again, as it did Oct. 10 when a threatened work stoppage necessitated unconventional makeup, to thank those among its advertisers who have permitted re-scheduling of their copy in order to assure publication on schedule.

Hogan Foresees Broad Field For Development of Facsimile

A COMPLETE nationwide facsimile broadcast service can be accomplished with but 20 channels 100 kc wide in the 100-200 mc band, while the public and emergency services such as police, fire, railroads and others may transmit facsimile on a large scale without increasing the demand for channels, John V. L. Hogan, chairman of Panel 7, Radio Technical Planning Board, told the FCC last Friday as hearings began in facsimile allocations.

“All services except broadcast facsimile may be properly accommodated without increasing the demand for channels, by specifying that A4 emission (facsimile) may be used in place of A6 (telephone), or A2 (tone telegraph), or even A1 (keyed telegraph),” said Mr. Hogan, president and part owner of WQXR-WQXQ, now controlled by the New York Times. Facsimile can be adapted to any channel on the frequency limits of the particular channel, he added.

Full Competition

In asking for 20 channels 100 kc wide, Mr. Hogan said that service would permit 10 transmitters in the largest area, thereby affording full competition. He referred to broadcast facsimile as the “magic typewriters” or “radio printing presses” for the homes and offices of our nation, and sooner or later it will...
"Speak forcefully, Wilbur—let's attract attention!"

Sure, any announcer can get differences of a minor sort into his voice—and sure, there are minor differences between the voices of various announcers.

But if you want your commercial to stand out, why fight for the tiny difference-potential in the human voice? Why not use Sonovox, and have your piece spoken by something “out of this world?”

Words spoken in Sonovox voices make people stop—listen—remember. And when they remember, radio results go up.

Sonovox is not inexpensive. It costs dough. It’s only cheap when you consider how much it increases radio’s effectiveness—and at what a small percentage of time-and-talent costs.

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

WRIGHT-SONOVOX, INC.

"Talking and Singing Sound"

FREE & PETERS, INC., Exclusive National Representatives

Some Typical SONOVOX PIONEERS*

American Chicle Co. (Black Jack Gum)
Baker and Boving & Hersey, Inc.
American Industries Salvage Committee
(Steel Scrap Drive)
McCann-Erickson, Inc.
Buick Motors Division, General Motors
Corp.
Arthur Kudner, Inc.
Chicago, Milwaukee, St. Paul &
Pacific R. R.
Ruthe, Williams & Cummingham, Inc.
Colgate-Palmolive Swell Company
(Val, Palmolive)
Ward Wheelock Co. and
Wm. Eddy & Co., Inc.
Delaware, Lackawanna & Western
Coal Co.
Ruthe & Ryan, Inc.
Walt Disney Productions
Emerson Drug Company (Bromo-Seltzer)
Ruthe & Ryan, Inc.
Christian Feigenspan Brewing Company
(Feigenspan and Dobler P.O. N.
Beers and Ales)
E. T. Howard Co.
Feltsman-Currie Shoes
Russell C. Comer Advertising Co.
Forum Cafeterias of America
R. J. Post-Calking & Holden, Inc.
Griesedieck-Western Brewery Co.
(Stag Beer)
Maxon, Inc.
Grocery Store Products Sales Co., Inc.
(Foul&Maupin Products)
Campbell-Ewald Co., Inc.
Andrew Jergens Co.
(Woodbury’s Products)
Lemen & Mitchell, Inc.
Lever Brothers Co. (Lifebuoy Soap)
Ruthe & Ryan, Inc.
Lyon Van & Storage Co.
Butter, Bolton, Durstine & Osborn, Inc
National Broadcasting Company
Naval Aviation Selection Board
Navy Seabees (U.S. Navy, Construction
Battalions)
Office of Civilian Defense (Region Six)
Pabst Sales Company (Pabst Beer)
Warwick & Legler, Inc.
Pan American Coffee Bureau
Buchanan & Co., Inc.
Purity Bakers: Service Corp.
(Taysee Bread, Grennas Cakes)
Quaker Oats Company
Ruthe & Ryan, Inc.
Radio Corporation of America
Ruthe & Ryan, Inc.
Radio Station KOMA, Oklahoma City
Airline Ray and his Orchestra
Shell Oil Company, Inc.
J. Walter Thompson Co.
Stanco, Inc. (Misto)
McCann-Erickson, Inc.
U. S. Treasury Dept.
Universal Pictures Company, Inc.
Warner Brothers Pictures, Inc.
Willards Chocolates, Ltd.
Cockfield, Brown & Co., Ltd.

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

The Cowles Stations

1. The name, Iowa Broadcasting Company, is changed to COWLES BROADCASTING COMPANY.

2. This corporation, directly or through subsidiary companies, will operate five radio stations:

   - KRNT Des Moines
   - WNAX Sioux City-Yankton
   - WOL Washington
   - WHOM Jersey City-New York
   - WCOP Boston

3. Executive personnel of The Cowles Stations includes:

   - T. A. M. CRAVEN, vice president, who recently completed a seven-year term on the Federal Communications Commission, will be the senior executive and technical advisor of all Cowles Stations, with headquarters at WOL Washington.

   - CRAIG LAWRENCE, vice president, formerly manager of KRNT Des Moines, will directly supervise the operation of WHOM Jersey City-New York and WCOP Boston, making his headquarters in New York at WHOM.

   - MERLE JONES, who recently resigned as manager of the Columbia-owned station, KMOX St. Louis, has moved to Washington as general manager of WOL.

   - PHIL HOFFMAN, vice president, formerly manager of WNAX, will supervise operation of KRNT in Des Moines and WNAX Sioux City-Yankton, with headquarters in Des Moines.

   - DON INMAN, formerly Waterloo manager of WMT, is now general manager and vice president of WNAX Sioux City-Yankton, with headquarters at Yankton.

   - A. N. ARMSTRONG, jr., formerly assistant manager of WCOP and WORL, is now general manager of WCOP in Boston.

4. TED ENNS, national sales manager of the Cowles Stations, has established headquarters in New York at WHOM. All Cowles Stations will be represented in the national field by The Katz Agency, Inc.

5. Extensive plans are under way for further improvement of the programming on all these stations. As war restrictions are lifted, physical facilities of all the stations will be expanded, coverage further extended, and a program of expansion into frequency modulation and television will be launched.

COWLES BROADCASTING COMPANY

Gardner Cowles, Jr., President

John Cowles, Chairman of the Board
WHOT
SOUTH BEND, INDIANA
SOUTH BEND’S PROGRESSIVE NEW RADIO STATION

Serving Northern Indiana and Southern Michigan

WHOT, a progressive wide-awake radio station serving the Northern Indiana-Southern Michigan area, offers you coverage of a vast audience of able-to-buy workers... an audience that won't get your sales message via Chicago, Detroit, or Indianapolis stations. Complete your radio coverage of Indiana and Michigan with WHOT in the South Bend-Mishawaka-Niles area.

The BLUE Network

WHOT and WHBU are represented nationally by

WEED & COMPANY
New York — Chicago — Detroit — Boston — San Francisco — Hollywood

WHBU
ANDERSON, INDIANA
INDIANA’S SECOND-OLDEST RADIO STATION

Serving All Eastern and North-Central Indiana

WHBU, Indiana’s second-oldest radio station, serves one of Indiana’s ten top cities and one of Indiana’s finest trading areas. It has often been said of Anderson that "here is truly one of America’s typical mid-west cities... home of several large industries, center of wealthy and dense farming community, city of homes, and the home of far-larger-than-average incomes.”

The BLUE Network
Timber is an important resource in the tri-state area of Louisiana, Texas and Arkansas where there are more than fourteen million acres of forest land. In the mills are produced more than five million cords of pulp wood and almost three million board feet of timber, including pine, cypress, gum, and hickory. Meeting war needs today, this raw material will play an important postwar role in contributing to the expansion of the plastics industry. To sell now and build for future sales, advertisers agree that powerful, 50,000-watt KWKH is the No. 1 medium in this prosperous market.

KWKH
CBS ★ 50,000 WATTS

The Shreveport Times Station
SHREVEPORT, LOUISIANA
 Represented by The Branham Co.
THE
POWER
OF
Habit

A great open field runner doesn't think about his next move.
He makes it instinctively.

Instinctively, the people of Southern New England rely upon WTIC for their radio entertainment because WTIC gives them what they want.

These people comprise a constant and attentive audience for your sales message, and they have the money to buy your product, too. Their effective spendable income is 60% in excess of the national average.

It will pay to use WTIC's 50,000 WATTS to create sales in Southern New England.

IN SOUTHERN NEW ENGLAND
PEOPLE ARE IN THE Habit OF LISTENING TO WTIC
JAMES STEVENSON, Li. Col., A.U.S., in charge of WJB's staff of commentators, and on Oct. 21 began a series of Saturday broadcasts, 11:15-11:30 p.m. Mr. Stevenson was formerly associated with WHJ Detroit.

MARY DAVIDSON has been appointed publicity director of CKEN Prince Albert, Sask., replacing Jerry Prost who has joined CRJF Port Frances, Ont., as assistant manager.

DON RAMBAY, formerly of CJIC Sault Ste. Marie, Ont., and Jim Ward, recently discharged from the Canadian Army, have joined the announcing staff of CKHE Peterborough, Ont.

RICHARD STARK, head of Richard Stark & Co., New York production agency, an leave with the U. S. Marine Corps, has been promoted to Captain.

Art ARLETT and Lee Giroux have been added to the sportscasters for Tide Water Assoc. DH Co. broadcasts of football games originating in northern California. Both men were commentators on Associated Sportscasts in past seasons.

GENE MOORE, formerly of WBCN Kansas City, has replaced Jack Wexler as music director of KCRC Kansas City. Mr. Woodrow will devote fulltime to his orchestra.

JOHN RUBBAD, released from the Army after three years with the Radio, joined the announcing staff of NBC Oshawa. Prior to enlisted in the Army.

GARRETT WEIR MORRISON, production manager and chief announcer of WPTF Raleigh, N. C., has been appointed program director for WRAM. He succeeds Virginia Tatum, now radio information director in Washington for the AAA.

Val Clare to ETO
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There's gold in them thar hills"—both yellow and black. Modern equipment brings out coal to keep the nation's Home Fires burning—adding to the production of lead, zinc, silver, copper, gold and magnesite which make Mining one of the Inland Empire's chief industries. There's also Gold in your Cash Register when you use KHQ's complete coverage of this rich area. (Courtesy Bear Creek Mines)
Why COLUMBIA BROADCASTING SYSTEM Selected
Federal Telephone and Radio
to Build Its New Station...

Setting the Standard
for Fine Screen Television

IN BLACK AND WHITE AND FULL COLOR!
The American Public has been waiting for good television.

The Columbia Broadcasting System has taken a significant step to provide it... has placed with Federal Telephone and Radio Corporation, manufacturing associate of the International Telephone and Telegraph Corporation, a contract for a new television station, atop the Chrysler Tower in New York City, that will transmit pictures larger and clearer than were possible ever before — not only in black and white, but in full color!

Entrusted with this responsibility is the Federal organization which, together with its associate companies in the I.T.&T. System, has contributed such milestones in electronic progress as the Poulsen Arc in 1908, which revolutionized radio transmission by generating continuous wireless waves; the great Bordeaux radio telegraph station erected for the U.S. Navy during the last war; the development of the “Micro-ray”, a forerunner of modern television technique; the first ultra-high frequency telephone and telegraph circuits, spanning the English Channel; commercial ship-to-shore radiotelephone; a mighty 200 kilowatt high frequency transmitting tube, powerful enough to throw a beam more than halfway around the globe; the famous television station installed in the Eiffel Tower in 1938, and during the war many developments in the electronic field for our Armed Forces.

Long outstanding in the design and construction of broadcasting equipment, Federal’s accomplishments include the transmitting equipment for WABC, key station of the Columbia Broadcasting System; also Columbia’s powerful shortwave stations, and the mighty “Voice of America” station now being produced for the Office of War Information.

This advanced television transmitter, made for the Columbia Broadcasting System, will produce the finest picture quality of sports events, public ceremonies, educational features, news and entertainment. Today Federal is setting the high standard that will assure for the new art of television, acceptance by America’s millions.

The great television transmitter located in the Eiffel Tower, Paris, was designed, developed and installed by an associate company of the Federal Telephone and Radio Corporation in the I.T.&T. System.

Federal Telephone and Radio Corporation
Newark, N. J.

Another Milestone in Electronic Progress
CHICAGO
5000 WATTS 580KC
THE ONLY
CHICAGO STATION
SERVING
CHICAGOLAND
24 HOURS A DAY
WIND

Bryant to Agency

WILLIAM P. BRYAN, formerly on the announcing, news and production staff of WHAS Louisville for eight years, has joined An- fenger Adv. Agency, as radio director of the New Orleans office of Mrs. Frank Hennessey of the WHAS script staff becomes assistant to Mr. Bryant and Ines Masia, formerly in the advertising department of Maurice Blanché, New Orleans department store, replaces Mrs. Hen-nessy.

New Morse Firm

WITH Carlton E. Morse as president, new transcription producing unit has been organized under firm name of Carlton E. Morse Produc- tions and is headquartered at 1500 N. Vine St., Hollywood. Telephone is Hollywood 1611. Clinton (Bud- dy) Twiss is secretary-treasurer and also handles production. Larry Allen is head of the sales depart- ment. Frances Abt is office manager. Cutting will be done by NBC Radio-Recording Division, with Adventures by Morse, Western, WPFG, half-hour series of 52 episodes slated as first production.

IT AIN'T HAY, it's cigarettes—2,280,000 of 'em—for which Eddy Kohn (second from left) managing director of WPFG Atlantic City is giving Gus Neumark (left), Atlantic City representative of Liggett & Myers To- bacco Co., a check representing payment for the smokes sent the Armed Forces through the efforts of WPFG, Blue outlet in Atlantic City. Each package of cigarettes contained a card, "Compliments of WPFG, Steel Pier, Atlantic City, N. J. Drop us a line". Others gathered around the Blue Mike are (1 to r): Joseph Altman, Atlantic City's Mayor; Edgar A. Sweet, WPFG program director; B. J. Adams, New Jersey repre- sentative, Liggett & Myers. Station got letters from all theatres.

COMMERCIAL ALCOHOLS, Montreal (anti-freeze), has started musical program five-times weekly on CJCH Toronto. Ac- count was placed by McConnell, Eastman Co., Toronto.

CARTER COAL Co., Washington, D. C., has resumed The Hominy Guy weekly on CFHR Toronto. Account was placed by Balch, H. Jones Co., Cincinnati.

CALIFORNIA APPAREL CREATORS and Associated Apparel Manufacturers, Los Angeles (market development of women's wear), has appointed Foots, Cone & Bedini, Los Angeles, to handle adver- tising.

Pvt. W. R. Curtis

Pvt. WALTER R. CURTIS, 23, was killed by a hit-and-run motor-ist Oct. 5 at Bai d'Urfe, Que, while on leave from his post at St. Anne de Bellevue Military Hospital in the administrative section, Royal Canadian Army Medical Corps. He was well-known on the Canadian Broadcasting Corp., French-lan- guage network for his work in daily serials prior to his enlistment in June 1941. He is survived by his widow and one child.

New Soap Drama

MANHATTAN SOAP Co., New York, in the Monday through Fri- day 5-5:30 p.m. period purchased on CBS for Sweetheart Soap, will present the Strange Romance of Evelyn Winters. A daytime serial produced by Hummert Radio Fea- ture Inc., New York, it will be heard on 28 CBS stations, beginning Nov. 20. Agency is Duane Jones Co., New York.

Pete and the Pirates

PETER HAND BREWERY Co., Chicago, on Nov. 23 will begin sponsoring weekly half-hour dramatic show The County Sheriff on WMAQ Chicago. Contract for 52 weeks was placed through Garfield & Guild, San Fran- cisco.

INTERNATIONAL PICTURES, Holly- wood, has acquired Buchanan & Co., New York, to handle advertising. Radio will be used along with other media.

SYNTHA SWEETS Co., Boston (Cynthia Sweets Chocolates), has started participa- tion Monday through Friday morning on Taking Care of Your Teeth on WNUK Boston, WAAB Worcester, WImprov Providence, WEJ New Bedford, WIVH Striderton. Spots also are aired on WOR, WNBC, WHAG Springfield.

WEBBOLT STORES Inc., Chicago, Nov. 5 will begin sponsorship of The Cheese Boats, a half-hour program on the adventures of toyland characters, on WGN Chicago, Mon. thru Fri. Contract for five weeks was placed by Newsam, Louis & Broekey, Chicago.
The Most Overworked Words in Advertising:

- There are a lot of dodo words in the dictionary. And plenty of them are in general use today. They have found their way into the advertising business — not into advertising copy, so much as into the daily chatter by which advertising space and time are bought and sold.

Coverage. Audience. Saturation. Listenership. Readership. Leadership. They have been used so much — to denote so many variations and degrees within their original meanings — that they, like so many of the telephone surveys, have come to mean almost nothing at all.

There are dozens of them. Scores of them. And the greatest of these is — Influence.

Influence is not something you either have or have not. Almost everybody has at least a little influence. Some organizations have a very big share of it. And some advertising media possess it so profoundly, so well, so completely — that the mere word Influence falls far short of adequate description. Even the Greeks had no word for it.

In the publication field, certain great newspapers have Influence and more than Influence.

So do certain great national weeklies; so do some of the great national networks.

In every medium classification, the leader springs into mind automatically — usually because that one medium, above all others like it, has Influence and more than Influence.

It’s a handy thing to have around the house. Especially if you are running a group of radio stations.

But here is one basic thing about Influence that many never learn: No advertising medium, in any classification, ever attained Influence and more than Influence just by talking about it. And that includes us.

Influence, like leadership, consists not of claims but of acts. And that, we believe, is where we come in.

The stations we operate cover Syracuse, Troy-Albany-Schenectady, Keene (New Hampshire and Vermont), and now New Haven.

And in all of these markets, advertiser after advertiser has found that in building himself a franchise, the influence we wield goes far deeper than the mere word Influence implies.

There are cases on record — and plenty of them — where an advertiser has “tried everything” in one of our markets, and got nowhere fast until he went on the air over our station.

There are other cases on record — and plenty of them — where civic or national or war projects have gone over the hump only after calling us in.

There are still other cases — and plenty of these, as well — where a local advertiser, using our stations alone, has defeated the best efforts of top-flight national-advertiser competition to dislodge him from the franchise he built — through us.

These cases on record are acid tests of sound radio station management — worth more to any advertiser than passing program fancies; or surveys which, upon analysis, prove nothing in terms of actual sales.

Claims, you say? Perhaps. But we had to perform these acts, before we could talk about them in print.

They stand as evidences of the Influence and more than Influence offered to you by WSYR, WTRY, WKNE, WELI.

Time on the air is what we sell. But what you buy is Influence and more than Influence . . . worth every dollar you put into it.


SQUARE DEAL STATIONS

Owned and operated by Harry C. Wilder and Associates. Representatives: For WKNE and WELI, Headley-Reed Company. For WSYR and WTRY, Paul H. Raymer Company.

NOTE: The time to start building a postwar franchise in any of our markets is getting increasingly short. Tomorrow may be too late. Better get in touch with us now.
THE BUSINESS OF BROADCASTING

STATION ACCOUNTS
sp-studio programs
News-newspaper programs
transcriptions
ad copy announcements

KMOX St. Louis
Lever Bros., Cambridge, Mass., 6 weeks, thru Ruthrauff & Ryan, N. Y.
Ward Baking Co., New York, 2 weeks, thru J. Walter Thompson Co., N. Y.
Phillips Petroleum Corp., Bartlesville, Okla., 3 weeks, thru Lambert & Stanley, N. Y.
Mead Magazine Co., Cincinnati (N-Maid Margarites), 8 as weekly, thru Ralph H. Jones Co., Cincinnati.
American Chicle Co., Long Island City, 10 as weekly, thru Badger, Browning & Hersey, N. Y.
General Electric Co., Cleveland (lampst), 3 as weekly, thru BBDO, N. Y.
Campbell’s Soup Co., Garden City, 3 as weekly, thru Foote, Cone & Belding, N. Y.
Johnson & Johnson Co., New Brunswick, 6 as weekly, thru Young & Rubicam, N. Y.
Plough Inc., Memphis, 26 as weekly, thru Laus, Eise, Sherman, Memphis.
Rit Products Co., Chicago (dyes), 16 as weekly, thru Einich & Logdin & Co., Chicago.
Sears, Roebuck & Co., Chicago (Sunshine cleanser), as, thru Nesham. Louis & Brody, Chi.

KFWC San Francisco
Thorncroft & Co., Los Angeles (Stopcoid), 3 as weekly, thru Dick Weber Agency, Los Angeles.
Langendorf United Bakers, San Francisco (bread), 5 as weekly, thru Erwin, Wasey & Co., San Francisco.
Mother’s Pride Baking Co., Chicago (bakery goods), 5 as weekly, thru Alcoa, Chicago.
Lamont Curtis & Co., New York (Pond’s cream), 6 as weekly, thru J. Walter Thompson Co., N. Y.
Poultry Products Co., California, 10 as weekly, thru Long Adv. Service, San Francisco.

KMPC Hollywood
Bendix Home Appliances, Chicago (home laundry), 1 as weekly, thru Ruthrauff & Ryan, Chicago.
New Co., Chicago (glass substitute), 3 as weekly, thru First United Broadcasters, Chicago.
Garret & Co., Brooklyn (Virginia Dare cigarettes), 3 as weekly, thru Ruthrauff & Ryan, N. Y.

WEDO BuDois, Pa.
Sterling Drug Co., Chicago (Dr. W. B. Garret’s cough syrup), 5 as weekly, thru Sherman & Marquette, Chicago.
Bell Telephone Co., Philadelphia (long distance), 6 as weekly, thru Gray & Rogers, Philadelphia.
Formula, Inc., 3 as weekly, thru BBDO, Pittsburgh.
Durkee Brewing Co., Pittsburgh, 6 as weekly, thru Walker & Dowling, Pittsburgh.
Rosedell-Miller Milling Co., Minneapolis (flour), 3 as weekly, thru BBDO, Pittsburgh.

WHO Des Moines
Rit Products Co., Chicago (dyes), 5 as weekly, thru Einich & Logdin & Co., Chicago.
Johnson & Johnson, New Brunswick, N. J. (baby powder & oil), 5 as weekly, thru Young & Rubicam, N. Y.
Stanco Inc., New York (Mistol), 3 as weekly, 13 weeks, thru McCan-Bricken, N. Y.
J. W. Mortell Co., Kansas City, Mo. (Morton Salt), 3 as weekly, thru Ready-Wetter, Westport, N. Y.
Fike Broadcasting, Los Angeles (religious), 1 as weekly, thru R. H. Wax Co., Los Angeles.
Mantle Lamp Co., Chicago (Alladin lamps), 3 as weekly, thru Free White, Fellers & Price, Chicago.
Canato, Co., Des Moines, 3 as weekly, thru Blakemore Co., Des Moines.

KYW Philadelphia
Richman Brothers, Cleveland (men’s clothing), 2 as weekly, thru McCan-Bricken, N. Y.
Princeton Gamble Co., Cincinnati (Lava soap), 3 as weekly, thru Blodow, N. Y.
Lever Bros., Cambridge, Mass. (Lipton’s Soup Mix), 3 as weekly, thru Young & Rubicam, N. Y.
Quaker Oats Co., Chicago, 6 as weekly, thru Older Bros. & Stone, Pittsburgh.
P. D. & Sons, Pittsburgh (Duff mixes), 3 as weekly, thru West, W. E. Ruthrauff, Pittsburgh.
Cocktail, Co., Brooklyn (cough drops), 3 as weekly, thru Al Paul Letton, N. Y.

KTRM Hollywood
Readers’ Store Magazine, New York, 2 as weekly, thru H. C. Morris & Co., N. Y.
Sparklette Drinking Water Corp., Los Angeles, 5 as weekly, thru Raymond Roberts Co., Los Angeles.
Quaker Oats Co., Chicago (Quaker Oats), 6 as weekly, thru Ruthrauff & Ryan, Chicago.
Pierro’s Proprietary, New York (proprietary), 5 as weekly, thru Davis & Spero, Los Angeles.
Bobeman Distributing Co., Los Angeles (cigarettes), 6 as weekly, thru Brosch & Co., Los Angeles.
Seventeen Magazine, New York (magazine), 12 as weekly, thru Al Paul Letton, N. Y.

KFI Los Angeles
Rockwood Co., Brooklyn, New York (chocolate bars), 3 as weekly, thru Federal Adv., N. Y.
A. S. Boyle Products, Los Angeles (Aspertan), 6 as weekly, thru Davis & Spero, Los Angeles.
Paramount Pictures, New York, 6 as weekly, thru Young & Rubicam, N. Y.
Berney-Packing Co., Canandarave, New York (wine), as weekly, thru Al Paul Letton, N. Y.
American Chicle Co., Long Island City, New York, 13 weeks, thru Grant Adv., N. Y.
Goldsen Co., San Francisco (milk products), 37 as weekly, thru BBDO, N. Y.

WWBB Chicago
Johnson & Johnson, New Brunswick, N. J. (baby powder), 5 as weekly, thru Donahue & Co., Chicago.
Morton Salt Co., New York, 10 as weekly, thru Young & Rubicam, N. Y.

Cortada Advanced
JUDY CORTADA, trade news editor of the Chicago Tribune, since January 1942, formerly associated editor of Advertising Age, has been advanced to the position of assistant to that magazine’s advertising and publicity department. Miss Cortada will be handled temporarily by Ralph Gleason, of the Blue publicity staff.

From Congo
FIRST series of broadcasts from WTAG Worcester, were shortened a fortnight ago in the second Worcester and the World series [BROADCASTING, Oct. 21] designed to promote understanding of Central New England of United Nations peoples and countries. The program, which originated in Leopoldville, featured the music of Congo, and the U. S. Consul General there, and the Governor General of the Congo.
FRISKIEST of four-legged youngsters, the Sheep is EXCLUSIVE because of its interest in music ... and because of its intelligence. Providing man with his chief supply of wool and a large portion of his food, this “hollow-horned” ruminant is one of the most defenseless and inoffensive of all animals. The sense of locality inherent in the cat, dog and horse also characterizes the Sheep.

KEYSTONE of FM in the Kansas City Area, K-O-Z-Y is EXCLUSIVE because its uninterrupted prewar and duration FM programming means FM market intelligence today ... PRE-TESTED FM COVERAGE ... for expanded FM use tomorrow. There’s no “double feature” here ... K-O-Z-Y means EXCLUSIVE FM PROGRAMMING FOR EXCLUSIVE FM LISTENING! Write Today for Rate Card 3.

EVERETT L. DILLARD  
General Manager

ELIZABETH WHITEHEAD  
Station Director

FM Radio Station  
KOZY

PORTER BUILDING · KANSAS CITY, MISSOURI

FM Pioneer in the Kansas City Area
AP and UP Request Press Allocations

TAKING A LESSON from radio's special events operations, the two major news associations, AP and UP, last week asked the FCC to allocate additional frequencies for press relay stations.

Appearing at the FCC allocation hearings, Harry R. Flory, communications director of UP, and Paul Miller, Washington bureau manager of AP, said future plans contemplate the use of walkie-talkies by reporters in metropolitan areas covering sports events and major news stories, as a means of expediting news coverage.

Mr. Flory said the UP hopes to "obtain numerous walkie-talkie sets" after the war.

Relay Press Service

Mr. Miller asked that the present relay press frequencies be retained and that the Commission consider expanding the service. He explained how AP had used its two stations WSAA and WSAB to cover the Squallus disaster and golf tournaments.

J. H. Wofford, engineer in the Special & Special Services Division, FCC Engineering Dept., said that relay press is a comparatively new service, rules having been adopted Dec. 1, 1938. UP operates one station, the Telegram Publishing Co., Salt Lake City, and AP two stations, Mr. Wofford said. Five frequencies are now available for press mobile stations and for portable equipment of less than 1 w power, with six others available for low power portable equipment with maximum power of 50 w.

AP and UP have not operated their respective stations since outbreak of the war.

NATIONAL Assn. of Manufacturers will hold its 40th annual congress at the Waldorf-Astoria, New York, Dec. 6-8 on the theme, "Speak Up, Management." Topics on the agenda include discharged servicemen's reemployment and rehabilitation, postwar production, distribution and jobs, taxes, world reoccupation, wages and labor policies and foreign trade.

CLOSE HARMONY between star, sponsor and agency on the NBC "Dinah Shore's Open House," was graphically illustrated by this tuneful foursome, after initial broadcast on Oct. 5 General Foods Corp. (Birdseye Frosted Foods Division), sponsors half-hour program. Vociferous quartet (1 to r) are Walter Bunker, producer of Young & Rubicam, G-F agency; Donald Barr, vice-president of Birds Eye-Snider Inc.; Miss Shore; Charles Mortimer, G-F vice-president in charge of radio.

LEGION OF MERIT was awarded Lt. Col. Thompson H. Mitchell, vice-president and general manager of RCA Communications, New York, for "conspicuous achievements" and contributions of "lasting benefit to the military service" during the period from July 1942 to July 1944 when he served as communications engineer and officer in charge of the Traffic Operational Engineering Section, Army Communications Service, Washington.

Presentation was made to Lt. Col. Mitchell, who was elected to his present post with RCA Aug. 4 after being assigned to inactive duty by the Army, by Brig. Gen. Frank E. Stoner, Chief of the Signal Corps Communications Service, at a ceremony in the office of Lt. Gen. James G. Harbord, RCA board chairman.

Miss Swank Replaces

MISS SWANK, New York, manufacturer of ladies' lingerie and sponsor of Relaxation with Mute, a quarter-hour musical program, Sundays, 9:45-10 p.m., on MBS, is reported to be replacing the show with a weekly half-hour musical variety program on the same network titled Miss Swank Presents and featuring Larry Brooks, singing Broadway star. Program will plug local stores who sell Miss Swank merchandise. Agency is Hirschon-Garfield, New York.

DOMINATING ITS COMMUNITY IN PUBLIC SERVICE!

U. S. RECORDING CO.

24 HOUR DELIVERY
AIR CHECK SERVICE
COMPLETE FACILITIES
For all air check service, remote pick-ups, service on all recording problems.

1121 Vermont Ave., Washington 5, D. C.

KUIN
PORTLAND, OREGON
CBS Affiliate
FREE & PETERS • National Representatives

Page 52 • October 30, 1944
THE first FM transmitter to be put in service was built for Major Armstrong by REL, and installed at his Alpine station W2XMN. It employed the Armstrong crystal-controlled phase shift modulation.

Since then, REL has been more active in the FM transmitter field than any other manufacturer. This was evident from the many exclusive features in the prewar REL line of deluxe equipments, ranging from 1 kilowatt up to 50 kilowatts output.

The postwar REL line will reflect a vast store of added experience since Pearl Harbor. As soon as reconversion permits, broadcasters will be able to obtain quick delivery from REL on the finest and most reliable FM equipment, suited to the particular needs of each installation.

This will be possible because REL plans to continue its specialization in the manufacture of FM broadcasting equipment.

PEACETIME LEADERSHIP

Before you make any decision on the purchase of a postwar transmitter, let us give you the facts and data on REL stations now in use.

PIONEER MANUFACTURERS OF FM TRANSMITTERS EMPLOYING ARMSTRONG PHASE-SHIFT MODULATION

RADIO ENGINEERING LABS., Inc.
Long Island City 1   New York
Sales Offices:
N. B. NEELY—5334 Hollywood Blvd., Hollywood, California
M. N. DUFFY & CO.—2070 Grand River Ave., W. Detroit, Michigan
REL EQUIPMENT SALES, INC.

RADIO ENGINEERING LABS., INC.
Long Island City, N.Y.
Like a beauty contest, the San Francisco Bay Area market reveals some nice, luscious figures. 174 years' weight has been added while general business activity is up 57% and population up 25%. And ⅔ of these newcomers say they'll remain here after the war. With plenty of $$, they're good folks to sell now—and for the future—by using KPO.

KPO's the only 50,000 watter west of Salt Lake, north of Los Angeles, south of Seattle and east of Moscow.

Technical Radio Traced by Dunlap
100 Broadcasters' Biographies Included in Historical Book
THE "TECHNICAL" development of broadcasting is traced through the biographies of 100 men who have contributed to the science in a new book by Orrin E. Dunlap, Jr., RCA director of advertising and publicity.
The volume, published October 26 by Harper and Brothers, ($3.50) is entitled "Radio's 100 Men of Science, and is the ninth book dealing with radio written by Mr. Dunlap. The biographical narratives of the pathfinders in electronics and television begin with Thales of Miletus (640-548 B.C.), who beheld "Elektron sparks," and conclude with sketches about contemporary men in the field.
The author selects as the ten scientists who have contributed the most to the development of radio Michael Faraday, Joseph Henry, James Clerk Maxwell, Heinrich Rudolph Hertz, Guglielmo Marconi, Reseindal A. Fessenden, John A. Fleming, Lee De Forest, Maj. Edwin H. Armstrong and Vladimir K. Zworykin.
Of the 100 men selected by Mr. Dunlap, 48 are contemporaries; 46 were born in the United States; 18 others, although born elsewhere, migrated to America.
The book first took form four years ago, when Mr. Dunlap was employed by the New York Times. Many of those of whom he writes he has met personally, and interviewed, and the volume's preface records the author's impressions of these scientists.

Canada FM Licenses
FIRST FM licenses granted to Canadian private stations have been issued by the Dept. of Transport, Ottawa, to CKRC Winnipeg, for a mobile pickup unit and as an emergency link between studio and transmitter. Both licenses call for 50 w FM transmitters, the call letters for the mobile pickup unit being VD2D and that for the emergency link in case of line failure of the transmitter being CK7H. It is expected that re-broadcasts from the FM mobile pickup unit will be improved by the elimination of man-made static.

Ad Women Hear Perkins
RESPONSIBILITY for the generally poor quality of television programs was fixed on the shoulders of the advertisers who fail to use the medium and build it up to the standards of commercial radio programs, by Albert R. Perkins, addressing a luncheon meeting of the Advertising Women of New York. Mr. Perkins, film and radio director of Look, declared that "it lies squarely in the laps of advertisers to take hold of television and make something out of it."

NATIONAL Assn. of Manufacturers will hold its 40th annual congress at the Waldorf-Astoria, New York, Dec. 6-8 on the theme, "Speak Up, Management," topics on the agenda include discharged servicemen's re-employment and rehabilitation, postwar production, distribution and jobs, taxes, world reconstruction, wage and labor policies and foreign trade.
COMMUNICATION BY THE HELIOGRAPH

World War I saw the Heliograph play a prominent part in communications. The Heliograph, a device which flashes the rays of the sun in coded intervals, has been used since the days of Ancient Greece. Dependent upon the elements of nature for its power, its operation is prohibited by bad weather. Typical of means of communication other than Electronic Voice Communication, translation of its signal must be made by specially trained personnel.

After Victory is ours, civilian electronic voice communications will again be placed in the hands of the skilled Universal Engineers for still further advancements in microphones and recording components.

Model CU-2, illustrated at left, is a palm microphone with press-to-talk switch. One of the several military types available through your Radio Parts Jobber.

UNIVERSAL MICROPHONE COMPANY
INGLEWOOD, CALIFORNIA
NAEB Officers

ELECTION of officers was recently held, in conjunction with the school broadcast conference, at the closed meeting of the National Assn. of educational broadcasters at the Morrison Hotel, Chicago, Oct. 22-23.

Frank F. Schooley, WILL U. of Ill., who for the past year has served as executive secretary of the NAEB, was elected president; Allen Miller, KOAC Oregon Agricultural College, was reelected v-p; W. I. Griffith, WOI Iowa State College, reelected treasurer. Members elected to the executive committee are: R. J. Coleman, WAKA Michigan State College; M. S. Novik, WNYC New York; E. W. Ziebath, WLB U. of Minn; Jim Miles, WBAA Purdue; John W. Dunn, WNAD U. of Oklahoma; Carl Menzer (member-at-large), WSUI U. of Iowa.

Also present were: Waldo Abbott, U. of Michigan; H. J. Starnia, U. of Indiana; J. C. Christianson, U. of North Dakota; Wallace Garneau, Western State Teachers College; Jim Eibling and Joe Wright, WILL U. of Ill.; Margaret Tyler, WOSU Ohio State U.

Vita Var Spots

VITA VAR Corp., Newark, in a campaign started the latter part of August for paint products, is using chain-breaks at varying frequencies for 26 weeks on WOR and KDKA WBVA, with plans to expand the list. Agency is Ideas, New York.

QUESTIONS of jurisdiction over platter turning and plans for expansion of membership occupied major attention of the national council meeting in Cleveland last week of the National Assn. of Broadcast Engineers and Technicians (NABET), at the 11th annual meeting of its national council in Cleveland last week.

Worcester Lays the Foundation for Post War Development

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

NABET Projects Nationwide Expansion

At 11th National Meeting of Council

WITH THE UNINTENTIONAL assistance of James C. Petrillo, president of the American Federation of Musicians, the National Assn. of Broadcast Engineers and Technicians (NABET), at the 11th annual meeting of its national council in Cleveland last week, laid plans for expansion on a nationwide scale to challenge the leading technicians union in broadcasting.

Reporting on new member stations which have recently come into the NABET fold, Allan T. Powley, president of the union, told the council that since Mr. Petrillo projected his ambitious plan, it consort with Ed Brown, president of the International Brotherhood of Electrical Workers, to take over turntable operations at all network owned stations and to "liquidate" NABET [Broadcasting, May 8, 15, 22, 29, June 5], the union has added 14 additional stations to its membership, six of which have come from IBEW ranks.

Stations Signed

The new stations, Mr. Powley reported, include KGW San Jose Cal.; WHAM WSAY WHEC WHFM (FM) all in Rochester, N. Y.; WWJ Detroit; WHK WCLI Cleveland; WGY WRB (television) WGF (FM), all in Schenectady, N. Y.; WDNC Durham.

5000 Watts - Day and Night

The blue horizon in Northeastern Ohio for advertisers and sponsors...

Represented Nationally by HEADLEY-REED CO.
broadcasting was critical in which addition Jan. vide to tion and Omaha to the mendations. Plans were also crease its membership. decied tions issues between Mr. Capitalizing on the dissatisfac tion in the IBEW ranks, NABET decided on a vigorous drive to in- crease its membership. To carry out this objective, the council voted to amend its constitution to pro vide for a paid president, effective Jan. 1, 1945, the change to be rati fied by a ballot vote of the entire membership. Plans were also dis cussed to establish regional offices to handle expansion and a commit tee was appointed to draft recom mendations.

The council issued three new charters, adding Rochester, Raleigh and Omaha to the union. The addition of WCLE-WHK was the occasion for a dinner for the council in which the Cleveland chapter was host. (WCLE changed call let ters last week to WHK.)

Mr. Powley was re-elected pres i dent of the union. B. F. Freden dail was named vice-president and

Drug Co. News Spots

BLOCK DRUG Co., Jersey City, early in November, starts a test campaign on 18 stations in six southern states for Gold Medal, a drug for kidney ailments, using early morning news programs and one minute spots. The same type of radio time is being used for Stera Kleen, a dentifrice in a test on WLB WENT, with expansion of the schedule contemplated later.

NEVILLE MILLER, former pres ident of NAB, serving as Senior Deputy Chief of UNRRA, Balkan Mis sion, has transferred to Rome after three months in Cairo.

C. A. Allen, secretary-treasurer. Meanwhile, NLRB announced that oral arguments on the platter turner jurisdictional dispute will be heard Nov. 9 at 10:30 a.m. in the Board room, 815 Connecticut Ave., Washington. A formal deci sion in the case is expected by Nov. 15. Hearings were held in New York Sept. 28-29 before James Paradise, trial examiner [broa dcastiing, Oct. 2].

Powley Reelected

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EXECUTIVES of the Blue Network met Oct. 28 at the Drake Hotel, Chicago, with the network's advisory committee's regularly scheduled quarterly meeting the day before. Members of the committee present were: Allen Campbell, WXYZ Detroit, chairman; William Riple, WTRY Troy, N. Y.; Harold Hough, KGKO Fort Worth-Dallas; Henry Johnston WSGN Birmingham; Frank Carman KUTA Salt Lake City; W. B. (Bud) Stuht KJR Seattle; and C. T. (Swanee) Haman WTCN Minneapolis-St. Paul.

Purpose of the meeting, according to Mr. Campbell, was to have a full report on the network's plan for building future programs. The Committee is particularly interested in better programming and the broadcasting of programs of wider public acceptance, as exemplified by the especially built presentation from the New York Herald Tribune Forum and other programs of like nature.

Blue executives attending the meeting were: Edward J. Noble, chairman of the board; Chester J. LaRoche, vice-chairman; Mark Woods, president; Edgar Kobak, retiring executive vice-president; Keith Kiggins, vice-president in charge of station; E. R. Boroff, vice-president in charge of the central division; and John H. Norton Jr., station relations manager.

Decision for a new site for the central division of the Blue Network was planned.

“THIS REMARKABLE accomplishment in a new field of radio broadcasting”—Naval combat recordings pictured here in one of the first tests—brought an official commendation last week from Rear Adm. A. S. Merrill, director of Navy public relations. Adm. Merrill cited Lt. Comdr. Charles E. Dillon (1) and Lt. Marvin F. Royston for their “outstanding service to the Navy and to the American people in helping to make possible the use of film recorders.” Lt. Royston was also commended for his work supervising the technical radio operations for the Normandy invasion. This picture was taken shortly after the initial tests of the Recordograph recorder [BROADCASTING, Feb. 14].

Opens N. Y. Office

WALKER & DOWNING, Pittsburgh, has appointed Victor Seydel, formerly of the Blue production staff, to the new post of eastern radio supervisor, with headquarters in New York. He will produce weekly programs for Mail Pouch Tobacco Co. (David Harding, Counterspy), Clark Candy Co. (The Mary Small Show) both on the Blue; Allegheny-Ludlam Steel Corp. (Steel Horizon) and Clark Teaberry and Tendermint Gum Co. (Good Will Hour), both on Mutual.

San-Nap-Pak Drive

SAN-NAP-PAK MFG. Co., New York, using radio only in what represents the most extensive use of the medium for its Lydia Grey Tissues, is conducting an institutional campaign on 25 eastern and midwestern stations, sponsoring programs and participations from two to five-times weekly. Spot radio was selected as the best exclusive medium for an institutional campaign on behalf of the Lydia Grey product, which is not available in sufficient quantities to warrant straight selling promotion. Drive started in mid-October and will run for 11 weeks on most stations. The list follows: WFBB WBAL WNAC WEEI WGN WLS WSAG WRK CRK WHK WWJ WXYZ WTOP WIRE WFBM WOR WEW WFUL WCAU KDAY WCAE WJAS WJER WHEA WTOK WRC. Ageny is Bow Co., New York.

Expansion Planned

ACCORDING to a spokesman for Redfield-Johnstone Inc., New York, a spot campaign of news programs and announcements on over 40 stations for Allenru, a drug for rheumatism, has proved so successful that sales are as high as 400% over last year's figures. Plans call for expansion of radio advertising for this product, he stated.

MORE COMMERCIAL NETWORK TIME than any other Dayton Station

and we've got the figures to PROVE it.

WHIO IS THE DAYTON MARKET

5000 WATTS • BASIC CBS
G. P. HOLLINGER CO., Representatives
HARRY E. CUMMINGS, Southeastern Representative

Page 58 • October 30, 1944
New Allocation Seen In Fortnight

Ultra - High Television Draws Opposition Of RCA-NBC

(Continued from page 11)

dent, RCA V-tor Division, RCA, and Dr. C. B. Jolliffe, chief engineer of the RCA Victor Division, eight witnesses from the RCA-NBC organizations endorsed the RTPB recommendations [Broadcasting, Oct. 16] and presented data tending to show that moving television to the higher spectrum now would only delay the art for some years.

Endorsing the RCA-NBC positions also were Allen B. DuMont, president of Allen B. DuMont Labs. and head of Television Broadcasters Assn., and Norman D. Waters, past president of American Television Society, who spoke for their respective organizations.

On the other hand CBS witnesses, headed by Paul W. Keating, executive vice-president, and director; William B. Lodge, general engineering supervisor, and Dr. Peter C. Goldmark, director of television engineering, and Comdr. Craven, who retired last June 30 from the Commission, offered the following interim solution, pending development of television in the upper spectrum:

F.M., 80 channels, each 150 kc wide, 40-38 mc.
Facsimile, 80 channels, each 50 kc wide, 52-62 mc.
Amateurs, 66-80 mc.
Television, 6 mc channels, 66-100 mc, space to be reserved ultimately for FM and facsimile and for other radio services as indicated by expansion requirements.

Comdr. Craven would make this a five-year plan as "being fair to FM, facsimile, and television."

Television witnesses heard last week included: Mr. Trammell, Mr. Jolliffe, Dr. H. H. Beverage, associate research director, RCA Labs. and vice-president of RCA Communications; E. W. Engstrom, research director, RCA Labs.; Dr. George L. Beers, staff assistant to Dr. Jolliffe and coordinator of advanced development; O. B. Hanson, NBC vice-president and chief engineer; Philip Merryman, director of facilities development and research, NBC stations department.

Comdr. Craven, Mr. Waters, Mr. DuMont, Paul Raibourn, economist and director of television interests, Paramount Pictures; Dr. T. T. Goldsmith Jr., director of research, Du Mont Labs.; L. F. Cramer, executive vice-president, DuMont Labs.; A. Sanabria, president, American Television Labs., Chicago; Philip Pearl, public relations director, American Federation of Labor; William Huffer, Robert Shelby, F. J. Bingley, Panel 6, RTPB; J. E. Brown, assistant vice-president and chief engineer, Zenith Radio Corp.

'Greatest Medium', Says Trammell

Declaring that television "promises to be our greatest medium of mass communication." President Trammell of NBC told the Commission that it has reached the stage "where an acceptable, efficient and reliable service can be rendered to the public—a stage where network operations can be initiated and an immediate postwar industry created."

He envisioned the new service as a postwar industry which would create jobs for many thousands of men and women, offering more employment than sound broadcasting did after the last World War. Mr. Trammell said NBC believes that allocations recommended by the RTBP, if approved by the FCC, would:

"First, make possible the immediate postwar establishment of a television service for the American people; second, provide for an expanded service of frequency modulation, and third, permit the necessary experimentation and development of the radio art in the higher frequencies."

"We advocate that the Commission reaffirm its authorization of commercial television broadcasting; and, in accordance with the recommendations of the RTPB, allocate to television a sufficient number of 6 mc channels, in that portion of the radio spectrum below 300 mc. This will permit sight-and-sound broadcasting to be established on a largely expanded scale..."
No, Not This!

It’s impossible to tie down a radio audience like WMMN’s Famous Direct Response Gang with programs not to their liking and expect loyalty and the response that goes with it.

We know our people—
you know us—and that’s why we deliver so abundantly for our advertisers. Give us our “head” and watch us go!

ASK A BLAIR MAN

Columbia Network

5,000 WATTS

WMMN

FAIRMONT, W. VA.

YOUTH GROUP

Under KDKA Sponsorship
To Train for Radio

RADIO YOUTH Inc. has been organized under KDKA sponsorship by Pittsburgh youngsters interested in radio as a future vocation. They were chosen for their aptitude and talent through auditions at KDKA studios.

Announcing, acting, writing, music, engineering and production are the phases of broadcasting to be studied under the direction of KDKA department heads. Eventually the group will handle all operations for their own programs which need not necessarily originate from KDKA. The organization is incorporated under state laws and each member holds four shares of stock.

resume “full-scale activity in improving present-day broadcasting services and developing new services”, subject to FCC decisions. NBC is ready to make necessary capital investments, ready to “scrap the obsolete and construct the new”, and to expand facilities and organization.

We seek no delay, nor do we fear the business risks to be encountered in this rapidly changing industry,” he asserted. Mr. Trammell expressed full confidence in television as a “highly effective” advertising medium.

“If television is to be encouraged to expand and develop as an industry without delay after the war no fear should be planted in the public mind with regard to the use of television service,” he said. “Both the industry and the people should be freed from the groundless expectation that television equipment will be made suddenly obsolete by a complete change to new frequencies and standards.”

Mr. Hanson elaborating the stand of Mr. Trammell, said: “I am my confirmed opinion, after many years of association with the development of television broadcasting, that our present system of television has reached a stage of technical practicality and is ready to be launched as an expanding broadcasting service to the American public.”

Take Issue With Weiss

He traced the history of television, asserting that the present system “did not spring up overnight but was the result of laboratory research and development and five years of continuous field testing,” plus much effort on the part of engineers to determine the best standards upon which it could proceed.

Taking issue with Lewis Aller Weiss, vice-president and general manager of the Don Lee Broadcasting System, who testified that his opinion television could not be successfully operated in a city of less than half a million [BROADCASTING, Oct. 16], Mr. Hanson asserted that television is “too great a medium to be confined to the limits of a single metropolitan area” NBC visualizes a network extending “the vision of the radio audience to cities throughout the United States, bringing into the home from distant points, events of national importance.”

The backbone of the proposed network will be coaxial cables, now being installed by the AT&T, he said, while relays will be used in conjunction with cables.

Mr. Joyce, who testified Wednesday, said: “I don’t think anybody can predict the economic level of television. It may be profitable in
towns of 10,000." He pointed out that millions of dollars are spent annually by merchants in window displays and that television will make it possible to bring reproduction of those displays into the home. He said RCA plans a $500 receiver for both AM and video, the price exclusive of antenna which, in pre-war days, cost from $15-$25 installed.

Speaking for the AFL, Mr. Pearl called upon the Commission to "end all technical uncertainties which are impeding the industry by announcing its final approval of frequency allocations and system standards at a date well in advance of the termination of the war."

"The American Federation of Labor feels strongly that a green light should be given to the radio and related industries to proceed immediately with commercial television broadcasting as soon as the war ends," he said. The AFL is interested in new electronics industries as war industries and because "labor sees in television and related industries an important pool of employment opportunities for workers and servicemen at the end of the war."

"We urge the FCC to render an early decision upon all the technical problems which, if unresolved, might retard postwar recovery in America," said Mr. Pearl.

UHF Video in 18 Months

Comdr. Craven, urging wider bands then those under prewar standards (6 mc), told the FCC that the 18 channels assigned to television are "entirely too few." He called for 30 or 40 channels. Advocating higher spectrum television, the former Commissioner said the Cowles firm hesitated to invest capital in a system of television "which is already rapidly becoming obsolete," adding:

"We believe that the expenditure of a large sum of money, at this time, for the modern television will bring better results faster than dividing the same amount of money between the prewar television and the new television."

He expressed the belief that a station utilizing frequencies between 400-1,000 mc can be established in a city within 18 months after the Government gives industry and the go-ahead. He told the Commission that the Cowles Co. would purchase a transmitter to operate on 750 mc with 525 lines for color and 755 lines for black-and-white [Broadcasting, Oct. 16], and read into the record a letter from Westinghouse Mfg. Co., promising delivery of such a transmitter 12 months after receipt of the order "on or about V-E Day." Zenith Radio Corp. will produce receivers, he added.

Problems confronting television, Comdr. Craven listed as the number of channels available, the number of stations per channel and the total number of stations possible, and receivers, asserting that unless the "proper allocation of radio space to television is made by the Commission, all three of these points add up to a severe restraint upon the competition which will exist in the television field."

Refuting testimony of the RCA-NBC witnesses that it would take a minimum of five years to reach the point where standards could be adopted in higher-frequency video, Comdr. Craven declared: "In our opinion, standards could be developed within a year and, after the industry has had a chance to comment on them, should be adopted by the Commission."

Mr. Brown, recalling to the stand following his earlier testimony a fortnight before, told the Commission that Zenith, in developing a receiver for CBS, has finished research on an intermediate frequency amplifier and a video amplifier and that some parts would be shipped within 10 days. He said development of a new receiver required about six months for all phases, and estimated that in another six months it would be in production. Part of the development time already has passed on the higher-frequency receivers, he added.

Dr. Jolliffe, first of the RCA-NBC witnesses and the first witness when television was resumed Tuesday afternoon, urged that the FCC reaffirm its authorization for commercial television on standards recommended by the RTBF on an adequate number of frequencies to be selected below 300 mc, without limitations, and that the FCC authorize the experimental use of a band above 4550 mc "which can be used now for the experimental development of a new television system including color and that the basis on which this additional service is introduced be 'determined at a later time when the system has been developed and is ready to serve the public'."

Dr. Jolliffe said RCA engineers had participated in many military developments and that they were familiar with as many wartime advances as those of other organizations. CBS witnesses had previously testified that some of the higher-frequency television developments were classified.

Speaking for all RCA engineers...
Dr. Jolliffe said: "We believe that the conclusions and recommendations of Panel 6, RTPB, are sound. RCA engineers support these recommendations whole-heartedly." He added that his organization believed that "when war developments are released, these recommendations will be found to be fully justified and based on good engineering judgment."

Prior to the war RCA had developed transmitters capable of operating on frequencies between 40-108 mc with a power up to 5 kw peak, said Dr. Jolliffe. Now RCA is certain it can design transmitters that will generate power of 50 kw up to 108 mc and 5 kw up to 300 mc. "We expect to be able to generate substantially higher power between 108 and 300 mc," he said. "Transmitters to operate on any frequency assigned to television between 40 and 300 mc using standards now specified by the FCC can and will be made available for sale by RCA."

Dr. Jolliffe said RCA has developed a projection receiver which reproduces a picture 18 by 24 inches "with adequate brightness to be viewed in a fairly well lighted room." The cathode ray tube has produced better flourescent materials and better manufacturing methods, "and has taught us how to produce better television tubes for less money", he added.

Studio equipment will be better, outside pickup equipment lighter in weight, more compact and of higher sensitivity than before the war, Dr. Jolliffe continued. Pickup cameras will be more sensitive and require less light.

Shifting television to frequencies above 450 mc would be the "beginning of the development of a new and untired system of television," said Dr. Jolliffe. "The quality of service which can be given presently on a 6 mc channel below 300 mc is very satisfactory and can be substantially improved as we gain experience. . . . The development of a new television system to operate with new standards on new frequencies will take time."

Dr. Jolliffe said the "mere existence of tubes which can be used to generate power at the higher frequencies does not assure that a television system can be brought into existence in a few months or even a few years." He went over the steps necessary in the development of television.

"It is hard to estimate the time it will require to develop a completely new system of television," he continued. "Several of our engineers have attempted to make such an estimate and they range anywhere from 5 to 10 years. I do not believe it would be possible, even assuming that the war was completely over and that all companies concerned were able to put full time on the extent of their ability into this development, that a final answer could be arrived at in less than five years." After that is accomplished, equipment must be built, he said, and produced for sale to the public.

"During that five or more years an available and excellent television service can be given to the American public," Dr. Jolliffe asserted . . . if the FCC will reaffirm the standards and allocate an adequate number of channels this television service can be expanded and improved greatly. Manufacturers will build receivers for sale in quantity at reasonable prices which will give an excellent entertainment service with which the public will be satisfied.

"This development will not slow up or hinder the development of a new and improved television service for higher frequencies; in my opinion it will stimulate it."

Joyce Urges FCC Action

Mr. Joyce told the FCC that television under present standards is "ready for the public" and that RCA is prepared to offer "greatly improved postwar television home receivers" ranging in price from $150 for a table model to $395 for a large projection model incorporating standard and FM reception. To produce transmitters and receivers, RCA must invest in excess of 10 million dollars in developing post-war television.

"However," he said, "neither RCA nor any other company can be expected to go ahead and make the millions of dollars of capital investment required unless RCA can be assured that the standards and frequency assignments for television are fixed, and are such as to assure the rapid development of the great art."

Interference Described

Dr. Beverage, testifying on long distance propagation of very high frequencies, expressed the opinion that F2 layer reflections will not produce appreciable interference above 45 mc. He said he knew of no cases where bursts and Sporadic E have created interference on television pictures, recognizable as being due to long distance transmission. When higher power is used in television, however, interference may take place, he pointed out.

Mr. Engstrom, speaking on multipath and shadow interference, said that it had been RCA's experience that "shadow effects become more serious with increasing carrier frequency and that, for the higher fre-
increasing carrier frequency," it becomes gradually worse with
experience with multipath location, use of booster stations or
adding directivity to receiving antenna.

Multipath phenomena "undoubtedly constitute one of the most seri-
ous problems confronting television," said Mr. Engstrom. RCA
engineers have had considerable experience with multipath at 50 mc
but "the experience becomes less extensive as we go up in frequency," he
added.

"We have had some experience at frequencies as high as 400 mc and
there is indication that multipath exists at all frequencies considered
for television broadcasting, and that it becomes gradually worse with
increasing carrier frequency," he asserted. Based on tests just released by
RCA, Mr. Engstrom made the following predictions for television
broadcasting at 400 mc:

**Multipath Problem**

"Multipath transmission effects in television picture will be experi-
enced in the radio frequency spectrum around 400 mc. The magni-
tude of these effects may be somewhat greater at 400 mc than at 51.25
mc, although the tests have not been sufficiently quantitative to
draw any real conclusion."

Mr. Engstrom said RCA had had
no television experience in the fre-
quency range above 400 mc which
could add information to the multi-
path problem. He predicted, how-
ever, that it would grow with in-
creasing frequency, adding that in
color multipath effects can produce
faulty hues in addition to "mis-
placed additional images".

Solely from the multipath point of view one should use as low a
frequency as possible, he said, recom-
mending channels as "near 45 mc as
possible". Mr. Engstrom listed the various interference types in the
order of their importance, in his
opinion, as follows: shadow, multi-
path, radio noise, Sporadic E, bursts,
72 layer refraction.

Needs for forestry services were
outlined Oct. 21 by Kinne F. Wil-
liams, superintendent of Forest Fire
Control, New York State Conserva-
tion Dept., chairman of Committee

Army Appointments

TWO NEW appointments in radio
posts with the War Dept. were an-
nounced last week, with Capt. A. T.
(Ted) Steele assigned to the
Radio Branch, Bureau of Public
Relations, and Capt. Edmund B.
Abbot replacing him as radio offi-
cer with the Air Forces Group.
Capt. Steele is taking the post
just vacated by Maj. Lester Lin-
dow, former manager of WFBM
Indianapolis, now on an assign-
ment in the European Theatre.
Commissioned in 1942, Capt. Steele
was formerly account executive
with Benton & Bowles. Capt. Ab-
bot, now AAP radio officer, was
formerly with WCCO Minneapolis,
and senior producer with WBBM
Chicago. He also was with CBS
assisting in reorganization of KSL
Salt Lake City. He was commis-
sioned in April 1943.

3, RTPB Panel 13; William F.
Koch, chief radio engineer, Cali-
fornia State Division of Forestry; Roy
L. Atkinson, administrative assist-
ant, Fire Control Radio, Florida
Forest & Park Service; William F.
Sanders, radio technician, Oregon
Board of Forestry, and R. A.
Thompson, chief communications
office, Michigan Conservation Dept.
Mr. Williams told the Commission
that Committee 3 proposes to work
out a plan for assignment of fre-
quencies to the entire forestry con-
servation service.

Under special emergency services,
L. E. Kearney, chief of Emergency
& Special Radio Service Section,
Safety & Special Services Division,
FCC Engineering Dept., testified
that as of Sept. 18 there were out-
standing authorizations in the spe-
cial emergency classification for 249
land stations and 1,663 portable and
portable-mobile stations, held by
123 licensees.

**Asks 79 Channels**

R. V. Dondanville, engineer in the
electronics and communications
section, Commonwealth Edison Co.,
Chicago, appearing as chairman of
Committee 4, RTPB Panel 13, who
said his group, which includes elec-
tric, gas, water and steam utilities,
constitutes the largest single user of
special emergency radio, requested
79 channels, 31 below 100 mc and
48 above. He objected to sharing
the channels with other utilities
services and recommended that a
Commission rule restricting opera-
tion of all emergency stations
to the period of a given emergency,
be amended to permit use of radio
during operations designed to
prevent such emergencies.

Under cross-examination by Com-
misioners Case and Walker and Jer-
emiah Courtney, assistant chief
of the Litigation Section, FCC Law
Dept., Mr. Dondanville said the
utilities now use 857 transmitters of
various types but contemplate using
3,477 in a five-year expansion.

G. H. Underhill, assistant to the
chief engineer, Central Hudson Gas
& Elec. Corp., Poughkeepsie, N. Y.,
member of Committee 4, Panel 13,
recommended that the FCC allocate
31 channels to meet the contem-
plated postwar expansion of elec-
tric utilities emergency radio serv-
ces. His contentions were support-
ed by Philip H. Chase, representing
the Edison Electric Institute and
the Assn. of Edison Illuminating
Cos. In addition he asked that the
Commission consider removing the

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October 30, 1944 • Page 63
status of the Edison operations from special emergency subdivision to a new section under the general emergency classification.

Warren T. Bulla, superintendent of Communication & Dispatching, Natural Gas Pipeline Co. of America, also a member of Committee 4, Panel 13, requested 37 channels for the natural gas industry.

For water services C. F. Meyerhorn, New York consulting engineer and member of Committee 4, Panel 13, asked the Commission to allocate 19 channels ranging from 2-300 mc. He estimated needs in the next five years at 1,000-1,200 transmitters under present regulations. Should the regulations be relaxed, the needs will increase to 2,200-2,300. He stated 51% of cities with more than 50,000 population use radio and 30% those under 50,000 use radio communications. In many instances he added, water departments use police radio to transmit emergency messages.

Highway Channels

Urging the FCC to allocate sufficient channels for highway communications were Leo J. Vachow, radio engineer, Michigan State Highway Dept. and member of a subcommittee on waterways, Committee 5, Panel 13; Vernon H. Chur- man, chief radio operator, Chautauqua County (New York) Dept. of Highways, and R. A. Krider, commissioner, Southern California Highway Patrol, who also testified in behalf of police services earlier in the week (Broadcasting, Oct. 23).

K. R. Hoover, chairman of Committee 5, Panel 13, and A. W. Backman, vice-chairman, outlined the needs of transit companies for radio communication in dispatching buses and for emergencies such as wrecks, storms and floods.

George M. Brown, chairman of Committee 8, Panel 13, and technical advisor to Committee 5, asked the FCC to allocate sufficient channels for the transit industry in the 30-40 mc band, with additional channels, if needed, in the 100-150 mc band.

Other Utility Needs

Group 3 was concluded last Tuesday and television resumed in the afternoon. Opening the morning session Austin Bailey, vice-chairman of Committee 8, RTPB Panel 13, requested four frequencies for common carrier emergency communications services. He asked for one 8 kc band centering on 2190 kc and another 8 kc band on 2726 kc for telephone circuits, a 2 kc band on 3190 kc and another 2 kc band at 7305 kc for telegraph.

F. M. Ryan, appearing for the Bell System Cos., asked for additional channels for transmitting essential calls for aid, dispatching construction crews and supplementing initial emergency facilities to give temporarily adequate service in the affected area pending full restoration of normal facilities.

Under provisional services there were discrepancies in recommendations of RTPB representatives and Chairman Fly told the witnesses (representing the petroleum industry) that they were "not too far apart" adding, "I don't think we can take the time to solve these differences of the oil industry." Horace Lohnes, Washington counsel for the American Petroleum Institute, was granted permission to file new evidence following conferences between the various groups affected.


Oil Field Exploration

RALPH J. Sthilhous, assistant director of production, Petroleum Administration for War, told of the need for discovering new oil fields and the part radio has played in such exploration since 1928. He urged the FCC to allocate sufficient channels and personnel needs to help insure an adequate supply of oil. Other witnesses in behalf of geophysical service were Dr. W. M. Rust Jr., Society of Exploration Geophysicists, and Dr. B. B. Whetley, president of Geophysical Research Corp.

John V. L. Hogan, appearing for the Research Council of the Academy of Motion Picture Arts & Sciences, recommended channels for walkie-talkie operations on picture locations, facsimile, point-to-point communications, ship-to-ship, ship-to-shore and remote control of models and miniatures, all in motion picture production.

Mr. Waters, testifying out of turn Wednesday afternoon, said the ATG was "in full accord" with the RTPB recommendations. Although stating he was not a technical man and the ATS was not interested in television from a technical aspect, Mr. Waters estimated it might require "not five years, but 10 or 15" to develop television in the highest spectrum.

"It would be a great disservice to withhold television," said the agency executive. "Let there be no sabotage of television; no cab in the back... Let us have faith in Chairman Fly." He listed as officers of ATS the following: Dan Halpin, RCA, president; Raymond Reynolds, Chicago Mutual Co., vice-president; Kay Reynolds, secre-
New Type of Television Transmitter Developed by Federal for Use by CBS

WHILE the FCC listens to the pros and cons of high and low-frequency television at its allocation hearing, Federal Tel. & Radio Corp., Newark, manufacturing association of National Tel. & Tel. Corp., is going ahead with a new type television transmitter for CBS, it was announced last week.

Called by the builders a "revolutionary new method of transmission," the proposed station will provide television in black-and-white, and full color, "clearer, sharper, and brighter than ever before," said the announcement released by Federal. Slight and sound signals will be broadcast on the same frequency, creating a new standard of quality, fine screen reception, according to Federal. The carrier frequency will lie between 450-500 mc and the video frequency will be 10 mc.

"This technical innovation incorporated in the equipment represents a great advantage in the operation and maintenance of the television station, in addition to its location, FM, he said: "I'll support Panel 5, but if the evidence develops no difficulty from Sporadic E and bursts at 88-108 mc, I might reconsider my opinion.

When Chairman Fly opened Thursday's session he said the Commission didn't want to "cut off any pertinent cross-examination or any statements for specific needs for specific frequencies" but cautioned witnesses against putting irrelevant testimony in the record.

Feasible In Small Towns

Recalled for cross-examination by W. A. Roberts, counsel for the TBA, Dr. Beers said receiver antennas present one of the most complicated problems facing television engineers. The effects of multipath, shadow and other interference influence the type of antenna required, although he added that if the equipment is multipath wasn't a too serious problem.

"Unless we can use a very simple antenna, perhaps self-contained in the receiver, we can't make progress with television as a service in the home," he said.

Mr. Merryman, who was said he had conducted a survey of the economics of small station television broadcasting, told the Commission that television is "practical in a prosperous area of 25,000 with normal density of population in the surrounding rural area". Whether it is economically feasible in any city, regardless of population, depends, said Mr. Merryman, on its efficiency as an entertainment medium, adding that determines its value as an advertising medium.

He estimated the annual expenses of a station reaching 19,000 families at $96,800 and placed the potential gross income of such a station at $145,600, which would provide a margin of $48,800 over costs to cover both program expense and net profit.

Fly Stops Cramer

Speaking for the TBA, Mr. Du Pont urged the FCC to "end the indecisions and restraints" on television by accepting the recommendations of RTPB Panel 6. He charged that the "cloak of enforced secrecy" over wartime restrictions had been used in some quarters as a subterfuge to base claims on so-called "national" improvements, surmising that the country's best engineers say there are no "miracles in sight". He suggested, however, that experimental television be carried on in the upper spectrum while the art goes ahead under present standards.

Mr. Raibourn suggested that television could advance more rapidly if the pickup equipment were proved. While he thought television should be developed, or at least tested, in the 500 mc band, he urged the Commission to allow benefits to the radio audience, since a single transmitter rather than two independent transmitters is used," said the Federal announcement. "This fact, in turn, means a lower first cost, less power consumption, less space requirement and fewer high-power tubes."

Under the new system proposed by Federal, engineers working in cooperation with CBS experts sound and picture signals are combined at the studio, then broadcast as a composite signal. Use of this type of transmission simplifies, rather than complicates, receiver design, permitting use of fewer tubes, the announcement stated.

Application of the new type of transmission requires creation of special vacuum tubes, which are being designed by Federal. Under a firm contract signed Oct. 10, Federal is to deliver the transmitter by June 10, 1945, or not later than Aug. 16. [BROADCASTING, Oct. 23.]

The set will be installed atop the Empire Tower in New York. Sets will be manufactured, according to CBS executives, by Zenith Radio Corp.
Traditions, Today in Keeping the old days they fired a gun from The Citadel in Halifax, Nova Scotia, to tell the time.

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NOTE: They Still Fire the Gun Keeping Up the Old Traditions!

Traditions, However, Don’t Get Much Business.

CHNS DOES—Try It.

Semler on Full MBS

R. B. SEMLER INC., New York, in a major expansion of its radio advertising, has signed for the full Mutual network Monday through Friday nights from 10:30 p.m. to 11:30 p.m. It will present a news commentary in behalf of Kreml Hair Tonic and Kreml Shampoo. New programs will be in addition to sponsorship of Gabriel Heater, Monday, Wednesday, Friday, 9-10:30 p.m.

Mutual. Firm has presented Mr. Heater since 1938, starting with WOR New York and gradually enlarging the network. This promotion also includes station breaks and announcements on stations in 14 cities in the northeastern U.S. and in 25 cities in the daytime. Agency is Erwin, Wasey & Co., New York.

Semler will also buy two additional daytime quarter-hour periods weekly, the starting date and commentator still to be determined. Auditions were also in process last week for the noon-time commentator, who will be heard on approximately the same network of 170 stations carrying Mr. Heater for Semler.

Multiplexing Feasible

Maj. Frank R. Brick Jr., vice-president, Finch Telecommunications, and manager of Panel 7, testified that multiplexing, or the transmission of both sound programs and facsimile on the same frequency without interference one with the other, is entirely feasible. He urged that the present band width of 200 kc for FM be maintained.

William S. Halstead, president of Halstead Traffic Communications Corp., New York City, formerly of Finch, testified his company recommended Panel 7, tested the performance of two-way radio on the New York Central R.R.

R. J. Rockwell, engineering director, Broadcasting Division, Crosley Corp., testified in support of the
Broad Field Seen for Facsimile
(Continued from page 11)

be known to "all the radio homes of the world," he predicted.

"Facsimile in the prewar years suffered many misunderstandings," said the engineer, "from over-exploitation and under-accomplishment. . . . There has never been any doubt about the public service value of a mechanism that would deliver a recorded, readable message by radio to the homes of the nation. The only question has been as to the way in which it might be delivered."

Nighttime AM facsimile, as attempted before the war, was not satisfactory because, said Mr. Hogan, "people seem to want a facsimile service when they see it come in, when they know it is fresh, and at speeds comparable to the rate at which they normally read."

He urged that Rule 3.228 governing facsimile and multiplex transmission be amended, charging that "the limitations of this rule prevented the development of facsimile broadcasting as an independent medium. By requiring that the facsimile be combined with sound on a single FM transmitter, by what are called multiplex or duplex methods, and that the facsimile program be incidental to the sound."

Mr. Hogan asserted, however, that where does exist the possibility that multiplex or duplex facsimile and sound may later be demonstrated as suitable for the transmission of both services over a single wire. He said the Commission regulations be so drawn to "encourage the development of such multiplex systems.

Whether facsimile with sound would be an accepted service or facsimile alone would be the preference of the public has been a serious study by Panel 7, the chairman said. As examples of facsimile accompanied by sound Mr. Hogan cited: music lessons, language lessons, program notes to explain musical programs and maps or other illustrations to supplement news reports represent a "valuable public service and should be provided for in the new allocation."

Panel 7 suggested three methods for taking care of facsimile without sound, Panel 2 offered a fourth, and the FCC a fifth, on which Mr. Hogan commented. Following are the methods and Mr. Hogan's comments on them:

1. Any FM licensee in the regular FM band (41-50 me), be permitted at his discretion to use his station for the transmission of facsimile service.

2. There is no extra channel space and would handle the future needs of facsimile broadcasting "everywhere except in the few large program-originating cities.

3. A television licensee be permitted to use his audio or video channel for facsimile, at his discretion.

4. Would provide an opportunity for facsimile broadcasting by television operators, but would exclude from facsimile all those not able to afford to go into television.

5. A new 20 FM channels, 100 kc wide, exclusively to facsimile broadcasting service in the 100-kc band.

This allocation would be ideal for development of facsimile.

4. Facsimile share the 400-460 mc band, with reasons.

Such assignment would be better than today's conditions under Rule 3.228, but would hold back development of facsimile until FM stations and modulators of adequate power for such frequencies could be built, but, more important, until home receiver manufacturers could learn the techniques of handling high frequency plugging instead of the circuits with which they are familiar today. Such transition might take several years.

5. Proposed by the FCC, Assigning to facsimile the 25-26.9 mc band, shared by broadcasting and government.

This allocation would be much as the others. It would be much as the others.

6. Proposed by the FCC, Assigning to facsimile the 25-26.9 mc band, shared by broadcasting and government.

This allocation would be much as the others. It would be much as the others.

These bands are split into 25 kc AM channels and not be used by FM stations.

Other methods suggested by Mr. Hogan included: Facsimile might be used optionally on half of the FM sound broadcasting channels, or 10 of the project FM channels might be assigned primarily facsimile and optionally for sound.

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WIBW.
WIBW, The Voice of Kansas in TOPEKA

WIBW
WIBW, The Voice of Kansas in TOPEKA

WIBW, The Voice of Kansas in TOPEKA

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**Actions of the FEDERAL COMMUNICATIONS COMMISSION**

**OCTOBER 21 TO OCTOBER 27 INCLUSIVE**

**Decisions**

**OCTOBER 23**

KABC San Antonio—Granted request for 50 day extension ending Nov. 7 to comply with terms of conditional grant.

KOBI Rapid City, S. D.—Granted request to change call to KOTA.

WCLE Cleveland—Granted request to change call to WHRL.

WKPA New Kensington, Pa.—Granted license renewal for period ending May 1, 1947.

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**Paul A. de Mars**

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- **Announcing**
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**THOMAS DENIM**

**Newcastle Says His Coverage**

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**LOWELL THOMAS, NBC comment-**

**ator, defending himself in a recent interview, alleged charges that his daily newscasts favored the candidacy of Gov. Thomas Dewey.**

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**Irving Winter**

**IRVING WINTER, 36, a partner in the advertising agency of Winter & Winter, New York, died Oct. 20 at his home in Brooklyn, N. Y., leaving his brother and partner, his widow and daughter.**

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**November 30, 1944**
Broadcasters Provide Public Service During Period of Two Catastrophes

By GILBERT GARDNER

Radio's value in a catastrophe was demonstrated twice within the last fortnight during the hurricane which swept through the southeast from Cuba, and during the holocaust in Cleveland, when the East Ohio Gas Co. fire devastated 50 city blocks in the east side industrial and residential section.

From North and South Carolina and Florida the story of radio's emergency value was retold [Broadcasting, Sept. 28, Oct. 23]. At Boca Raton Army Air Field, where Lt. Ralph Tuchman, former editorial staff member of Broadcasting is public relations officer, Col. A. L. Jewett, commanding officer, wrote WIOD Miami expressing appreciation for the station's aid in reaching all personnel with necessary instructions, thus enabling the Army to carry out the evacuation of personnel and valuable equipment to a place of safety in the minimum time. According to a report from Lt. Tuchman, Army and Navy installations in the Florida area called on WGAM WFTL WKAT WPWG WJNO.

Advisory broadcasts were aired day and night indicating the progress of the storm.

Praise from Col. Hill

WIOD also was the recipient of a letter from Col. Lurther L. Hill, commanding officer at Boca Raton and former executive vice-president of Cowles Broadcasting Co., who expressed his appreciation and that of his men, to WIOD general manager James M. LeGate, for the "splendid public service afforded... during the hurricane emergency." Another letter of praise came to WIOD from M. Van Valkenburgh, Miami Lions Club secretary.

For Latin-American residents in southern Florida, WIOD carried a weather report in Spanish by Blanca Estrella, WIOD Spanish news commentator, who remained on duty in the studios translating U. S. weather reports.

In West Palm Beach, WJNO, through Frank Browne, special reporter, cooperated with the U. S. Weather Bureau in performing a "pre-hurricane service," broadcasting advisory bulletins 48 hours in advance of the tropical storm to residents of Palm Beach County. Or Wednesday (Oct. 18), when it appeared certain the hurricane would hit Miami, WJNO sent Frank Browne to report a first-hand account and to interview Ernest J. Carson, head of the Miami Weather Bureau and an authority on tropical storms.

As the storm moved north, the wind velocity had increased to an estimated 75 m.p.h. by the time it struck Charleston, S. C., where WCSC lost its power lines, fell back on its auxiliary generator to keep the bulletins on the air for those battery sets.

Cleveland Catastrophe

In Cleveland a different kind of tragedy, the East Ohio Gas Co. fire, was equally well reported. WGAR and WJW Cleveland both performed outstanding public services to win the praise of city officials. WGAR had four staff members on the scene within 15 minutes after the liquid gas tank burst into flames. Clare Taylor, WGAR engineer, together with a staff member at the scene 12 hours. Special events director Sid Andorn, chief announcer Wayne Mack and announcers, Reg Merridew and John Saunders handled six on-scene broadcasts. Mobile unit served as an emergency communications center, airing messages for the Red Cross, Coast Guard and Police. Later, WGAR carried an on-the-scene proclamation broadcast by Cleveland Mayor, Frank Lausche.

WJW Cleveland sent Chuck Dolan of the continuity department to the scene where he kept in contact with the station via telephone tapped to a poll less than 1,000 ft. from the blazing tanks. Earl Harper, WJW special events director, broadcast a lakefront description of the fire from aboard a lake cruiser. In the afternoon, at 12:45, WJW carried a program of interview, conducted by Benne Alter with evacuees at Wilson Junior High School.

Across the lake in Detroit, Fred Van de Venne, WJR newscaster told listeners to his 6 p.m. broadcast that they would hear an eyewitness account from WGAR Cleveland. Switchover was made on a time-cue to Sid Andorn in the WGAR newscast who made a two-minute dramatic presentation of first-hand information. John Patt, WGAR general manager broadcast from Cleveland with George Cush- ing, WJR news editor in Detroit.

Canada Sales Tax Will Cover Discs

Technical Difficulties Solved By Dominion Officials

By JAMES MONTAGNES

TECHNICAL PROBLEMS pertaining to application of the Canadian 8% sales tax on all broadcasting transactions have now been solved and the sales tax goes into effect on Nov. 1. Planned by the Dept. of National Revenue to go into effect on Sept. 1, the sales tax was first postponed to Oct. 1 [Broadcasting, Sept. 11] and then when more difficulties came up was postponed till all parties could be given adequate hearing.

This has now been completed with representatives of transcription companies, advertising agencies, program producers and broadcasting stations all pointing out their problems to the excise division of the department.

Ruling Issued

Main basis of disagreement was on the departmental ruling that tax sale assessments will be charged on the total amount of the transaction, including total talent cost. This was presented to be unfair to the station in its presented broadcast and the department has now ruled that an exemption will be made "where a live broadcast is relayed to one or more stations by reason of a time factor, station using an other program, line not being available, etc., so long as the delayed broadcast is recorded simultaneously with the live broadcast. If a charge is made or an amount received by a radio broadcasting station for recording the live broadcast, such amount will be subject to sales tax.

The sales tax on talent also does not apply where broadcasts are recorded in advance, in place of a live program, due to vacations, illness or accidents to artists, or occasional absence from the pool from which the broadcast originates. Exemption will be made for such occasional recordings use on an originating station, provided such broadcasts do not exceed 10% of the series of which the form a part.

The sales tax on talent applies where recordings for a single broadcast, over a limited number of stations, are made and a recor- sent to each station.

All forms of making any recording for broadcast purposes must take out a sales tax license and make returns to the department monthly under the sales tax regulation; Canada has had this 8% sales tax for more than a decade, but trans- actions for broadcasting will be taxed for the first time starting November 1.

WAOV Joins MBS

WAOV Vincennes, Ind., joins the Mutual Network as of Nov. 1. Station operates with 250 w o 1480 kc.

Page 70 • October 30, 1944
Post-War Prosperity Will Begin at Retail Counters!

It takes little dollars to make big dollars do a job! It takes merchandise moving across retail counters to build a continuing prosperity.

After Victory, there will be no dearth of capital to start our industrial machine. There will be no shortage of productive facilities, nor of manpower. And there will be money in the pockets of millions and millions of folks, who will want to buy replacements they need, as well as all the wonderful new things that wartime research has developed.

Yet, to make these favorable factors produce a sound post-war prosperity, the problem of Distribution must be met squarely, and solved. The Distribution Decade after V-Day will place a tremendous responsibility on the distributive functions—Advertising, Merchandising, and Selling.

Management can ill afford to make any post-war plans without apportioning to Advertising, and to the men who administer it, a share of importance in keeping with the urgency of that assignment.
The facts about radio listening in Oklahoma are now out in plain sight. It is no longer necessary to guess what stations Oklahomans listen to, how much they listen, when they listen, what types of programs they prefer, or how often they write to radio stations. Nor is it any longer necessary to make important decisions on the basis of private opinion or isolated, incomplete surveys.

The 1944 Oklahoma radio survey was conducted and tabulated under the direct supervision of Dr. F. L. Whan of the University of Wichita, successor to Dr. H. B. Summers of Kansas State College whose radio studies in Iowa and Kansas are widely known and accepted.

This first statewide study of radio listening in Oklahoma revealed many new and interesting facts, while substantiating many old ones. It verified WKY's longtime claim to the largest radio coverage in Oklahoma. Furthermore, proved what WKY had long suspected: WKY has by far the largest farm audience of any Oklahoma station. All in all, it established conclusively that WKY is Oklahoma's dominant station.

This, to be sure, is not news to those familiar with WKY over the years. It is, however, a truth reconfirmed and well worth repeating.

Now You Can Tell Where the Ball is