WHAT WOULD YOU LIKE TO KNOW ABOUT RADIO IN IOWA?

The 1944 Iowa Radio Audience Survey Answers Dozens of Questions Like This:

Which radio stations are "listened-to-most" in Iowa—daytime, nighttime—by men, by women—urban, village, farm? In what counties is each station "listened-to-most"?

Which stations are "heard regularly" in Iowa? How much time do Iowa people spend with stations named as "listened-to-most", as compared with stations named as "heard regularly"?

Which stations are preferred in Iowa for Newscasts, Farm Newscasts, Farm Editors?

What percentage of urban, village and farm people in Iowa are listening to radio at any given hour period from 5 a.m. to 1 a.m.?

What kinds of programs are preferred by urban, village, farm people in Iowa—by sex—by age-groups?

What kinds of programs not presently available would various groups and ages like to hear? At what hours?

Using this book, any advertiser can scientifically plan radio that gets results in Iowa—at lowest cost. . . Write for your free copy of the 1944 Iowa Radio Audience Survey, conducted by Dr. Forest L. Whan. Address:
IN THESE 19 MICHIGAN COUNTIES

ONE OUT OF FOUR FAMILIES WROTE WLS

26.1 LETTERS PER 100 RADIO HOMES

IN ONE YEAR, 50,831 letters came to WLS postmarked from 19 counties comprising Michigan’s fourth, fifth, and ninth Congressional Districts. There are 194,750 Radio Homes in these 19 counties. Total letters thus equal 26.1 per 100 radio homes or better than ONE OUT OF FOUR.

This tangible proof of WLS listening in 19 Michigan Counties echoes over a broad four-state area, including Metropolitan Chicago. Over a million letters a year constitute our evidence that WLS’ down-to-earth entertainment and thorough, painstaking service have built friends for us, will build results for you. For further facts, see WLS or a John Blair man.

NUMBER FOUR in a WLS series of advertisements analyzing the station’s intense listener-response, county by county. This ad shows WLS mail from 19 Michigan Counties. Through the series, we are revealing actual mail response and its ratio to radio homes in all of the four states in the WLS Major Coverage Area: Illinois, Indiana, Michigan, Wisconsin.
The home life of Nashville is important to the management of WSIX. That's why WSIX has worked to achieve the leadership in daytime audiences from 8 A.M. to 6 P.M. This well operated station makes up its programs from the best selected offerings on Blue and Mutual networks plus an occasional local program of outstanding merit. WSIX has shown a steady listener increase month after month. WSIX COSTS LESS—compare the national rates of Nashville stations and you will see that WSIX is lower in all classifications. The ample coverage WSIX has in the city of Nashville is worth your serious consideration.

THE KATZ AGENCY, INC., National Representatives
"We now join the Mosquito Network"

Eight thousand miles from home in the Southwest Pacific, men of Ohio's Fighting 37th had an opportunity to pay a special visit to the home folks... via radio. Their families heard the news through a front-page story in the Cleveland News, saw the above photo of the boys making the transcription. Several days later, they heard the voices of their boys in a special broadcast over WGAR... the station that is proud to be "the Cleveland outlet for the Mosquito Network".

At a WGAR studio party, families of the men of the 37th received permanent recordings of the voices of their sons, husbands, brothers and sweethearts. Since the southern maneuvers of 1941, the WGAR mike continually has followed our Ohio boys.
A "BIRD'S-EYE" VIEW OF DOWN-TOWN HUNTINGTON, WEST VIRGINIA ... One of the Important Industrial Tri-State Cities

A city ranking high in the nation's industrial roster, Huntington's industrial payroll, alone, will run well over $35,000,000.00 annually. Its population (1940 U. S. Census)—79,836. Such outstanding industries as International Nickel Co., Sylvania Products Inc., Zenith Optical Co., American Car and Foundry, Owens-Illinois Glass Co. and many others have plants in Huntington. A most important market in itself but linked with its sister Tri-State cities (Ashland, Kentucky and Ironton, Ohio), the Tri-State area truly is a market that should be a "MUST" with Time-Buyers. WCMI serves this great section efficiently and economically.

- 228,500 People Live in WCMI's Primary Coverage.
- WCMI Maintains Large Theatre Studios in the Heart of Huntington.

WCMI Mutual Affiliate

A NUNN STATION
L. D. NEWMAN, Manager
Ashland, Kentucky
Studios—Ashland, Kentucky ... Huntington, W. Va.

REPRESENTED NATIONALLY BY THE JOHN E. PEARSON COMPANY
When You Think of NEW ORLEANS

...You Think of

The Gateway to Latin American Markets

...AND

NEW ORLEANS

The Greatest Selling Power
In the South's Greatest City

50,000 WATTS
CLEAR CHANNEL

WWL—LAND

WWL Dominates the NEW Deep South—Headed for PERMANENT Prosperity

CBS AFFILIATE—REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.
What about this thing called "Public Interest"?

We hear a lot of pros and cons concerning this business of "public interest". Perhaps it can even be said that a great many organizations talk convincingly about it, but do nothing about it.

At this network it has always been our contention that "public interest" is a prime requisite for good broadcasting, and of first priority in whatever we do.

We had an opportunity to keep this contention going when we sent our own war correspondent, Howard L. Chernoff, overseas to visit and send back messages from West Virginians fighting our war. The expressions from the folks here at home indicate this act was tops in "public interest". But now that Chernoff is back, we aren't letting it die.

Throughout the state at service club meetings, open forums, and public gatherings Chernoff is telling of his experiences and observations in England and France. A fee is charged for these appearances ... and ... the entire receipts (expected to exceed $6000.00) are being divided between the American Red Cross and the USO.

This is just another example as to why the West Virginia Network enables you to reach most West Virginia listeners most of the time.

The West Virginia Network

JOHN A. KENNEDY, President
(On Leave U. S. Navy)

WCHS—Charleston
WBLK—Clarksburg
WSAZ—Huntington
WPAR—Parkersburg
More and more are sales-minded advertising managers looking to the Easts (Ed and Polly) to send sales zooming.

And a razor blade manufacturer recently proved once again the sales potency of this early morning show—Breakfast in Bedlam—despite the fact that hundreds of thousands of shaving-age men in this area are away in the armed forces.

One single 50-word announcement brought a 49% greater response than a similar announcement a couple of years back when those hundreds of thousands were still at home.

This is not an isolated case. It is one of many that points to three things—(1) the pre-eminence of the entire Blue Network in the morning field (greatest audience of any of the networks); (2) the mounting popularity of Breakfast in Bedlam; and (3) the new strength and clarity since WJZ moved its transmitting station closer to the millions in the New York trading area who will buy those products they hear about over WJZ.

Yes, 7 million more people are now within the range of the brilliantly clear 50-millivolt signal of WJZ—your strongest voice in the world's richest market.

For further details of lowest-cost-per-inquiry ask Blue Spot Sales in New York, Chicago, Detroit, Los Angeles or San Francisco or the Sales Department of
A PICTURE IS WORTH 10,000 WORDS

In Appreciation of Meritorious Service Awarded to

WSYR

By the Onondaga Pharmaceutical Association in recognition of a highly valuable, unselfish service, and for its great contributions to the betterment of pharmacy in Onondaga County, October 14, 1944.

Members and fellow pharmacists of Onondaga Pharmaceutical Association.

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.
“I wonder why in the world Mr. Blunk wanted me to hop over to F&P?”

- Maybe Mr. Blunk wanted Thistlewaite to pick up a detailed analysis of the station situation in ten or twenty markets—maybe a list of availabilities—maybe a bunch of transcribed program ideas.

Whatever it was that Mr. Blunk wanted from F&P—he'll get it! And so can you, anytime!

FREE & PETERS, INC.
Pioneer Radio Station Representatives
Since May, 1932

EXCLUSIVE REPRESENTATIVES:

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<td>and Wright-SonoVoX, Inc.</td>
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CHICAGO: 180 N. Michigan, Franklin 6373
NEW YORK: 444 Madison Ave. Plaza 5-4130
SAN FRANCISCO: 111 Sutter Sutter 4353
HOLLYWOOD: 6351 Hollywood Granite 3615
ATLANTA: 322 Palmer Bldg. Main 3667

BROADCASTING * Broadcast Advertising

Page 10 * November 6, 1944
Close of Hearings Leaves Many Problems

By BILL BAILEY

HAVING adjourned sine die the most comprehensive hearings on spectrum allocations since the radio art's advent, the FCC settles down this week to resolve conflicts in frequency demands of present and prospective radio users, with the demand for facilities exceeding the supply manifold.

At the final session last Thursday, winding up five weeks of testimony, the Radio Technical Planning Board tossed into the Commission's lap revised spectrum allocation recommendations above 23.5 mc. Developed by Panel 2 (frequency allocation), the preceding evening. This encompassed the best judgment of the nation's leading radio engineers and scientists, designed to be in accord with the weight of the testimony presented during the momentous hearings, which spanned the usable radio spectrum from 10 to 30,000,000 kc.

Whether the recommendations of Panel 2, presented at the wind-up Thursday by Dr. C. B. Jolliffe, panel chairman, RCA engineer, executive and former FCC chief engineer, will prevail in the allocations ultimately evolved, was pure conjecture as the hearings ended. Despite the desire to whip recommendations into shape swiftly, it was evident that the job of analyzing the welter of technical and scientific testimony might take several weeks or even months.

New Data Revealed

The whole tenor of the proceedings, particularly as to new broadcast services, appeared to shift with the development of hitherto classified technical data on propagation in that portion of the spectrum coveted by both FM and television. There remained to be reconciled, moreover, the finish-fight between "upstairs" and "downstairs" spectrum protagonists of television.

Here were the final recommendations of Panel 2 on important broadcast services:

Television—7 channels, 6 mc wide, 60-102 mc, sharing all but first and third channels with non-Government emergency services; 11 channels, 6 mc wide, 152-218 mc, sharing 10 with Government and non-Government services, channels to be broken into A, B, C and D areas for geographical separation.

Experimental television and television relay—450-956 mc.

FM—75 channels, 200 kc wide, 43-55 mc.

Facsimile—450-460 mc (when air navigation aids are discontinued after war).

Amateur—27-29 mc; 58-60 mc; 144-146 mc, 215-225 mc; 492-450 mc (when navigation aids are discontinued after war); 1125-1225 mc; 2500-2700 mc; 5250-5750 mc; 10,000-19,500 mc; 21,000-22,000 mc.

Relays—700-900 mc (with experimental television); 1600-1900 mc (sharing with Government); 1900-2300 mc; 2900-4550 mc; 3575-6800 mc; 6800-7280 mc; 10,500-13,000 mc; 16,000-18,000 mc; 26,000-30,000 mc.

Whether the FCC will consider allocations at its next meeting Thursday is problematical. Recommendations must be submitted by the Commission to the Interdepartment Radio Advisory Committee to reconcile conflicts with Government needs before they become final. It may be months before the FCC can allocate portions of the spectrum, inasmuch as considerable propagation data in the higher frequencies still is classified by the military.

Meantime the State Dept. is understood to be pressing the FCC for recommendations, at least in part, by peals to everybody, with a World Telecommunications Conference. In concluding the hearing last Thursday, Chairman James Lawrence Fly paid high tribute to radio, as a whole and the RTDB in particular (see text below).

War Problems

"Our task has been difficult because of wartime restrictions," said Dr. Jolliffe. "Because of the unknown factors it has been necessary for Panel 2 to paint with a broad brush and leave many of the details to the FCC. I believe we have arrived at a place at which there is a minimum of overlap between services and with the Government."

He explained that below 30 mc the Panel "has not progressed any farther than we had at our first appearance". That portion of the spectrum from 18-25,500 kc represents the "unfinished business" on the Panel 2 agenda, he added. At the Wednesday night meeting, 21 of the 26 voting members were present, as well as a "number of official observers", said Dr. Jolliffe.

Panel 2 suggested that 23.5-27 mc be set aside for industrial applications, Dr. Jolliffe explaining there was "considerable concern over hemorrhage to Government by industry". He also suggested that the manufacturers of diathermy machines be given a "two-year latitude" to eliminate interference from the machines. The electro-medical manufacturers had requested frequencies as the solution to curbing interference rather than shielding.

Military Meeting

An anticipated stormy final hearing session did not materialize. During the Panel 2 meeting Wednesday night it developed that Dr. Jolliffe, acting as a "committee of one", planned to read into the record a letter formulated by certain manufacturers representing on Panel 2.

(Continued on page 60)

Text of Chairman Fly's Concluding Statement . . . .

THIS CONCLUDES our hearings in Docket No. 6651. But I do not want the record to be closed without saying a few words of appreciation to the many hundreds of engineers, executives, and others in all branches of the radio and allied industries who have helped to make these hearings so outstanding a success. Further, I wish to express especially to the members of the Radio Technical Planning Board, from which we have heard so much, our appreciation of the hard work and the patient labor with which they have worked on the many problems involved in the hearings.

For six weeks now, we have been engaged in the significant joint enterprise of thinking together with respect to postwar allocations. I venture to suggest that seldom in the history of regulatory agencies has such full, frank, and unstinting cooperation been offered by industry to the Government. We in the Commission, in turn, both at the staff level and on the bench, have sought to reciprocate in some measure that spirit of cooperation.

Through the years, at industry meetings and elsewhere, we have been heard to lament the fact that broadcasting in the past has, like Topsy, "just grown", and I have frequently expressed the hope that the day would come when it would be possible for Government and industry to sit down together, go over the entire spectrum, channel by channel, and come up with a plan which, even though it does not entirely satisfy everybody, at least approaches the proper and fair and honest structure within the limits set by the spectrum itself.

To realize such a plan, one essential condition had to be met—namely, generous and unselfish work on the part of all, whether in Government, or in industry, who had contributions to make to the end result. That generosity has been displayed, not merely in the hearing room, but also in the sub-committee meetings, committee meetings, panel meetings, and board meetings of the Radio Technical Planning Board.

May I also thank those non-industry groups—the educators, amateurs, police, fire departments, and industry and medical, the representatives of other Government agencies, and many others—who have worked along with us on this undertaking. Their assistance has been most welcome.

The Commission will now proceed to consider the various proposals with respect to postwar allocation of frequencies. Our consideration will be based upon a record which I feel sure is the fullest and most satisfactory in the history of radio broadcasting. Many of the decisions we will have to make will present a high order of difficulty; but I can assure you that we approach our task with only one objective in mind—to achieve an allocation pattern which will best serve all the vital interests concerned.

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Kobak Entry Presages MBS Changes

Dropping of Non-Profit Cooperative Setup May Develop

By BRUCE ROBERTSON

APPOINTMENT of Edgar Kobak as president of Mutual, announced last week by its board of directors, may presage sweeping changes in Mutual's present cooperative non-profit structure, possibly culminating in a merger with another network, bring it in line with other networks. Mr. Kobak, who resigned as executive vice-president of the Blue Oct. 21, will assume the Mutual presidency Nov. 20 following a vacation. He succeeds Miller McClintock, who leaves MBS Nov. 17 after two years as the network's first president, with the option period on his contract up Oct. 1, but that the death of W. E. Macfarlane, WGN vice-president who was a member of the Mutual board and chairman of the Executive Committee, opened the way for organizational changes, Mr. McClintock's retirement the first among the two most important considerations, it was said, was bought up by MBS at the rate of $15,000 per year for the two years.

Operational Study

First task Mr. Kobak will undertake at Mutual is a study of the complete organizational and operational setup. After that he will make his recommendations to the board, which has given him a free hand in conduct of the network's affairs and has assured him that whatever course he lays out will be followed. Mr. Kobak said last week he does not know whether the present MBS setup is the best one. He will make no decisions and recommend no changes until he has completed his study.

In his official statement accepting the post, Mr. Kobak said: "I feel very humble about my expanded opportunity to serve the listening public in the new horizons and larger opportunities which lie ahead. I have a deep interest in radio. It is up to us to keep it free in order to make America a stronger and better informed nation. The challenge is there. I will do my best to help Mutual become the leader, to work to make all broadcasting service better and build the industry, The listener is my boss. I want to be a good servant. Our immediate job is to help win the war."

The Mutual board, in making the appointment, stated: "As Mutual enters its second decade we feel particularly fortunate in securing Edgar Kobak to help us carry out plans to improve our service to the American people. Fine strides have been made by our network under the leadership of recently resigned President Miller McClintock. "It is our intention to build the finest broadcasting system, to become the leader in all phases of service, to live up to the responsibilities inherent in the electronic American system of broadcasting. We plan to develop all future services made available through the progress of radio, electronic music, television and facsimile. We feel that under the direction of our new president who has had broad experience in the fields of publishing, advertising, and broadcasting, we will achieve the high goal that we have set for ourselves. "We begin this new decade with renewed vigor and confidence. Mutual plans to enlarge its organization and will put particular emphasis on programming, determined to develop and listen to the finest diversified program schedule ingenuity and money can produce. We want to make freedom to listen worthwhile."

Not Happy at Blue

Mr. Kobak said his resignation from Blue was "due to my conviction that some of the activities of Blue's board, without hard feelings on either side, expressing the highest friendship for Edward J. Noble, Blue board chairman, and the other executives with whom he has worked since its formation, that Blue's separate status were not in line with Mutual's interests and would not serve the best interests of the Mutual network since its separation from NBC. He left because he wasn't happy under the new setup, he said.

Mr. Kobak now is retaining his stock holdings in the Blue for the present, adding that he also owns stock in RCA and General Electric Co., both of which are interested in the broadcasting business.

It was learned that unlike Mr. McClintock, Mr. Kobak has no contract with Mutual, but is joining the network on the more usual arrangement of continuing as long as both parties are satisfied. His salary was not determined, but it is reported to exceed the sum he was receiving from the Blue, understood to be $55,000 a year, and the $35,000 a year he reportedly paid Mr. McClintock.

It is anticipated that any reorganization of Mutual instituted by Mr. Kobak will involve strengthening rather than changing the present personnel, with none of the three top-ranking executives being let go, and hiring that frequently follows such a change. In the reorganization of the Blue following its separation from NBC, Mr. Kobak and Mark Woods, Blue vice-president, built their staff largely from the NBC people who had worked on Blue affairs while that network was part of NBC, and it is expected Mr. Kobak will follow the same procedure in his position, building on the foundation laid by Mr. McClintock rather than making an entirely fresh start.

NETS GIVE LABOR RECORD AIR TIME

AN ARRANGEMENT by the CIO to receive time for 52 weekly programs during 1945 over three networks, following a plan previously announced by the AFL, will give to organized labor its biggest labor year radio program. Tentative schedules announced by CIO call for a 13-week series on the Mutual network to be followed by a 26-week series on Blue beginning Saturday, Oct. 29, through 6:45-7 p.m., followed by a 13-week series on NBC at a date and time to be determined.

In addition, Mutual will provide spot broadcasts from time to time, the network declaring it has adopted no policies of making commitments of free time to labor or to special organizations and that it "has always been alert to carrying special features and events of the AFL, CIO, other labor organizations and management, and will continue to follow this policy in the future."

Mr. Kobak has not yet decided on the exact format of its programs for 1945 but Len De Caux, publicity director, said they would incorporate dramatic interest and news value. It is understood that prominent talent will be employed in producing the shows which are expected to bring in the first time to labor programs the audience-grasping features of highly rated commercial programs.

A 52-week series has been allotted the AFL by the three networks. Two types of programs have already been announced, one entitled Labor Forum and another Help Wanted [Broadcasting, Oct. 30].

New Bruck Account

UNICORN PRESS, Brooklyn, publishers of Funk & Wagnalls New Standard Encyclopedia, and a user of spot radio for mail order promotion, has named Franklin Bruck Ad., New York, as agency, effective Jan. 1, 1945. Spot radio campaign is being included in plans submitted for client's approval.

Eight-in-One Spot

EIGHT-IN-ONE Co., Chicago (cold cash) began sponsorship Oct. 5 of the Cedric Foster newscasts three weekly on WGN Chicago. Billed for 13 weeks, was placed by H. W. Kastor & Sons, Chicago.

Cub's Games on WIND

WIND Chicago has signed the Chicago Cubs to play their fall season broadcasts. Games were previously broadcast on WJJJD Chicago.
Fly Leaves FCC Nov. 15 to Practice Law

Porter and Reinsch Mentioned as Successor

By SOL TAISHOFF

ANY LINGERING doubt about the decision of James Lawrence Fly to leave the FCC chairmanship was dispelled last Thursday. Mr. Fly personally confirmed that his resignation was repeatedly published in Broadcasting, that he would leave the Commission Nov. 15 and establish law offices in New York (see cut).

Promptly upon the close of the momentous spectrumwide allocation hearings last Thursday forenoon, Mr. Fly announced that President already has accepted his resignation. The FCC Chairman had attempted to resign weeks—even months—ago but was prevailed upon by the President to remain until the last time until completion of the allocation proceedings which will shape the whole future of broadcasting and other radio services, including FM, television and facsimile.

Two Vacancies

The resignation of embattled "Larry" Fly leaves two vacancies on the FCC. The other one has been created by the retirement last July 1 of Commissioner T. A. M. Craven, the Chairman's almost constant adversary on the Commission, to become vice-president of the Cowles Broadcasting Co. The Craven vacancy, a Democratic one, is for the seven-year term which would end July 1, 1945. The present day successor of Mr. Fly's successor would be for a term ending July 1, 1949. His successor could be named as a Commissioner; the President has the authority under law to select the Chairman from among the seven FCC members.

It is no secret that Mr. Fly's resignation after 15 years in Government service was motivated by a desire to recoup his personal fortunes. It is expected he will engage in a general law practice, but will specialize in the utility and communications fields. His successor, as well as an appointee to fill the Craven vacancy, probably will be named prior to or coincident with the convening of Congress on Nov. 14, assuming a Democratic victory.

Mr. Fly's terse announcement last Thursday confirmed in all particulars the report in Broadcasting Oct. 29, 1944. Indeed, as previously mentioned, "I am leaving the FCC on Nov. 15 to enter private practice of law in New York City with offices at Suite 1444, 30 Rockefeller Plaza," the Chairman said.

There were no new names to add to the list of possible successors to Mr. Fly beyond those published in recent issues of Broadcasting—assuming a Democratic victory. But there were new prospects for the Craven vacancy.

Heading the list for chairman is Paul A. Porter, publicity director of the Democratic National Committee, an ardent New Dealer, and former CBS attorney. Had it not been for the blessing of Mr. Fly, Mr. Porter, when queried by Broadcasting last week, denied that he had "accepted" the FCC chairmanship and preferred not to discuss the possibility of acceptance in the immediate future. He reiterated previously expressed views that he is more interested now in getting "some sleep" than anything else.

But there are other names in the speculation, too—including incumbent members of the Commission. Outside the FCC membership are such personalities as J. Leonard Reinsch, radio director under Mr. Porter on the Democratic Committee, to leave from his post as managing director of the Gov. James M. Cox organization. WSB, WIOD (WHIO), Leighton H. Pfeebles, chief of the WPB Communications Division; John D. Biggars, Libby Owens Ford Co., Toledo, an ex-Govern- mental CIO; J. Harold Ryan (Cap) Krug, chairman of WPB and a former FCC common carrier expert.

A day early press and radio secretary to the President, also was projected last week as a possible Fly successor. It isn't doubted Mr. Early could have the job if he wanted it, but there was considerable question about his desire for a post that would simply exchange one Post for another. Mr. Early is the present head of the secretariat since the first Roosevelt term, Mr. Early probably would be disposed to look for a change after Jan. 1. It would be a surprise some in radio to see him named successor to J. Harold Ryan as president of the NAB.

Mr. Porter, it was thought, will accept the chairmanship if offered. The 40-year-old Kentuckian, who has had wide experience both in and outside of Government, would be a popular choice with practically all those in radio. The same would hold for the 36-year-old Mr. Reinsch, but it is doubtful whether both would be named to the Commission because of the similarity of their backgrounds and more particularly their identity with the Democratic Committee during the campaign.

Lt. E. K. Jett, FCC member, and his former chief engineer, although belonging to the "official labeling" contingent, is highly thought of and might be elevated to the chairmanship under either a Republican or Democratic administration. Paul A. Wadler, a charter member of the FCC and an Alabama Democrat, is an aspirant as is the leftist C. J. Durr, Alabama Democrat, who has the closest support of the National Action Committee, with which his wife is affiliated, as well as the radical New Deal forces.

Denny Is Mentioned

Emergence of Charles R. Denny, 32-year-old FCC general counsel, as a possible appointee developed last week, coincident with Mr. Fly's announcement. Mr. Denny's elevation on a permanent basis, with that of Rosel H. Hyde, assistant general counsel in charge of broadcasting, now being discussed in Administration circles. Neither is regarded as a prospect for the chairmanship. Other names to fill the Craven vacancy, it is thought.

Mr. Denny has fought side by side with Chairman Fly during the grueling legal and legislative battles on the network regulations and the proposed revision of the Communications Act. He has been the Chairman's closest advisor. He has been general counsel for the FCC for the past two years, having been promoted from the assistant general counsel division.

Mr. Hyde, an Idaho Republican, had been considered for the vacancy filled by Lt. Jett last year. He is regarded as a possible appointee to the Radio Commission and has been a top broadcast attorney with the FEC. He was the man in whom the coming assistant general counsel in October 1942.

The likely development, it is thought, would be the naming of Mr. Walker as acting Chairman pending the appointment and confirmation of his successor by the President, with R. Niles Trammell, president of NBC, which occupies the entire sixth floor.

This pose of James Lawrence Fly in action is familiar to 'both sides of Capitol Hill. When this shot was made, the retiring FCC Chairman was testifying before the Senate Interstate Commerce Committee just a year ago (Nov. 3, 1943) against the White-Wheeler Bill, and what he then called the "stooge NAB."
Ohio and Kentucky broadcasters who attended the Oct. 28 NAB meeting held at WAVE Louisville included: Front row (left to right): George Partridge, Ray Shannon, WLW, Cincinnati; W. E. L. Porter, WHAS; Fred Palmer, WCKY; Walter Callahan, WSAI; Paul Wagner, WAVE; Doug Stover, WHK; E. Y. Flannegan, WGDR; and C. E. Arney of NAB. Middle Row: A. W. Marlin, WHAS; Porter Smith, WGBC; R. D. Borland, WKY-WKRC; Jack Kelly, WCOL; James D. Shouse, new director, WLW; Nathan Lord, retiring director, WAVE; Vernon Pribble, WTAM; Neal Smith, WLW; Harry Camp, WGB; Bob Morrison, WMEN; Arch Shaud, WLW; Hal A. Johnson, Robert T. Mason, WMRN. Back Row: J. M. Wynn, WHAS; James Shesby and Joe Eaton, WHAS; Lindsay Nunn, KLO, Clear Channel; W. J. O'Brien, WIXL; G. F. Bauer, WBN; Bob Dunville, WLW; Harry McTigue, WINN; Frazier Reams, WOTL; and Charles C. Leonard, WAVE.

**Shouse to Head District 7 for NAB; Ohio Broadcasters Name Mason, Shaud**

In the first district meeting held since the NAB's annual meeting and war conference in Chicago last August, James D. Shouse, vice-president of Croesty in charge of the broadcasting division, Oct. 28 was unanimously elected a director for District 7 (Kentucky, Ohio), succeeding Nathan Lord, WAVE, Louisville, at a district meeting in Louisville. Mr. Shouse then returns to the NAB board on which he had served three years to a large, representing large stations.

The term is for two years, with Mr. Shouse taking office following the 1948 NAB convention.

Prior to the next NAB annual meeting or war conference, elections of district directors will be held in eight other odd-numbered districts. The next conference, following regular procedures, would be held sometime in 1945, presumably during the summer. New Orleans tentatively has been selected as the convention city, war conditions permitting.

Mr. Shouse was unopposed as district director and Mr. Lord was not a candidate to succeed himself.

**HOPE AND FIBBER LEAD IN EVENING**

BOB HOPE heads the list of the "First Fifteen" programs in the Oct. 30 report on evening network Hooper ratings released by C. E. Hooper Inc., New York. Fibber McGee & Molly is second, and Walter Winchell third. Fourth place goes to Radio Theatre, which is followed respectively by Charlie McCarthy, Abbott & Costello, Jack Benny, Mr. District Attorney, Eddie Cantor, Hildegard, Screen Guild Players, H. V. Kaltenborn, Truth or Consequences, Your Hit Parade, Take It or Leave It.

Radio Theatre has the highest sponsor identification index—88.8, with 88.7 giving the correct product; 0.1 naming another product; 0.6 giving the wrong sponsor, and 10.6 unable to name a sponsor.

**1,000,000 WORDS**

FCC Hearings Consumes 4,559 Pages of Testimony

A total of 258 witnesses presented more than 1,000,000 words of testimony, plus 929 exhibits, during the FCC spectrum-wide hearing, which closed last week. The printed record consumed 4,559 pages, averaging 24 words per page, according to Ward & Paul. Washington court stenographers who handled the hearings. Three stenographers, working in relays, were required to record the voluminous testimony.

Although some witnesses were on the stand three or four hours, others took 10 or 15 minutes while some 30 of the total submitted prepared statements to conserve time. With few exceptions the entire commission and throughout the hearings, which began at 10:30 a.m. Sept. 25 and closed at 10:35 a.m. Nov. 2, taking 24 hearing days.

Cost of the record to witnesses was $30 a page for the copy, or $1307.70, plus $500 a week for a total of $209 each additional complete set.

The hearings were conducted by Chairman Joseph H. Reagan, FCC counsel, and George P. Adair, chief engineer, assisted by members of their respective branch, Roger Plotkin, assistant general counsel and chief of the Law Dept. Litigation Section, organized the preliminary work.

Mr. Grauer wins top H. P. Davis Award

**Banghart, Hanes, Serrell, and Wells Win Regional Prizes**

Mr. Grauer, announcer for Information Please, NBC Symphony and Mr. & Mrs. North as well as other high-ranking programs, was presented with a gold medal and $300 as national winner of the 1944 H. P. Davis Memory Announcers' Award for on-air broadcasting in NBC last Thursday, on which the names of the four sectional winners and those receiving honorable mentions were also announced.

Awards, established in 1933 by Mrs. H. P. Davis in memory of the late Mr. Davis, are open to staff announcers on NBC stations, station news directors, program-producers, and radio announcers.

Mr. Grauer, on leave as RCA president serving as special consultant to the communications branch, public relations office, SHAFF, has returned to the U. S., but is still on active military duty.

**Sarnoff Back**

Col. David Sarnoff, on leave as RCA president serving as special consultant to the communications branch, public relations office, SHAFF, has returned to the U. S., but is still on active military duty.

**News Chiefs to Pearl**

To confer with friends and learn about most effective methods of radio coverage of the Japanese naval war, news chiefs of the four networks—G. W. Johnson, Blue; Paul White, CBS; John Whitmore, MBS, and Willard Scott, NBC—will fly to Pearl Harbor early after attending the International Telecommunications Congress in London. Mr. Scott has postponed his scheduled European trip.

**Continental Oil Plans**

Continental Oil Co., Ponca City, Okla., announces that it is preparing a 1,000,000 word oil products, is lining up an extensive spot schedule as part of its 1945 advertising drive, through Geyer, Cornelius & Newell, New York.
The story behind the W-I-T-H

"News Room"

W-I-T-H is recognized as the NEWS station in Baltimore. W-I-T-H news coverage is no hit-or-miss reading of dispatches as they come over the wires.

The W-I-T-H “News Room” is set up with a managing editor, a news editor, and well trained announcers.

There is no boring repetition of news read over and over by announcers who have just come on duty.

Each spot news period is an edited newscast that packs into each period all the vital news.

News is another reason why W-I-T-H delivers more audience for the dollar spent. We’ve got hard as nails facts, if you want them, that prove W-I-T-H produces the greatest results at lowest costs every sales-minded executive likes to see.

Baltimore, Md.

Tom Tinsley, President * Represented Nationally by Headley-Reed
Networks, Stations Canceling Programs for Ballot Coverage

Air Time Used Extensively by Candidates; Troops Overseas Will Hear Election Returns

By ROBERT K. RICHARDS

AMERICAN broadcasters, who have billed the two major political parties for about $750,000 each during the campaign months, this week feed the profits back into the trough as commercial programs are canceled wholesale to make room for election return news.

Tentative summaries prepared by BROADCASTING from material made available by the national committees of the major parties show that 29 hours and 10 minutes of network time was purchased by the Republicans and 32 hours and 5 minutes by the Democrats. Of this figure, only 24 hours and 35 minutes was purchased outright by the Democratic National Committee, with private groups inter- posing and buying the remaining 7 hours and 30 minutes.

A breakdown of the distribution of network time purchased for the respective tickets shows the following:

**DEMOCRATS**

<table>
<thead>
<tr>
<th>Network</th>
<th>Hours</th>
<th>Minutes</th>
</tr>
</thead>
<tbody>
<tr>
<td>BLUE</td>
<td>9 hrs. 20 min.</td>
<td>6 hrs. 5 min.</td>
</tr>
<tr>
<td>CBS</td>
<td>7 hrs. 20 min.</td>
<td>4 hrs. 55 min.</td>
</tr>
</tbody>
</table>

This table shows network coverage only, and does not include the vast spot schedule placed on stations throughout the nation; nor do the dollar figures that take into account the sums of money expended by individuals and organizations other than the national committees in party promotions on individual stations and regional networks.

It has been estimated reliably that each party would spend about $1 million dollars this week, but analyses made for the news media, show that the parties were limited to the capacity a hall would hold.

**Network Plans**

The returns from the nation's precincts, gathered laboriously then, reach the voters now as quick- ly as they reach the candidates. President Lincoln's re-election in 1864, conceding at midnight election night, was flashed to the country by telegraph, but there were many places which did not receive the results for days. Today's returns will reach the people in split seconds.

To inform America's 150,000,000 voters, who will form a multitude of 10,800,000 gatherers, the patterns were planned to cover the entire United States, with Miami, San Francisco and New York being the main event centers.

Networking plans called for 150 networks in 329 cities.

**Tideownt Expands**


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**FDR VIDEO FORECAST**

Describes It as One of New

-Scientific Wonders-

PRESIDENT ROOSEVELT, first major political contender to utilize fully the power of radio in campaign, in his nationwide speech last Thursday evening forecast television as among the new scientific wonders which will bless the peace-time world.

The President, looking into the future, said: "I look forward to millions of homes of all types - living to new low-priced automobiles; new highways; new airplanes and atomic wonders, which will make the world a safer place to live in, and more interesting.

By WCOP Boston; WJW Cleveland, KMOX and KSD St. Louis; WNEW and WHOM New York, KYW Philadelphia.

WNEW and the New York Daily News are among the sponsors of election bulletins and Censor Searchinger, WNEW commentator, will analyze the returns in a special co- operative television broadcast scheduled for WABD.

WCBW, CBS video station, will telecast 3 hours of election news and trends beginning at 9 p.m. Tuesday by WABD. CBS network, NBC television outlet, is scheduled.

**OWI Transmissions**

Meanwhile, overseas shortwave facilities of the Office of War Information will be utilized to transmit news as it develops to our forces outside the continental United States. The Armed Forces Radio Service, it was announced by Capt. Frank King, will begin broadcasting election returns at 7 p.m. election night and will follow through with frequent five-minute summaries until the issue is decided.

A special broad beam covering all of Europe and utilizing two OWI facilities off the West Coast, the Army, will carry a program built around 10-minute return summaries on the hour and half-hour, interspersed with music that can be interrupted for election bulletins.

An equally elaborate program for distribution of election returns for fighting men in the Pacific theatre will be accomodated by OWI West Coast transmitters.

The Office of Coordinator of Inter-American Affairs will extend its regular broadcast schedule to carry special events program in Spanish, Portuguese and English for Latin-American audiences.

Two CIAA transmitters of the Spanish service will continue on the air until 2 a.m., two hours past regular sign-off. Others, operating in English and Portuguese, will continue on the air until 3 a.m.

Four transmitters will beam news to Mexico and Central America.
New York's Early Bird Program That Hits The Spot
Like a Well Planned Breakfast

Every weekday morning, from 7:00 to 8:30 a.m., the cheerful voice of Peggy Lloyd helps thousands of metropolitan New Yorkers off to a good start for the day. “Wake Up New York” is a carefully planned program that gives listeners what they want, with plenty of music, news, time signals, weather reports and other diversified features. As a result, “Wake Up New York”, during its broadcast hours, has the highest Hooper rating for August and September, of any New York Independent station, except one, and on the basis of rate, delivers its audience at the lowest cost per listener. A few choice announcement spots are still available.


New York's Early Bird Program That Hits The Spot
Like a Well Planned Breakfast

This Is
Station W.O.V.
Wake Up New York
Weather Report

Rain
Rain

WE VING FULLER,
Fly Leaves FCC Nov. 15

(Continued from page 18)

an additional appropriation, which runs out with the adjournment of this session.

In Congressional circles, the investigation from the start has been regarded as a sort of personal feud between Cox and Fly. Chairman Noble, now controlling owner of the Blue Network, has suggested to the Senate committee on communications that the hearings be held in executive session.

It is generally assumed that Mr. Fly will number among his clients Muzak Corp., which is making a bid for "subscriber radio" service on FM frequencies. William B. Benton, former advertising executive and owner of Muzak and Associated Music Publishers, has offered Mr. Fly the general counselship. When Muzak appeared before the Commission during hearings last month to press for an allotment of three FM channels, Mr. Fly absent himself and turned over the gavel to Commissioner Walker.

It is presumed Mr. Fly will not seek to represent radio clients personally in matters before the FCC—for the present, anyway. FCC regulations (Rule 1.38) specify that no member, officer or employee shall, within two years after his service with the Commission is terminated, appear as an attorney before the Commission in any cause or application which he has handled or passed upon while in the service of the Commission. There would be nothing, however, to prevent him from representing clients on entirely new matters or new applications.

Peter Shuebruk, legal assistant to Chairman Fly for several years, 

MR. PORTER

and Miss Charlotta Gallap, Mr. Fly's confidential secretary, will join him in his new legal firm.

AFRA Increase

OVERALL 10% increase in the AFRA commercial code covering performers employed on national network programs and on programs of New York key stations was agreed to last Friday, with terms for local and regional broadcasts out of Chicago, Los Angeles, and San Francisco to be negotiated individually in those cities. Terms to apply to the War Labor Board, however, will be retroactive to Nov. 1. New contract runs for two years, until Oct. 31, 1945, the common expiration date for the network sustaining agreement, staff contracts and the transcription code, which are currently under negotiation.

Disliked NAB

His controversy with the networks was eclipsed only by his dislike for the NAB and its former president, Neville Miller. He consistently contended the NAB was network-dominated. His most vicious denunciation of the NAB came at the St. Louis convention in 1941, when he alluded to it as akin to a "dead mackerel in the moonlight—it both shines and stinks".

When Frank B. McNinch, the FDR trouble-shooter, found the FCC job too much for him because of frail health, the President on July 27, 1939 selected the energetic young TVA general counsel as his successor. He did not assume office, however, until Sept. 1. A year later the President created the five-man Defense Communications Board, now the Board of War Communications, and named Mr. Fly chairman. That did not settle well with the military and still doesn't.

Rubin Plea Denied

PETITION of William B. Rubin, Milwaukee attorney and Democratic candidate for Governor of Wisconsin, complaining against stations of the four major networks which have carried Republican campaign talks, was denied last week by the FCC. Mr. Rubin charged that Gov. Dewey and other GOP speakers have made "false statements" concerning President Roosevelt, requested the FCC to issue orders to stations carrying the speeches to show cause why their licenses shouldn't be revoked, and asked that Republican speakers be required to submit scripts 48 hours in advance and that stations be required to "delete" any "false information.

Augusta Ruling

EFFORTS by a station manager to induce announcers to resign from a union are an unfair labor practice, the National Labor Relations Board ruled last week in a dispute between Augusta Broadcasting Co. (WABD, Augusta, Ga.) and the national Brotherhood of Electrical Workers.

One resource among many...

Among the many natural resources which make the tri-state area of Louisiana, Texas and Arkansas a wealthy market is timber. Here, timber grows more rapidly than in any other section of the country, making it possible by reforestation and careful cutting for lumbermen to have a new crop annually. With hundreds of mills running at peak production today, spendable income has reached a new high for workers in this industry. To influence the buying needs of these workers, alert advertisers are using powerful, 50,000-watt KWKH for their advertising messages.

The Shreveport Times Station

SHREVEPORT, LOUISIANA

Represented by The Brabham Co.

Page 18 • November 6, 1944

KW KH

CBS • 50,000 WATTS

BROADCASTING • Broadcast Advertising
The relaxed man shown above is Julius F. Seebach, vice president of WOR in charge of programs. During the past ten years, Seebach has shrewdly designed for WOR a pattern of elastic programming that is widely aped and envied. He maintained as early as 1936 that straight news broadcasts, commentators, and women's service programs would become increasingly important factors in station program scheduling. His predictions are vividly underlined today by the dominant positions of such WOR program types in the Crossley-Continuing Study, Hooper and Pulse of N.Y. audience reports, as well as on the sales ledgers of hundreds of sponsors. Seebach's sensitive awareness of talent is radio-historic. Such top-rankers as Raymond Gram Swing, Bessie Beatty, Gabriel Heatter, Mary Margaret McBride, Sunny Skylar, Martha Deane, Frank Singiser and many others were discovered and developed under his guidance. He said recently, "Impending world and home events foreshadow listeners' wants. One of WOR's big jobs has always been to anticipate and meet these wants for the benefit of its listeners and sponsors." Most competing New York stations enviously agree that Seebach has done a superb job on the latter.

CONTINUED ON NEXT PAGE
ROBERT A. SIMON, director of continuities. Crack air writer, editor, script doctor, Simon is nationally-known for his silk-smooth musical continuities. His "preparedness" announcements written early in the war, were cited by the OWI as perfect examples for the industry to follow.

NORMAN D. LIVINGSTON, commercial program director. Shrewd appraiser of what sells goods and what doesn't, Livingston is also a gifted picker of the kind of talent that registers cushiony Crosley, Hooper and Pulse ratings. He fathered such hits as "The Street Singer," the Joe Penner show and "Bulldog Drummond," etc.

ROGER BOWER, JOCK MACGREGOR, senior producers, are both gifted radio craftsmen, able to wrap up any kind of show in the books. Bower is especially known for his comedy-variety flair (example: "Can You Top This?") while writer-actor-director Jock MacGregor is famed for his mystery-drama touch ("Nick Carter," "The Mysterious Traveler").

WOR's programmers are smart agency and sponsor advisers

Seebach makes it a practice to surround himself with some of the most gifted showmen in radio. Shown on these pages are five WOR topnotchers. Individually, these men have made contributions to radio that are now bright pages in its brief but event-studded history. Backed by the resources of one of the industry's most advanced audience research staffs, Livingston, Simon and Ruffner plot WOR's 24-hour program schedule, both commercial and sustaining, with the bullseye precision of field gunners. Their business is knowing what the public wants, at the time it wants it. This knowledge is of invaluable help to numerous agencies and advertisers throughout the United States.
EDMUND B. "TINY" RUFFNER, director of daytime programs. League-legged "Tiny" Ruffner is as well-known to radio as Amos 'n' Andy. Has been associated with Maxwell House Showboat, Palmolive Beauty Box Theater, Town Hall Tonight. He created Big Town. A calculating daytime programmer.
WOR, as we have tried to indicate in the preceding photographs, is a product of much more than the mechanical selection and scheduling of programs.

WOR is people; 303 of them, all variously talented and skilled in the demanding tasks that go into the making of modern and successful broadcasting.

Such a staff and knowledge is one big reason why WOR is so particularly well-equipped to create programs that build the *greatest audiences* at the *lowest cost*.

Our address is . . .

—at *power-full station* WOR

*at 1440 Broadway, in New York*

member of the mutual broadcasting system.
Norton Urges FM Over 120 mc, Television 500-1,500 mc Band

Conclusions Based on Released Propagation Data Indicate Negligible Interference in Higher Spectrum

CONCLUSIONS based on hitherto restricted propagation data, submitted last week at the FCC technical information section, now on leave to the Army Air Forces and on duty with the Operations & Analysis Division, War Dept., told the Commission that data, based on worldwide propagation, “clearly indicate that interference would be expected for a negligible percentage of the time on frequencies above 120 mc.”

RCA Counsel Objects

As for television, Dr. Norton referred to an early exhibit submitted in the hearings and concluded: “I indicated that the expected range for a transmitting antenna at 1,000 feet would be a maximum in the band between 500 and 1,500 mc. No experience at all has been obtained within the past few years which would lead me to change that prediction.”

His testimony, begun Oct. 28 and concluded last Monday, brought objections from W. G. Harris, counsel for RCA and former FCC attorney, who said: “Certain RCA engineers do not believe the conclusions here can be found.”

In a statement placed in the record late Wednesday, Dr. H. H. Beverage, associate director of research, RCA Labs, and vice-president of RCA Communications, took issue with a portion of Dr. Norton’s findings, contending that the “data upon which these estimates are based are a startling departure from the ionospheric conditions observed in Washington.”

He expressed the opinion that Sporadic E and F2 layer transmission should not prove “too serious a problem to the protected service areas for television and FM” but added they would, when present, “undoubtedly limit otherwise good service which might be obtained out beyond the normal protected service area.”

Increased Shadows

Moving FM and television to above 80 or 90 mc should improve the service in the fringe area or beyond, he contended. The increased difficulty with shadow in urban areas would be encountered. Listing Dr. J. H. Dellingier, chief of the Bureau of Standards, and Dr. Norton as two of the “foremost radio propagation experts in the United States,” Dr. Beverage said the two were in disagreement.

Dr. Norton, he pointed out, may expect serious interference from long distance transmission, particularly from F2 layer reflections, on frequencies above 50 mc, and that he believes that FM and television should be placed on frequencies above 100 mc,” said Dr. Beverage. “Dr. Dellingier, on the other hand, has advised Panel 5 of the E/RB that, in his opinion, there will be no serious interference from FM in its present location between 40 and 50 mc. Presumably Dr. Dellingier and Dr. Norton have access to the same basic information, yet they have apparently arrived at a quite different conclusion.”

Dr. Norton’s testimony, explaining exhibits submitted earlier by Dr. Lynde F. Wheeler, chief of the technical information section [BROADCASTING, Oct. 30], was based, he said, on the “regular ionosphere measurements which have been made for many years at the National Bureau of Standards’ laboratories near Washington and more recently have been made at a very large number of other points throughout the world.”

Based on Bureau of Standards measurements near Washington, a station operating on 44 mc during last maximum sunspot cycle would not expect F2 layer reflections at a distance less than 1,320 miles, but at distances greater than 2,000 miles F layer transmission would be expected for 1% or more of the time during the last sunspot cycle (winter months, October-March, 1936-39). On frequencies above 60 mc no F layer transmission would be expected at any distance, provided the transmission point had its midpoint near Washington.

But a study of worldwide propagation data, classified by the military, led to the conclusion that the ionosphere over many points would be expected to support much higher frequency transmissions than that over Washington, he said. His data was gathered from stations which he felt would have a “fairly direct bearing on the allocation problem in the United States,” Dr. Norton continued.

London Interference ‘Danger Signal’

Referring to testimony of Dr. Beverage that television transmission frequencies have been seriously interfered with in New York, Dr. Norton commented: “The New York-London circuit is known to be one of the most difficult high frequency transmission circuits in the world so that the mere knowledge that transmission has taken place over this path on 45 mc should be a danger signal.”

Dr. Norton ventured that high power VHF transmitters had been operating in South America or Australia at or near 80 mc during the maximum of the last sunspot cycle they would have been “intercepted for many hours with intensities sufficiently strong to cause serious interference to an FM or television broadcasting service.”

He explained that the sunspot cycle about to be entered is expected to have its maximum between 1944-54. It has an “opposite phase to the preceding cycle in the sense that the polarity of the spots on the sun will be reversed in the northern and southern hemispheres of the sun,” he added. That difference in polarity may have considerable influence on the ionosphere and “may well cause predictions based on studies of the last sunspot cycle to be questionable.”

Dr. Norton said data now available represents the “best estimate” of the highest frequency F layer transmissions which may be expected “for many years in the future and for transmission paths traversing any part of the world.” It was on that conclusion that he stated interference above 120 mc would be negligible.

As for Sporadic E, measurements at three widely separated stations in the U. S. indicated that on a frequency of 88 mc interference from one station would be expected less than one hour per year,” but he added: “If 10 stations were operating on this frequency beyond the skip distance from the desired station, interference would be expected for more than 8 hours per year.”

Heavy Interference at 44.3 mc

Measurements at WGRF Paxton, Mass., Yankee Network FM station operating a 44.3 mc transmitter with a power of 83 kw and 10 day antenna, were used by Dr. Norton to show the expected F layer. Sporadic E and F layer wave and ground wave field intensities. With a lower powered station the interference would not appear to be as serious, he explained, since interference is present “in a smaller proportion of the potential service area.”

On the basis of the WGRF measurements, however, Dr. Norton found that the station would receive interference throughout more than 75% of its service area and concluded: “This is obviously an extremely serious problem.”

F layer skywave field intensity expected from WGRF would be 1,000 microvolts per 100 miles and “such an interferring field would cause interference to at least the 2,000 microvolt per meter contour of another station operating on the same frequency with the same power at this distance,” he said.

Sporadic E layer skywave field intensities are much higher in this case and more variable than the F layer because the reflections do not take place at a well-defined layer but rather from ionized clouds, Dr. Norton continued. After explaining his curve in technical terms, Dr. Norton stated his data on skywave transmission has demonstrated the necessity for moving FM upwards in the spectrum if we are to enjoy the interference free broadcasting service that everyone is looking the public to expect.

“The question which remains to be answered is how far should we go?” he went on. “Fortunately from the propagation standpoint, this does not involve a compromise. For the same power input into the transmitting antenna I would expect to experience serious interference in the same areas on frequencies between 130 and 200 mc and on 45 mc even if all of the listeners are receiving...
antennas which are built into their receivers."

Dr. Norton pointed to one disadvantage of the higher frequencies. That is the increasing importance of the tropospheric waves which are too weak and variable in intensity to increase effectively the reliable service area of an FM or television station, but are nevertheless "sufficiently strong to cause considerable interference to other stations operating on the same frequency in adjacent service areas."

He told the Commission it was desirable that "every opportunity be taken" to make field intensity recordings of tropospheric wave field intensities in each new wave band so that the FCC will have a "proper basis for determining the required geographical separation between stations on the same frequency."

Need for Channels

"It may very well be that a larger number of channels will be required by FM or television broadcast services at the higher frequencies simply because of the greater geographical separation required between stations at the higher frequencies due to the stronger tropospheric waves," said Dr. Norton. "Presumably, at the present time, it might be feasible to allocate a few additional channels above 100 me to both FM and television to take care of this contingency in the congested eastern part of the United States, whereas if we wait until we find out the exact quantitative importance of tropospheric waves at some later date we may not be able to find any vacant channels in the wave band adjacent to these important services."

As for television propagation Dr. Norton agreed with testimony of Dr. Peter C. Goldmark, chief CBS television engineer, that multipath effects would not be expected to depend upon the carrier frequency. In receivers where multipath is serious, directional antennas may become necessary, regardless of the carrier frequency, said Dr. Norton. He concluded that "the effects of multipath will be far easier to overcome when they are present as we go to the higher carrier frequencies."

Shadows cast by hills and mountains will result in large reductions in received field intensity; these reductions becoming greater as the frequency rises, he explained. The largest obstacle to UHF frequency propagation is the bulge of the earth itself, he added, continuing that "the theory shows that as the received fields are higher the higher the radio frequency up to 180 points slightly beyond the direct line of sight."

Dr. Norton last Monday took issue with Elmer W. Engstrom, RCA Labs. research director, who testified that it would be difficult to service a residential area with television if between that area and the transmitting antenna there were

(Continued on page 28)
Brooks Watson returns to WMBD after two years in the armed services. All the experience gained as Chief of the Radio Department, Public Relations Section, European Theater of Operations, London, England, contributes to the organization of a better News Service over WMBD. Brooks' return ushers in a new era of News Service to rich, prosperous Peoria area.

**NEWS about NEWS on WMBD**

- Under Mr. Watson's guidance, News facilities at WMBD become second to none. Here is the present line-up of News Service at WMBD:

1. A full time PRESS ASSOCIATION (radio subsidiary of Associated Press) wire.
2. A full time UNITED PRESS wire.
3. Eye-witness accounts of leading foreign correspondents from "on the spot" through Columbia Broadcasting System's "The World Today".
4. Special broadcasts from the Western Front through arrangements with the British Broadcasting Corporation.

**INCREASED DOMINATION OF PEORIA AREA**

WMBD News Service, and WMBD programs already command more than twice the average listening audience of the second most popular station in rich, responsive Peoria area, Illinois' leading market outside Chicago. Brooks Watson's wealth of knowledge in news editing and presentation, plus the increased news facilities, enhance WMBD domination of prosperous Peoria area. Ask for more WMBD facts.
Today's Video Compared With Radio of the 20's

TELEVISION programming today is in about the same state as radio programming of 20 years ago, John Southwell, in charge of television production of Young & Rubicam, told the Television Press Club of New York at its opening fall luncheon meeting last Wednesday. Pointing out that the early sound broadcasts bore little resemblance to today's program schedules, he said that until the public in general has had an opportunity to watch video programs for an appreciable period of time and to make its preferences known, about all the television producer can do is experiment with an open mind, pending the day when the public indicates what programs it likes and how they should be produced.

Edward Sobol, producer-director at NBC, discussed the difference between producing a sound broadcast, where something must go on all the time and a long pause is fatal, and a video program in which the picture can speak for itself a good part of the time. Citing the effect of radio on political campaigning, with a good voice so essential for a radio candidate, he predicted that four years hence a candidate's appearance before a television camera will be as important as his microphone manner is today.

OWI Aims at Fritz

THE GERMAN ARMY, target of the German Wermacht Hour beamed by ABSIE (American Broadcasting Station in Europe), is getting its first taste of OWI-supplied popular live music according to the New York office of the OWI's Overseas Branch. Beginning last Wednesday (Nov. 1), ABSIE is offering German listeners a weekly half-hour of dance music by Maj. Glenn Miller, leader of the American Band of the Supreme Allied Command. Heretofore, ABSIE has confined its music fare for the Germans to recorded tunes.

The measurements were made on the present television frequencies above 50 mc. They were made in the "lower frequencies" he added, but his curves were projected on the basis of knowledge in the lower frequencies and other data.

Dr. Norton was also questioned by Comdr. T. A. M. Craven, vice-president of the Cowles Broadcasting Co. and an advocate of television "upstairs" and by Chairman Fly.
For the past thirty days, in Colorado, the fall beet harvest and sugar-making campaign have been underway. This year again, Colorado will harvest more sugar beets and manufacture more beet sugar than any other state in the union. From Colorado’s 17 sugar factories annually comes from 20 to 25 percent of the nation’s beet sugar.

Not one of these factories will be a war relic when peace comes. They were all here before the war, essential elements of this state’s and this nation’s economy.

The beet sugar industry is one of the many fixed assets of the Denver region on which the permanent economic soundness and stability of the market rests. Mining, manufacturing, agriculture, livestock raising . . . these, too, are fixed assets of the Denver region. All have been stimulated by the unprecedented needs of war, but none will be superfluous when peace comes with new demands for the things that Colorado makes, mines and grows.

Looking at the Denver market today, or looking at it in the future, it is the kind of market in which advertising investments are good business. Advertising investments on KLZ, in particular, are good business because KLZ delivers the Denver market.

KLZ • DENVER
CBS Network • 560 kHz.
Affiliated in Management with the Oklahoma Publishing Company and WKY, Oklahoma City
REPRESENTED BY
THE KATZ AGENCY
SOS Hazard Seen
In Low AM Band
Looney, FCC Engineer, Claims
Ship Auto Alarm May Suffer

EXTENSION of the standard broadcast band to 520 kc, as advocated by the Allocation Committee of Panel 4, RTPB, might conceivably interfere with the effectiveness of auto-alarm aboard ships tuned to the distress frequency, H. V. Looney, FCC engineer, testified during the FCC allocation hearings.

American auto alarms are tuned to a rather broad band, capable of pickup signals on any frequency between 487.5-512.5 kc, he said, and while extension of the standard band to 520 kc may not ring the bell of the ship alarm systems, it would cause a weaker sensitivity, making it more difficult for the desired signal to throw the alarm.

Questioned by Charles R. Denny, FCC general counsel, and Howard S. Frazier, chairman of Panel 4 and NAB director of engineering, Mr. Looney said that at 540 kc there would be less likelihood of interference, although much would depend on the power of the transmitting station and its geographical location with reference to the coastal areas. He couldn’t estimate the signal strength permissible at auto alarms on 520 kc on the basis of selectivity data available.

The Panel 4 Receiver Committee has advocated moving the standard band to 530 kc. Mr. Looney said that at the outbreak of the war, the U.S. had 1,000 ships equipped with auto alarms and there had been a “considerable increase since 1941.” The Berne Bureau’s list for June 1939 disclosed approximately 4,200 ships of all nations equipped with auto-alarm devices.

Ability of different types of auto alarms to discriminate against unwanted signals varies, said Mr. Looney, and judging by the circuits employed, he expressed the opinion that some of the foreign alarms have poorer selectivity than the American devices. “Unless there were a change in design, I would expect any increase in selectivity to be obtained at the expense of bandwidth,” he said.

Turning Title mechanism before the television camera for introduction to a half-hour play on WABD New York, these DuMont station members assist in a video presentation sponsored by the Winthrop Shoe Co. for its men’s shoes.

Court Holds for WDGY
In 'Pot o’ Gold' Lawsuit

A LAWSUIT, brought by Isadore Pulverman against WDGY Minneapolis and the McComb Adv. Co. of that city on the plea that he had originated the telephone package identification plan and submitted it in 1940 to Wallace B. Stone, then WDGY commercial manager, was decided in favor of the defendants by Judge Selover in District Court of Minneapolis Oct. 27. Plaintiff claimed that in 1940, Lee L. Whiting, then commercial manager of WDGY used his origination in various programs on the station, while the defense claimed there was no original idea submitted on the basis of Mr. Whiting’s testimony and the lack of evidence on the part of Mr. Pulverman, the trial concluded.

Haydn Evans, creator of WDGY’s Pot of Gold program, and Wallace Stone, now in the Marines, were present during the trial. In handing down the decision in favor of WDGY, Judge Selover stated: “I am somewhat impressed with the argument with respect to the heavy burden resting upon the defendants to show prior use in analogy to the patent law, but we must not forget that the initial burden of proof in this action to show the contract and his rights, rests upon the plaintiff.”

Attorney for the defense was Gordon Mangan of Kelly & Mangan, Minneapolis, while the plaintiff was represented by Kellogg, Morgan, Chase, Carter & Headley, St. Paul.
IDENTICAL TWINS

...yet there is a difference!

Even identical twins often have important differences. In Wisconsin, for example, you'll find WMFM listeners are almost a perfect cross-section of the population . . . but they have one thing in common . . . one thing that distinguishes them from other radio listeners.

WMFM listeners are more discriminating . . . more responsive. All over Wisconsin this family of listeners stays tuned to WMFM because it gives them what they want . . . quality programming, quality reception. That is the secret of WMFM listener loyalty . . . quality programming, quality reception.

You want these discriminating listeners. They are receptive to new products, improved products, superior products.

When making your advertising plans for Wisconsin, investigate the "plus" audience only WMFM can deliver. Include WMFM in your next schedule.

WMFM

THE MILWAUKEE JOURNAL FM STATION
THAT RADIO should not follow the lead of newspapers in editorializing is the opinion of four out of five listeners but nevertheless one out of three believes that radio does take sides on public issues, according to the study of the Kansas Radio Audience of 1944 by Dr. F. L. Whan released by WIBW Topeka. This is the second installment of the study of Kansas Radio audiences, the first [Broadcasting, June 12] being a special advance supplement on the postwar plans of Kansas families.

Women lead slightly in the belief that radio should not take sides but men lead in the belief that it does. 83.1% of the women and 80.4% of the men or more than 5,000 answering the question were against editorializing and 34.9% of the women and 37.6% of the men think that radio is not impartial. More college than grade school people feel that radio should not take sides but conversely the belief is more prevalent in the latter group that radio is not impartial.

The attitude of listeners towards advertising cigarettes, beer and wine on radio was one of the points of information sought by the Whan study. This question is particularly pertinent in Kansas where during the twenties, sale of cigarettes as well as of intoxicating beverages was illegal. At present the law only permits sale of cigarettes, beer and other liquors containing less than 3.2% alcohol. The question asked was whether the respondent would listen as regularly as he could to interesting programs advertising these products. Surprisingly, farmers displayed greater tolerance on both subjects than city dwellers and were approximately twice as likely to accept cigarette programs. The latter programs would be accepted by 29.5% of the women and 35.6% of the men in Kansas. In farm homes the figures are: women 47.1%, men 50.7%; village homes, women 18.1%, men 29.5%; urban homes, women 22.9%, men 27.1%. On the question of beer and wine programs 13.1% of the women and 23.2% of the men responded in the affirmative. The figures vary little between the different population groups.

Young people were more likely to accept both types of sponsorship than older adults but educational background had no consistent or plausible effect in determining attitude on the question.

According to the replies of more than 5,000 individuals on the question of listening habits and hours, the average adult listener in Kansas during April and May 1944 listened approximately 3 hours and 55 minutes each weekday. Since all interviewing was done Tuesdays through Saturdays and the question was based on the exact times the respondent had listened to the radio the day before, no information could be gathered concerning Saturday or Sunday listening. Listening this year represents an increase of nearly 2 minutes per individual over listening reported during the same period in 1943. A table listing comparative data back to 1940 shows a gradual increase in Kansas listening since the 1922-23 war-year low, with average listening still somewhat under the pre-war listening of 1940.

The average evening audience is shown to be two or three times as large as the average audience in the morning or afternoon. However, the survey notes, spot time-buyers using a series of spot announcements, should not judge the total number of different individuals reached, by the size of the audience at a given time. Particularly during daylight hours, it says, the radio audience is constantly shifting from one set of homes to another whereas during the evening the shift is not so pronounced. Therefore, the total number of individuals reached by a series of announcements in the morning or afternoon may not be much smaller than the number reached by a like series broadcast in the evening. This holds true particularly for the farm audience.
We know your interest lies in the quickest way to reach ALL points in Northwestern Ohio and Southern Michigan—more effectively and economically.

That’s where WSPD fits in—Our 22 years of service to the community—Over a million loyal listeners—Our popular news and farm service—Top NBC audience shows—and sufficient power to deliver that sales message “out loud”.

THE FARM BREAKFAST HOUR
A WSPD FEATURE
Open for Sale
6:00 to 7:00 AM
Monday through Saturday
A live talent show—built to reach Rural Listeners—handled by an experienced Farm Reporter. Can be purchased complete or in a participating sponsorship.

Just Ask Katz
TO ADVERTISERS WHO ARE LOOKING

Most marketing experts agree that the South is now the nation's greatest "area of opportunity." If you feel that's true in your industry, we suggest you consider South Carolina as a starting point.

South Carolina is easy to cover. One station—WIS at Columbia—reaches virtually the entire State, daytime. The WIS service area has 74% more radio homes than New Orleans, 185% more than Atlanta, 208% more than Birmingham.

We'd welcome an opportunity to tell you how and why this 5000-watt station, at 560 KC, has a stronger signal (actually delivers more microvolts) over a larger area than is possible even to many 50,000-watt stations. Drop us a line—or ask Free & Peters.

Cities Celebrate

SIX YEARS with the right stations and sponsor is the record for Quiz of Two Cities celebrating its anniversary with WBFB Baltimore and WOL Washington. Sponsor is Gunther Brewing Co. of Baltimore and Washington. Henry Hickman of WBFB and Walter Compton of WOL both cut cake in honor of the event. Program is broadcast by stations in 22 cities.

G&D SPOT CAMPAIGN IN NEW EXPANSION

GAMBARELLI & DAVITTO's spot radio campaign for G&D Vermont—a substantial expansion over previous broadcast advertising—ties in closely with its space advertising. America as seen by historical characters is the theme of ads and is the subject of short dramatizations included in a half-hour transcription Vineyard Melodies.

Produced and placed by Jackson & Co., New York. newly appointed agency, and cut by Columbia Recording Corp., Bridgeport, Conn., the disc started as a weekly program Nov. 1 on WHN WNEW WHN WHK WIRE WQON WVEH WVEY WEAN WCAE WRN and about Nov. 20 will begin on WNDR WHN. Gambarelli & Davitto's which is the New York division of Italian Swiss Colony Wines, on the West Coast, previously confined its programs to spots and local shows on a few New York stations. They also renewed for 52 weeks Nov. 5 quarter-hour news on WOR.

Gillette Fights on WHN

GILLETTE SAFETY RAZOR Corp., Boston, sponsors on WHN New York for the second consecutive year the Monday night boxing bouts presented by the 20th Century Sporting Club from St. Nicholas Arena in New York. Broadcasts are heard from 7:10 p.m. to conclusion with Steve Ellis handling blow-by-blow accounts and Don Dunphy the color. Series began Oct. 30 and will continue through the 1944-45 season. Bouts are also telecast on Gillette on WNBT, NBC's New York television station. The Club's Friday night bouts from Madison Square Garden and other points are sponsored regularly on Mutual by Gillette under terms of a new year-round 92-week contract.

Agency is Maxon Inc., New York.

Congress Airings Favored in Survey

Straus Discovers Most Stations Sympathetic to Plan

REPLIES of 133 broadcasters to a survey of radio on broadcasting Congressional debates, show 69.2% favorable and only 13.5% opposed, according to a report issued last week by WMCA New York. Survey was conducted by Nathan Straus, WMCA president, following his recent endorsement of the pending Pepper Resolution to permit sessions of Congress to be broadcast (Broadcasting, Sept. 18).

J. Harold Ryan, NAB president, in an expression of personal views, pointed out some of the "operationals difficulties" with such broadcasts, but also mentioned the experience of New Zealand, where such broadcasts are said to have "resulted in an improvement in the calibre of their representatives."

Breakdown of the 133 replies (representing 141 stations) shows 22 broadcasters (16 stations) endorsing the idea and promising to carry the Congressional broadcasts, and 70 broadcasters (74 stations) endorsing the plan without any promise to air the programs, making a total of 92 radio executives (69.2%) favorable to the plan. Remainder of replies divided: 20 (17.5%) undecided; 13 (13.5%) opposed.

Calling the response "most encouraging," Mr. Straus said that although the sample covers approximately 15% of the radio industry, it is wide enough to provide an accurate cross section of national opinion. We all recognize that operational problems exist, but we feel confident these will be met as efficiently as the industry has solved other similar problems. "The immediate consideration is the acceptance by Congress of the principle that radio should not be denied the right to broadcast legislative debates," Mr. Straus said.

CBS Data

COUNTY-BY-COUNTY breakdown of radio families, according to the 1940 Census and to estimates for 1944 made by the CBS research department, has been published in a special-bound book by CBS, which is distributing copies to advertisers and agencies [see Broadcasting, Oct. 9].

NRDGA Video Plan

TELEVISION and its applications to retail store display will be given an entire day of a two-day meeting of store management and display executives to be held Dec. 7-8 by the National Retail Dry Goods Assn. at the Savoy-Plaza Hotel, New York.
That's the assignment of KYW's versatile Musical Director...

CLARENCE FUHRMAN

Concert pianist with the Philadelphia Orchestra at the age of fifteen... youngest Navy bandleader in World War I... with a twenty-year stint as conductor before the mike.

Whether it's Beethoven, Bach, or Brahms... barrelhouse, boogie-woogie, or the blues, Fuhrman is every inch the master musician. The full range of his talent is currently shown in programs in the popular vein, with special arrangements, sponsored by two leading Philadelphia advertisers.

The outstanding success of KYW musical programs is directly traceable to the genius and sound musicianship of Clarence Fuhrman. Audience-acceptance throughout the coverage area of KYW, plus the baton of Clarence Fuhrman, are a combination to bear in mind. When considering radio sponsorship in the Philadelphia market, ask to hear an audition-record of "Clarence Fuhrman Presents"... a 30-minute available feature on Wednesday evenings from 7:30 to 8. NBC Spot Sales will tell you more.
Corwin Defends PAC Radio Handbook

Denies Use of Illegal Methods to Secure Radio Time

A FEW months ago the CIO-PAC Political Action Committee issued a Radio Handbook to inform labor unions of the people's rights in radio, how to obtain radio time and how to use the time effectively.

The book was distributed not only to labor leaders, but to network and radio station executives, and Congressmen, inviting their comment. To date, not a single complimentary letter has been received. On the contrary, several Congressman and station managers have written to commend us for the book. Some literary critics have considered it important enough as current educational literature to give it space in their book review columns.

In view of this reaction, it is difficult to understand the articles and editorials that have appeared in Broadcasting during the past several months in which the CIO-PAC is variously reported as trying to "force," "cudgel" and "pressure" radio stations into giving CIO "free" time. Broadcasting also accuses us of "muscling-in" on free time.

By implying that the CIO-PAC advocates illegal or unethical methods to secure radio time, Broadcasting not only distorts the contents and purpose of the handbook but does a disservice to the radio stations which have made and are now making time available to labor organizations.

Broadcasting seems to be obsessed with the notion that PAC is on a rampage for free time. None of your articles and editorials on our radio activities is there any mention of the fact that labor buys radio time. Our Radio Handbook discusses circumstances when sustaining time may be obtained, but no reference is made to the fact that the book also gives information on purchasing time. Our reports indicate that most labor programs on the air are on purchased time.

The Radio Handbook, which your magazine has described as a "brash, insistent and nerve-wracking broadcaster into yielding free time to CIO unions," has been out for nearly five months. Can Broadcasting show us where a station has been "forced," "cudged," and "pressured" into giving free time to a CIO organization? The evidence is to the contrary.

One station manager on the West Coast wrote us: "All the effort to get radio in the minds of labor has come from our direction. We still today find our local unions inclined to look at radio askance. We want to see labor on the air and on our station."}

Columbus Case

Carl M. Everson, manager of WRTN-Columbus, was asked during hearings before the FCC recently, if he thought it proper for a labor union to instruct its members on how to get radio time. His answer, as reported in Broadcasting, Aug. 28, 1944, was: "I think labor unions should do it and do it fast. You've been backward." This was the hearing, incidentally, which your magazine, in its Aug. 21 issue, declared was "inspired" by the PAC to obliterate the NAB. For your information, the petition against the station was filed by Local 927, UAW-CIO, Columbus, in September, 1943, months before the PAC was organized.

Do the instances cited above sound as if radio stations were being coerced into giving labor free time?

Recalls Article

Broadcasting magazine of Oct. 26, 1945, carried an interesting story on page 59 by T. J. McInerney, titled, "Business Organizations Turn to Radio." Mr. McInerney wrote: "The use of the radio in recent years by businessmen's organizations - trade associations, boards of trade, chambers of commerce, and civic and commercial organizations - as a means of publizing their organizational activities and advertising their communities, has increased tremendously. . . . The majority of the organizations making use of radio depend on sustaining time, but this is not true in every case. Of 165 Chambers of Commerce and similar associations which received a questionnaire sent out by the U. S. Chamber of Commerce, 23 replied that they paid for their radio time. A similar number reported that they paid for time on occasion, while 76 indicated that they did not pay for their program time."

Did Broadcasting accuse the trade associations and Chambers of Commerce of pressuring and cudgeling stations into giving away free time or muscling in on free time? I don't recall that you did.

Unless radio permits the unbiased presentation of public issues by organizations representing all the people, radio is not fulfilling its obligation to operate in the public interest. This is an objective that labor will continue to strive for.
Announcing

RADIO STATION

WMT

CEDAR RAPIDS • WATERLOO

is now owned by

THE AMERICAN BROADCASTING STATIONS, Inc.

This change of ownership will not affect our present standards of “top” quality programs ... our policies remain the same ... and our audience still remains the “buyinest” folks in Iowa.
Other Fellow's Viewpoint

Editor's Note—Reaction to the letter written by Harry Bannister, general manager of WWJ Detroit, in response to Dr. Harold Shapley's criticism of singing commercials [Broadcasting, Oct. 26] has been varied. Here are typical letters commenting on the article.

'Sheer Genius'
EDITOR, BROADCASTING:
You can retire now because you have reached the Olympian heights. It was sheer genius or a burst of incomparable inspiration that caused you to write the headline, "Bannister Slides Down Professor". You have not only made my day-you have made the whole autumn and winter, too.

NATHAN LORD, Manager, WAVE Louisville
Oct 24

No Place for Jibes
EDITOR, BROADCASTING:
It doesn't seem to me to be a service to radio to poke fun at Dr. Shapley, as was done in Broadcasting for Oct. 23.
My own reactions to Dr. Shapley's letter to Niles Trammell are embodied in the enclosed copy of what I wrote to the head of NBC.
It is a matter of fact that stations should clean up, cooperatively, and the sooner the better. In some cases it is simply a matter of better programming. In others, it goes to the content of the announcement but there are times, in my judgment, when we just throw too many commercials at the listeners. In time, that will have the effect of dulling the response.

Dr. Shapley needs no defense from me. He is one of the foremost scientists of the country, a great educator and an extremely head- and practical man. I think we would do better to try to make a constructive response to such an intelligent critic.

H. KIRCHOFER, Vice-President, WBEN Buffalo
Oct. 30

Frank A. Merrick

Oct. 25. Mr. Merrick, a native of the United States, was born in Lambertville, N. J., and educated at Lehigh U., receiving a degree in electrical engineering in 1919. After graduation he worked for the Thomson-Houston Co., Lynn, Mass., and did not join Westinghouse until 1927, when he went to work in the East Pittsburgh plant. In 1930 Mr. Merrick was placed in charge of the new Canadian manufacturing organization of Westinghouse.

Esquire Spots
ESQUIRE MAGAZINE, Chicago, is sponsoring weekly one-minute spot announcements, for an indefinite time on WTCN WCWO WGDY W LOL. Agency is Schimmer & Scott Adv., Chicago.

United Stipulates
UNITED ADVERTISING Co., Chicago (fountain pen), has stipulated with the Federal Trade Commission to cease misrepresentations concerning price, quality, origin and value of their pens.

problem and we should work together to clear it up. A single station can't do much about it, except to try to turn down business and see if it gravitates elsewhere but, nevertheless, there are some spots I am cleaning up forthwith." Oct. 3.

In Amarillo, Texas on KFDA
SOMETHING NEW HAS BEEN ADDED (Yearly)

LISTENERS!

( NOTE THESE FIGURES)

GOING...

Frank A. Merrick

FLY CENSORS PROGRAM—But it wasn't James Lawrence Fly— it was a large, intent borsely that dive-bombed the air condensers of the transmitter at WHEC Rochester; short-circuited the equipment and knocked off the air for six minutes a brand new 15-piece string combination directed by Ken Sparron in its debut performance. Here Mr. Sparron, with Flit gun, maps a counter-tack to ward off future intruders.

Movie Spots
INTERNATIONAL PICTURES Inc., New York, which has appropriated $250,000 for the promotion of "The Woman in the Window", scheduled for release by RKO in November will use spot radio in connection with the premieres in various cities, possibly using as many as 200 stations in all, according to Buchanan Co., New York, agency handling national advertising. Recorded one-minute spots and 15-second chain breaks combining straight copy with sound effects will be used.

In Amarillo, Texas on KFDA
SOMETHING NEW HAS BEEN ADDED (Yearly)

LISTENERS!

( NOTE THESE FIGURES)

GOING...

Fall—1942
City—Amarillo, Texas
Morning Index Monday thru Fri. 6:00 A.M.-12:00 N. 17.7 78.4
Afternoon Index Monday thru Fri. 12:00 N.-6:00 P.M. 20.5 76.5

Fall—1943
City—Amarillo, Texas
Morning Index Monday thru Fri. 6:00 A.M.-12:00 N. 56.9 41.0
Afternoon Index Monday thru Fri. 12:00 N.-6:00 P.M. 34.4 63.9
Evening Index Monday thru Fri. 6:00 P.M.-10:00 P.M. 51.2 78.0

WOMC

Ashland, Ky.

KLWP

Kinston, W. Va.

WBBIR

Lexington, Ky.

KFDA

Amarillo, Texas

"This Is The Blue Network"

REPRESENTED BY THE JOHN E. PEARSON CO.

Howard P. Roberson, Mgr.

AMARILLO, TEXAS

Page 36 • November 6, 1944

Broadcasting • Broadcast Advertising
WHY PORTLAND, OREGON PEOPLE PREFER KGW

Judith Waller, NBC public service director, receives the Knight of the Rose from City Commissioner Dorothy McCollough Lee at the dinner in Miss Waller's honor.

Arlen X. Pangborn, KGW's Managing Director, seems to amuse Miss Waller and Mrs. Gilmore.

MARY ELIZABETH GILMORE
PRESIDENT OF THE OREGON CHAPTER, ASSOCIATION FOR EDUCATION BY RADIO

SAYS... "More than two hundred enthusiastic educators and radio people attended this fall's first meeting of the Oregon chapter of Association for Education by Radio. Station KGW was host at dinner in honor of Miss Judith Waller, director of public service for the National Broadcasting Company, who had come to speak to us under KGW's sponsorship. She gave us a graphic description of the radio institutes held last summer at Northwestern and Stanford Universities, and at U.C.L.A. Many of the listeners indicated a desire to attend one of the institutes next year. The whole affair was indicative of the fine relationship that exists between the educators and the commercial radio stations. We are very grateful to KGW for bringing Miss Waller to Portland."

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DIRECTIONS In strong light, stare at the center of the letter "O" of the KXOK in the yellow circle and count 40 seconds. Then quickly focus eyes on the black dot in the center of the white circle below. Count ten, and KXOK reappears.
Whether you consider KXOK as the miracle of this optical illusion . . . or as a progressive radio station that stands as a living, vital force in this area . . . the good impression this station makes on advertisers proves that KXOK is no illusion.

Results are what count! So . . . look into the illustration and follow instructions to imprint the KXOK call letter on your memory . . . then ask a KXOK or JOHN BLAIR representative to tell you how others have benefited by advertising over KXOK.

Yes . . . learn the facts about this economical and effective medium through which to sell your product in St. Louis and surrounding territory . . . and you'll agree that KXOK is no illusion!

KXOK

SAINT LOUIS, (1) MISSOURI
630 ON YOUR DIAL 5000 WATTS FULL TIME BLUE NETWORK
Owned & Operated by the St. Louis Star-Times

- Offices in New York  *  Chicago  *  St. Louis  *  Los Angeles  *  San Francisco
Snap-Back With Kobak

SELECTION of Edgar Kobak, erstwhile executive vice-president of the Blue, to head Mutual, is applauded by all those interested in radio's progress. During his decade in radio and about its fringe—first with NBC, then Lord & Thomas, and back with the Blue—Ed Kobak developed the respect of broadcasters everywhere, associates and competitors alike. He is a rare combination of salesman-engineer-planner-executive. He likes to call himself a "radio publisher".

With Mutual, Ed Kobak will get the opportunity to put all of his talents to work. The rapid strides made by the Blue since its separation from NBC in early 1942 can be ascribed in no small way to his planning and his coordination with Mark Woods, Blue president. Mutual got under way a decade ago as radio's first cooperative network venture. It has made excellent progress. Its stockholders and affiliates want to do better.

Whether Mutual will remain a cooperative nonprofit venture (as a network) or alter its organization along conventional network lines presumably will depend upon Mr. Kobak's recommendations following an appraisal of the operations. Radio should have a strong four-network structure. The competition will be healthy. We think the dynamic Mr. Kobak will bring more business to all radio.

PAC's Corwin Presents...

PUBLISHED in this issue (page 34) is a letter from Emil Corwin, radio director of the CIO Political Action Committee. He takes to task for criticism of the PAC's Radio Handbook, published last Summer.

Our editorialists have not emphasized those portions of the Handbook which dealt with the importance of station time. That's because the Handbook itself doesn't emphasize it, and there's implicit in the CIO-PAC campaign procurement of free time, and of raising merry ned in the high places if they don't get it.

Labor unions have been exhorited by the CIO, through its official publications, to get in on the ground floor of FM by applying for stations in this virgin radio field. When Sidney Hillman, chairman of the PAC, was asked that question at a National Press Club luncheon in Washington last week, he said he knew of "no program" for that. Perhaps that hasn't been cleared with them.

Mr. Corwin's reference to free time for trade groups warrants a word. We have repeatedly inveighed against free time grabs by those who have something to sell. It is just as repugnant to accept a disguised commercial from the National Assn. of Manufacturers in free time as it is from the CIO.

CIO publishes its own newspapers. It can establish its own FM stations, and have all the time it wants to sell memberships or political action. But then it must be prepared to give opposition labor movements and management equal time. And it will have to clear it with Jimmy Petrillo [AFM-AFL] on a fixed quota of staff musicians.

Slowly, Make Haste

PROCEEDINGS before the FCC on new spectrumwide allocations were conducted at an almost reckless pace. Time is an important element, to be sure, but it's more important to be right.

During the last fortnight there have been rather startling disclosures with the release of hitherto classified information on the propagation characteristics of frequencies in the lower portion of the ultra-high band—the portion in which FM and television and related broadcast services seek to cast their lots. These data purport to show that unique types of radio phenomenae and interference prevail in the band ranging up to about 100 mc, and that scientific factors, plus ordinary prudence, appear to favor movement of these broadcast services above 100 mc.

The argument favoring swift solution of the allocations problem is the Dec. 1 deadline established by the State Dept. for the forwarding of preparatory data, to be used in formulating this country's proposals for the next International Telecommunications Conference, to be held after V-E day. But does that mean that a perfected allocations plan must be evolved by the FCC this week or this month?

The international conference will deal with the allocation of bands having international communication and long distance interference. As we understand it, only those frequencies below 46 or 50 mc have such international range. It is desirable, of course, to allocate shorter range frequencies for postwar aviation on an international basis, so that planes can utilize the same equipment and bands everywhere. And there's still the question of allocations for international shortwave broadcasting. In the latter instance, however, there must be determination of our national policy—whether there should be direct or relay broadcasting in that field.

Thus, the allocations for the broadcast services appear to be a matter not of international consideration but of so-called "regional" concern, covering North and possibly South America. Whether FM or television or both should be accommodated below 100 mc or 300 mc, or above, could be developed at a Regional conference—after full information on these propagation phenomena is available.

Perhaps the key to the 1923 Hoover Conferences, when it was decided to establish the broadcast band at 550 to 1500 kc. It developed that the longer waves below 550 kc were best suited for broadcasting. There are proposals even now that they be converted.

Perhaps the answer to the television problem, if that new radio dimension is to get under way promptly, would be to allocate channels in pairs—one in the lower end of the spectrum and another "upstairs", thus permitting experimentation in both and affording protection to the experimenters who would then be assured of an assignment either way the art might develop.

The important factor now is to avoid a stampede for allocations that would be regretted. Let's not be carried away by the zeal or ambitions of the regulators, manufacturers, broadcasters, inventors or scientists, each with a particular plant or an axe to grind. What's done as a result of the allocations hearings can't be undone overnight or perhaps anytime in the foreseeable future. It's wise to make haste, but not more swiftly than is prudent or necessary.

Our Respects To

ROBERT MORRIS PIERCE

WAR, like politics, makes strange combinations and even the closest friends of R. Morris Pierce are having a difficult time sizing up a mental picture of Morrie in the front lines—let alone commandeering a convoy of tanks to take an objective. For those who know Morrie Pierce know him as a modest, retiring gentleman. But they also know him as one of the top engineers in the radio business—a man whose work and hobbies have always been one and the same—radio.

So the exploits of Morrie Pierce in this war are no surprise to his associates at WGAN where he served as chief engineer before taking a leave of absence in February 1943 to become chief engineer for the Psychological Warfare Branch of OWI. He has since been made vice-president in charge of engineering for the Richards stations, WGAN-WJR-KMPC.

Born in Chicago Dec. 17, 1906 Morrie attended Cornell College in Mt. Vernon, Ia., for two years and later took two more years of study in mathematics and electrical engineering at Case School of Applied Science, Cleveland.

Morrie first broke into radio as a control engineer of WJAY Cleveland in September 1927 and moved the following year to WGRP Detroit as assistant chief engineer. After serving on the engineering staff of WJR Detroit, Morrie went to Cleveland to install and become chief engineer for the radio system of the Cleveland police department. Late in 1929 he became chief engineer of WJAY and one year later assumed the dual position of chief engineer and station manager of WWVA Wheeling, W. Va.

About this time G. A. Richards began expanding his radio interest from WJR Detroit. He sent John F. Pet and Andrew (Freddy) Friedenthal, his chief engineer at WJR, to Cleveland to open WGAN. When the station went on the air in December 1936, Pierce went to Cleveland to serve as assistant chief engineer. Eight months later Friedenthal returned to Detroit and Pierce was elevated to chief engineer, a position he still holds.

Morrie joined OWI in February 1943 as chief engineer for PWB and it wasn't many months later that the nation first began to associate his name with outstanding radio achievements. In North Africa he conceived the idea of broadcasting terms to the Italian Navy on the international distress channel and to do this he worked one night for 14 hours revamping an old commercial transmitter to operate on the SOS channel. With the invasion of Sicily and Italy, Morrie returned

(Continued on page 42)
From Portland, Oregon to Portland, Maine

...for United War Chest!

Even from coast to coast, a telephone call isn't worth $1,614,604. But when Portland's Mayor Earl Riley (Oregon) challenged City Council Chairman G. A. Harrison (Maine), and the Oregon end of the conversation went out over KOIN, the community's response helped put the United War Chest over the top. The challenge, initiated by KOIN, highlighted the opening week of the recent campaign.

It takes all of the community to do a community job. KOIN's part in the United War Chest drive:

- Five major half-hour productions, including "The Fifth Freedom".
- Production for United War Chest kick-off luncheon.
- Continuous reminder reports.
- The challenge to Portland, Maine.

This year's campaign was the most successful in local history. We are proud of our community's response.

FREE & PETERS, Inc.  
National Representatives

KOIN  
PORTLAND  
OREGON
Stinson Returns
L. W. STINSON, chief engineer of KVOO Tulsa, on leave for eight months on special assignment for the Overseas Branch of OWI, has returned to the station. In the Italian and Mediterranean theatres, Mr. Stinson was engaged in technical work with the OWI. His activities in that area brought him into frequent contact with other broadcasters now serving with OWI or the various armed services. Among these were Lt. Hugh Carpenter, Army Signal Corps, formerly a studio engineer with KVOO; Charles Topmiller, chief engineer of WCKY Cincinnati, now with OWI; Lt. Ed H. Lockwood, Army Signal Corps, formerly on the technical staff of WLW Cincinnati.

FASCINATED BY four-time dry fly casting national champion, (center) Frank Steele, WBBM Chicago salesman, are (1) Jim Cruisinberry, WBBM-CBS news and sports editor, and (2) J. Kelly Smith, who is WBBM commercial manager. Steele won his latest victory for the Illinois State dry fly championship last week. He holds a number of world records.

Our Respects to
(Continued from page 40)
to Cleveland but the story of this great radio accomplishment did not come with him. For in the mind of Morrie Pierce this was a job any radio engineer could do and was no occasion for public fanfare. Had the story not been introduced as testimony before a House committee, it might never have been told.

Last January, after a short visit home, Morrie left the country again for England to become chief engineer of continental operations for PWB of OWI, serving under William Bailey, CBS chief.

After D-Day Morrie moved into France, supervised the installation of the first free radio in France at Cherbourg and has been in the front line—often ahead of them—ever since.

On Oct. 16, UP carried the story of the latest escapade of the amazing Morrie—the capture of Radio Luxembourg. Alert to the propaganda value of the situation, Morrie went to the commanding general, requesting a number of tanks to take the station before its destruction by the Nazis. His "army" took the station, one of the most powerful in Europe, which brought a commendation from Col. C. R. Powell, on behalf of the 12th Army Group for Pierce's "very efficient, prompt and vigorous action in the capture of Radio Luxembourg."

Every time Morrie goes away his friends look for another Pierce miracle in radio. Where the next one will be is purely for the crystal gazers. In the meantime his associates at WGAH, his wife Florence, and three children, Patricia, 13, R. Morris Jr., 11, and William 7, are looking forward to his expected return this month.

Benny Off 4 Minutes
LINE BREAK between Denver and Hollywood cut 4 minutes and 10 seconds out of the Jack Benny broadcast for Lucky Strike Oct. 29, but within seconds following the interruption an explanation of line trouble was broadcast, keeping telephone calls to stations at a minimum.

"Maybe you could tell me the name of the guy who insisted on listening to WFDF Flint."
New Salt Lake City Regional Granted; KDLY, KGA Petitions Set for Hearing

ACTING WITH almost unprecedented speed, the FCC last Monday authorized a new regional broadcast station for Salt Lake City to operate on 910 kc with 1,000 w fulltime. Principals are Abrellia S. Hinckley, wife of Robert H. Hinckley, director of the Office of Contract Settlement, former Assistant Secretary of Commerce, and George C. Hatch, manager of KLO Ogden, and his wife, Wilda Gene Hatch.

The application for the new station had been filed Sept. 20 and was announced in a formal FCC release on Sept. 25.

The action authorizes the second new station for Salt Lake City within the past few weeks. On Sept. 12 the FCC authorized a new local station to operate on 1400 kc with 250 w unlimited time to the Granite District Radio Broadcasting Co., approving an application which had been pending for sometime and then reinstated.

Has Necessary Equipment

Mrs. Hinckley holds 50% of the new Salt Lake City Broadcasting Co. interest, while Mr. and Mrs. Hatch have 25% each. Mrs. Hatch is the daughter of Abe L. Glassman, owner of KLO, a Mutual outlet, and according to the application, the new Salt Lake station will affiliate with the same network.

A week before the grant, an application for a new local station in Salt Lake City, filed by the Telegram Publishing Co., which publishes the Salt Lake City Telegram, was withdrawn on petition. In that case also, the applicant had claimed to have in his possession all of the necessary equipment, which would comply with the Jan. 26 "semi-freeze" statement of policy of the FCC, permitting new station grants in areas where need for service is indicated and when basic equipment is in hand. If that application had not been withdrawn, under established procedures, a hearing on the need for additional services in Salt Lake City would have been indicated.

At the same Oct. 30 session, the FCC designated for hearing the applications of KDLY Salt Lake City and KGA Spokane for assignment on the 880 kc clear channel, on which WABC New York, CBS key station, is the dominant outlet. By granting the Hinckley-Hatch application, however, a grant to KDLY technically would be precluded, because of lack of adequate frequency clearance in the same area, in view of the proximity of 880 kc to the 910 kc frequency. A minimum of 40 kc tolerance is recognized under regulations of the FCC.

KDLY seeks a shift in frequency from 1320 to the 880 kc channel, while KGA wants to shift from 1510 to the same frequency.

Oil Refineries

POST-WAR AND POST-NOW

- The oil refining industry that has long created wealth in the Sabine area which surrounds Beaumont has grown to gigantic proportions.

But oil refining is only one of the many important industries which make this area a fruitful market. Among these are shipyards, steel and iron works, synthetic rubber plants, rice mills and canneries—all geared for war today... preparing for peace tomorrow.

KFDM is the major network station which really gives you coverage and penetration of the rich Sabine area. Located in Beaumont, one of America's fastest growing cities, KFDM offers you a Hooper-authenticated listening audience such as no other station enjoys in this market. Ask for the facts today.

**Magnetized . . . drawing people and industries from other sections!**

Represented by Howard H. Wilson Company

**BEAUMONT MEANS BUSINESS!**
Personal Notes

PAUL BELAIRE, former manager of the Boston sales office of WOR New York for eight years, has become a regional manager for WORK Boston.

HARRY F. ALBRECHT, for the past two years a member of the WABC Chicago staff, has been named assistant manager of the radio section of WCBS Chicago. HUBERT H. BROWN, former RCA Victor regional manager, is sales manager. J. A. MIGUEL, has been named general manager of RCA Victor Mexico, Mexico City, succeeding H. R. MAAG, transferred to RCA's domestic regional sales, and J. M. KERNEY, former vice-president of the Argentine subsidiary company, has become manager of international accounts and finances at RCA Victor Communications Headquarters.

WILBUR STARK, released from the armed forces, has returned to the commercial staff of WMCA New York.

FRED BECKER, Blue Pacific Coast manager of spot sales, has resigned.

RALPH TAYLOR, Hollywood sales promotion manager of CBS Pacific stations, is in New York.

BURLIDGE D. BUTLER, president of WABC Chicago, has resigned.

JAMES M. LEAGUE, general manager of WIOD Miami, has been appointed a member of the executive committee of the Miami Rotary Club.

OTIS WILLIAMS, sales manager of WOR New York, transferred to Mutual, parent network, on Nov. 1 as a member of the sales department. Mr. Williams was with McGraw-Hill Publishing Company, before joining WOR.

WILFRED ROBERTS, assistant director of the radio division of the GIA in New York, who left with John W. G. O'GILVY, radio chief, for Rio de Janeiro Oct. 8, is expected back in the U. S. with Mrs. Roberts Nov. 8.

MAE BAINHORN, secretary to JOHN C. CREUTZ, chief of the domestic and foreign branch, WPX Flights & Radar Division since Dec. 7, 1942, was married Oct. 21 to CPL. W. J. WILLIAMS of the Army's telephone communications corps.

DR. W. L. EVERITT, electronics authority, has been appointed professor and head of the department of electrical engineering at the University of Colorado, Boulder.

JACK ZINSLEINER, formerly in charge of drug trade extension work at WLT Cincinnati, has been appointed director of drug trade relations, replacing RALPH E. VISCONTI. He is a lieutenant (jg) in the Navy.

IVAN MARSHALL, JR., former sales manager of WGR Syracuse, has been promoted to a captain in the Army Air Forces. He has been serving in the New Guinea theatre of operations since 1942. He is a nephew of MRS. H. C. WILDER and lives with COL. and Mrs. Wilder before entering the service.

CHRISTINE MITCHELL, formerly with North American Aircraft, Kansas City, has joined John Pearson Co., station representative, new offices located at 1120 Dierks Bldg., Kansas City, Mo.

KAY FISHER, a member of the sales staff of John Pearson Co., Chicago, is recuperating from a minor operation at the Augustana Hospital, Chicago.

NATHAN S. SAMPSON, former associate director of American Forum of the Air, NBC Sunday evening program, has moved his Washington law offices to 812 F St., N.W. He has been in a New York law office.

MRS. H. C. WILDER, a member of the Washington staff of John Pearson Co., Chicago, is recuperating from a minor operation at the Augustana Hospital, Chicago.

LEROY A. WILSON, former commercial manager of KASA Kansas City, has been named assistant sales manager of WOR New York.

Faurie Named

GEORGES FAURIE, formerly of Delco Appliance Division of General Motors, has been named manager of advertising and sales promotion of the new Radio Receiver Division of Westinghouse E. & M. Co., according to Harold B. Donley, division manager. He has been in the radio and appliance merchandising field 17 years. Paul H. Eckstein, formerly sales promotion manager of Stewart-Warner Corp., has been named assistant sales manager and John W. VanDeman has been promoted to manager of the Middle Atlantic District.

KASA, KGY Shifts

CONSENT was granted by the FCC last week to the station for transfer of license of KASA Elko City, Okla. to S. W. Woodm, sole owner, to the Southwest Broadcasting Co. for $11,250. Quarter interest in Southwest Broadcasting is held by Linnie J. Preston, president and director, represented by KGNC Amarillo, Tex. Half interest is held by Hoyt Houch, vice-president and director. Walter G. Russell, secretary and director, holds remaining interest. At the same time the action the Commission granted KGXK Olympia, Wash. from a corporation to an individual, Tom Olsen, who is sole owner.

KIUL to MBS

KIUL Garden City, Kan., joined MBS Nov. 1 as the network's 24th station. On the same date KIUL increased its power from 100 to 250 w, on 1240 kc.

LT. CHARLES J. GILKREEST, USNR, former director of news and special events of WBOC WODA Boston, and afterward chief of the radio section of the Treasury's War Savings Staff, last week reported for temporary duty at the Navy's Bureau of Public Relations, Washington. He returned recently after 20 months in the Pacific War Theatre, during which time he was executive officer of an amphibious landing force.

BEN MORRIS has been appointed promotion manager for Electronic Industries and Radio & Television Broadcasting. He will also direct research and copy service.

MJ. ROBERT M. SAMPSON, former sales manager of WBOC St. Louis, has been transferred from a Texas training base to the Saint Louis, Missouri office of the Armed Forces Radio Service. He has served as a director of the Army Field Artillery. He has been in the Navy's Bureau of Public Relations, Washington.

LEROY A. WILSON, former commercial manager of KASA Kansas City, has been named assistant sales manager of WOR New York.

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One Of America's Finer Stations

These Two Stations Provide the Only Full Coverage of This Rich Pennsylvania Area

National Representatives

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

BROADCASTING • Broadcast Advertising
The adventures of OZZIE and HARRIET originates at KNX... 

so does Sunrise Salute

The home life of those Nelsons (Ozzie and Harriet) has all the privacy of a railroad station Sunday nights when this new comedy team broadcasts The Adventures of Ozzie and Harriet coast-to-coast over CBS. Like a score of other national headliners, it originates in the studios of KNX. 

Bandleader Ozzie and his singing spouse, Harriet, have brought a refreshing new note to the air. Their bright dialogue—Harriet’s songs, Ozzie’s suave music, the smooth supporting cast—all these are blended behind-the-scenes by unsurpassed KNX facilities. The Adventures of Ozzie and Harriet has the same flawless network production that polishes every transcontinental show originating at CBS-in-Hollywood.

But the best KNX production skill, the finest KNX technical facilities aren’t “held out” for nationwide programs. You’ll hear the same stamp of quality on KNX local shows, presented only for Southern California listeners. And any advertiser can command them.

Take Sunrise Salute. It’s a live, wake-you-up show. Burritt Wheeler, emcee. A tenor, a pop singer, a trio and an orchestra—all performers of best nighttime caliber—at 6:15 in the morning. Wheeler’s basement-to-attic hints for housewives, his impromptu philosophy, the smooth production that best blends words and music—these all make plenty of listening friends. (Friends buy sponsors’ products.)

Some nimble advertiser can sign up a participation now on Sunrise Salute. With it, he’ll get a large audience and a program built to those same high standards of network radio that keep KNX one of the nation’s outstanding producers of outstanding programs. A call to us or Radio Sales puts KNX showmanship to work for you.

Columbia’s Station for All Southern California
FRANK EDWARDS, former Mutual commentator, has joined the program staff of WICB Indianapolis, where he will deliver twice a week new commentary nights. In addition, Mr. Edwards plans to tour the states and lecture at school and service clubs.

ERNEST SAUNDERS, former sports director of WGBK Charleston, has been appointed musical director for the station.

TOM MOOREHEAD, sports director of WFTL Philadelphia, has returned to his duties after recovering from a throat infection.

JOAN KESSLER is the newest addition to the program department staff of WKBW Philadelphia.

HERBERT RUDOLPH, announcer of WEBS Chicago, has been appointed program manager of the station, replacing ROBERT MILLER, who recently joined WSBC Chicago as general manager.

GAIL McCABE, member of the program department of the Blue Network central division, has been appointed assistant continuity director, succeeding CHRIS PILE, appointed continuity director.

JAN FRANK, formerly engaged in research for Psychological Corp., New York, has joined WIND Chicago as staff researcher.

FRED VANDERVEER, member of the news staff of WJR Detroit for the past two years, has joined WOR New York.

JOHN DENMAN, who is being returned to inactive status because of injuries received in the Central Pacific theatre of war, and former news editor and special events director of WJZ Jackson, Tenn., has been added to the news staff of WJR Detroit.

WILLIAM WAITE, released from the Army, has joined KFI Los Angeles as announcing director.

TED BENTLEY, Hollywood announcer, and KATHERINE SHAW, music librarian of KROA Los Angeles, have announced their engagement. Wedding is scheduled for early September.

WILLIAM J. ANDREWS, with the Ferrying Division, Air Transport Command, has rejoined NBC Hollywood as assistant manager of NBC Radio Recording Division. He was manager of NBC Hollywood guest relations department before joining the service.

DALE CLARK, former chief of the AP in Atlanta, has been named news editor of WAGA Atlanta.

MARTIN BURCH, announcer of WIOD Miami, has been induced into the Army. New additional of the WIOD announcing staff are JOHN GUNN and ROBERT ST. LAWRENCE.

GENEVIEVE McCARTHY of the program department of WPFL Syracuse is recuperating from an appendectomy at the University Hospital.

MURRAY HOGE, formerly with KVI and KMO Tacom, Wash., has been added to the announcing staff of WAAW Atlanta.

TOM CARNEIGE, former sports commentator, has been appointed public service director of WFOO Fort Wayne, Ind.

LT. JAMES O. HARDIN JR., USMCR, former announcer and promotion man with WSB and WATT Atlanta, and first man to do Marine broadcast battle broadcasts, has graduated from Officer Candidate School, Quantico, Va., as second lieutenant.

DOUG MANNING, new to radio, has been added to the staff of CKXN Wingham, Ont.

RALPH MONTGOMERY, former actor and director of WDIO Orlando, Fla., has joined KOIL Omaha, as announcer.

GIBSON JACKSON has been appointed program producer manager of WSAY Savannah and FRANCIS HARDEN has been named chief announcer.

Sgt. MEL ALLEN, a member of the CBS overseas news corps for some twenty years, is the new news director of KJR Seattle.

HATTIE HUGHES, former news editor of WSD San Antonio, has been added to the announcing and public relations staff of KIRO Seattle.

CARNEGIE, former sports commentator for the station, has returned.

BRIAN McPHERSON has been added to the announcing staff of KIRO Seattle.

HILLIARD GATES, former WWO Fort Wayne sportscaster, just released from the Army, has returned to the station.

JAMES E. HAND has joined WINS Dayton as continuity writer.

MATTHEW HALTON, Canadian Broadcasting Corp. wing correspondent, has returned to the station to make a trans-Canada tour in support of the 7th Canadian Victory Loan Drive.

ROBERT E. LEE MOORE, Trans-Radio European, has returned to this country for a short period but will return to his post on the European battlefront.

J. KELLY, editor for WIP Philadelphia, has been promoted to director of special events and publicity for the station.

CARNEGIE, has been inducted into the Army from the Army service department.

CELESTE CALDER, formerly a member of the program department of WPNP Philadelphia, has been added to the announcing and public relations department of WPGW Detroit, Ont.

CAPT. T. M. HARBOUT, retired RAF officer and holder of the DSO and DFC, has joined WERE Fort Wayne, Va., as program and production director.

FRANCES NEWELL, KGVO Missoula, Montana, has announced to continue studying for a law degree at Berkeley, Calif. PHILIP BOGGS and JOHN MC- O'DONELL have been added to the KGVO announcing staff. SIDNEY MELODY J., announcer, is still in the hospital recuperating from appendicitis.

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Average 1943 Cash Income Per Farm:

For Wowland States: $5613
For U.S. as a whole: $3242

Advantage of Wowland Farmer
Over Average U.S. Farmer $2371

South Dakota
$1690 More Cash Income
Than Average U.S. Farmer
$4932

Iowa
$1137 More Cash Income
Than Average U.S. Farmer
$4379

Nebraska
$2442 More Cash Income
Than Average U.S. Farmer
$5684

Kansas
$1446 More Cash Income
Than Average U.S. Farmer
$4688

Wowland Farmers' Cash Income for 1943 is Better than the U.S. Average by 35% to 250% (and 1944 looks even better!)

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

Ask Your Blair Man for Availabilities

Radio Station
WOW INC.
OMAHA, NEBRASKA
590 KC • NBC • 5000 WATTS
Owner and Operator of
KODY AT NORTH PLATTE
PETER BRADLEY, formerly of WAIT Chicago, has joined the announcing staff of WBC, Chicago.

CHARLES LAFORCE, announcer, formerly of WENY Milwaukee, has joined WAIT Chicago.

PAUL CLARK is the new night news editor at WIP Philadelphia.

LESLIE C. FITZGERALD, formerly on the staff of WEEB, Main Street, has joined WVO New York. Mr. Fitzgerald, wounded in the South Pacific, was recently discharged from the Army.

JOHN S. PEACH, flight lieutenant, BCAF, formerly of CBE Vancouver and CBC war correspondent, has returned to England after four months in Canada. He will join the North American service of the BCC in London, where he will become head of the BCAF radio public relations section.

ISOBEL MIDMORE, continuity editor of CKWX Vancouver, is teaching radio script writing at night school this semester as a consultant to this subject.

FRANK R. M. VAIL, former audience promotion manager of WEEF New York, has been appointed assistant promotion manager. He will coordinate both sales and audience promotion activities of WEEF.

ROY C. FORTEUR, who recently resigned to join McCann-Erickson, New York.

WALT FRAMER, former freelance writer and producer, has joined WAAT New York as WEEF Promotion manager.

ROBERT J. RICHARDSON Jr. has been appointed director of public relations of KKWD St. Louis. Mr. Richardson has been with the station for 10 years.

LARRY HORNOR, announcer at WIT Detroit, is instructing at Wayne U. in general radio along with FRANK (Bad) MITCHELL, WJR director of operations, who continues to teach radio speech.

ROBERT DONOVAN in radio since 1939, formerly with KJH and KNX Los Angeles and KXH Minneap., has been named to announce and special events announcer at KALE Portland.

PEGGY BYRNE, formerly in the publicity department of WHB, Chicago, has joined WIBW in Topeka as publicity director.

TOM HOLBROOK, announcer at WWL New Orleans, is the father of a boy.

GERALDINE FOSTER has been appointed exploitation director of Mutual, succeeding GEORGE WILSON, who last week became director of public relations and special events for WEEF New York. Miss Foster is formerly associated with ELEANOR LAMB, publicity director for WOR, New York, publicist for Mutual.

PAUL FORREST, former account executive of Homer Griffith Co., Hollywood, is now associated with CBS Hollywood as sales merchandising manager of its Pacific network. He resigned from Jack O'P Mora, who resigned to become western division sales promotion manager. RAY WILSON, discharged from the Army, and former announcer of KGKB Tyler, Tex., has joined CBS Hollywood as director of trade promotion division. He replaces JAC WILLIEN, who retired from his own public relations office.

NICK DRAELICH, announcer of KJY Fresno, Calif., has joined the Navy.

JOHN BUEY has joined the announcing staff of WHEB, Portland. N. H. BOB APHEARN, announcer, has been appointed musical director.

RICHARD DAVIS, former policy reader in NBC's Houston division, has joined NBC's Denver division.

CHAPMAN ROLLINS, former announcer of KPHO Phoenix, Ariz., and now with the Army, and HELEN HOAG, KPL Los Angeles secretary, were married in Los Angeles on Oct. 14.

GEORGE T. CARE, assistant program director of WBBM Chicago, is resigning as station representative, to exercise its fourth year. Mr. Care will head the sales and merchandising department.

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WHLN to MBS

WHLN Harlan, Ky., will start operations as a Mutual affiliate as soon as line facilities have been completed. Station is operated on 1930 kc with 250 w by Blanfox Radio Co. Inc.

WYTHE WALKER, New York, has been appointed exclusive national representative by KFFK St. Louis, operating at 6,000 w on 920 kc.

**WEI**—WHAT an anniversary! These 13 members of the staff of WEI 64, 1944 have been with the station 15 years. Celebrating their service and WEI's 20th Anniversary are (1 to r, front row): Nan Howard, sales representative; Florence Mitchell, secretary; Harold E. Fellows, general manager;病毒感染 Carl D. Miller and Frank K. Bashford, director of WEEI's shopping service. Back row: Engineers John Buttrick, Fred Lange, Ralph Mathewson, Ralph Cowie; Carlton Dickerman, announcer; William Rule, engineer; E. B. Rideout, weatherman. Group totals 205 years of service with station.

NAFE Uses Radio

MOE, 290 women commentators throughout the country are cooperating with the Nonpartisan Assn. for Franchise Education, New York, in its campaign to "get out the vote," by carrying spots urging listeners, especially women voters, to go to the polls Nov. 7, according to Randolph Feltus, executive director of the organization. Register-and-vote appeals have been carried during 140 network shows he reported. The association has been circulating transcribed spots. "Radio has been very cooperative and effective in getting people to exercise their basic obligations as citizens," Mr. Feltus said, stating that pledges of cooperation were being received daily from station directors.

**KPRO POLICY GROUP HEARS MISS LEWIS**

FIRST fall meeting of the KPRO Riverside, Cal., Community Radio Program Policy Committee was addressed by Dorothy Lewis from New York, Coordinator of Listener Activities for the National Assn. of Broadcasters, Wash., D. C., who spoke of the unusual opportunities radio offers for civic and educational programs.

Organized by W. L. Gleason, president of the Broadcasting Corp. of America, to assist KPRO in planning effective public service programs, the committee consists of 15 people headed by the City Superintendent of Schools who were elected by popular vote of the citizens of the community.

Representing KPRO at the luncheon were Mr. Gleason, Gene Williams, commercial manager, Mrs. June Vaccaro and Mrs. Mildred Thorne.

**RCM Video Plans**

**RCM PRODUCTIONS, Hollywood producers of "Sounds," with a stock reserve of product which can be used for telecasting, is now shooting subjects with video in mind. Ben Hersch, president of RCM which produces for Mills Panoram boxes, in late October revealed that with completion of 20 special programs currently under production, his firm will have an inventory of more than 400 short reels available. Reels will be manufactured for small screen and feature scores of name bands, singers, dancers and other entertainers.
5000 Watts—590 Kilocycles
Owned and Operated by
LOUIS WASMER, INC.
National Representatives: Edward Petry & Co., Inc.

Ready for World Markets—famous Washington Apples. Wenatchee District alone (in KHQ's Primary Area) grows one-eighth of all apples in the U. S. Other districts also contribute their share to help skyrocket Spokane bank transactions for the first 8 months of 1944 to $1,410,485,949—an increase of 10.5%. Another reason KHQ is a "must" among discriminating space buyers. (Courtesy Wash. State Apple Comm.)
GOING UP!

The July-August Hooper gives WSGN another boost! Afternoon and evening audiences are up again and WSGN’s morning audience has a greater-than-ever margin over the combined audiences of the other Birmingham stations. That record, plus seven out of ten top-rated daytime programs and the State’s best coverage and salable time entitle WSGN to be called “Alabama’s Best Buy Far.”

SPONTANEOUS mirthfulness of this quartet was occasioned by the Chicago premiere of Paramount’s new picture “The National Barn Dance”, patterned after the WLS Chicago program of that name. To right are: Robert Benchley, comedijan; Charles S. Beardsey, president and general sales manager of Miles Labs, who sponsors the program on NBC; Glenn Snyder, vice-president and general manager of WLS; Walter Wade, president of Wde Ady. Agency, Chicago, which handles the radio account. Premiere was broadcast as part of the regular Barn Dance program.

YORK BROADCASTERS Ltd., Toronto, new license for Toronto daytime station scheduled to go on the air early in 1948, has moved to new quarters at 31 Dufferin St., where studio and offices occupy the top floor of the building.

CJGC, Kirkland Lake, Ont., is moving into new studios in the Woolworth Bldg., Kirkland Lake. New quarters contain three studios and individual offices for all station officials.

WING Dayton has been announced at a Community War Chest dinner meeting for outstanding cooperation with the Chest’s war effort. Station attained 11X% of its quota, highest record to date of any individual firm in that industrial section.

KTOC Totem, Ariz. now carries hourly newscasts from the radio wire service of United Press.

WKNY Kingston, N. Y. has moved its main studios from the Gov. Clinton Hotel to the Broadway Theatre Bldg., effective Oct. 18.

CLZ Denver Farm Service Program has introduced a three-weekly series of talks on various phases of farming, transferred from Colorado State A & M College by heads of the various agricultural departments of the school.

SPECIAL events crew of KNOW Oakland waited at Oakland’s main fire station three hours for an alarm to come in and then recorded a description of the procedure and teamwork of the department for a broadcast in observance of fire prevention week.

FILE Radio Programs Department in cooperation with the Minneapolis Tribune and the Minneapolis Public Schools is presenting a series of 24 informal discussions on America history titled The World and Americas on KSTP Minneapolis each Sunday 5-15 p.m.

WFIL Philadelphia brings the wild and maddening West into the eastern market with WFIL True West, a broadcast-stage show to emanate from the 2,500-seat Town Hall, Philadelphia, each Saturday night starting December 2. The Barn Dance will be a three-hour show, a portion of which is to be broadcast from 11:15 p.m. to Midnight.

BESSIE BEATTY, WOR New York commentator, will conduct on her program a campaign to raise $25,000 to provide plants for hospitalized servicemen in nearby areas. Listeners are asked to send in $1, their names to be attached to the gifts.

WLIB Brooklyn has started a weekly 25-minute program, presenting stories about people and places of interest in the world of music, with musical illustrations. Series is titled Journey Through Modern Music.

BROADCAST direct from Chungking, China, was a sighted fortnight ago by WTAG Worcester in connection with its series, Worcester and the World, to promote better international understanding. Program highlighted China Week in Worcester. Questions submitted earlier by Worcester citizens were cabled to China, where the Chinese Ministry of Information prepared the broadcast titled, China Answers You over XGOY Chungking.

WSFD Toledo is planning to present a transcribed news program, News on the Home Front, to be shortwave to men of the Armed Forces.

REACH THE Active SALT LAKE MARKET THROUGH UTAH’S NBC STATION

Utah has one of the highest per capita ratings as a radio listening market.

JOHN BLAIR & CO. National Representative

BROADCASTING • Broadcast Advertising
November 6, 1944

Mr. Sol Taishoff
Broadcasting Magazine
870 National Press Bldg.
Washington 5, D. C.

Dear Sol:

The answer is YES!

Advertisers can still buy 'KRNT' in combination with WMT, Cedar Rapids-Waterloo, and WNAX, Sioux City-Yankton.

Group rates are still available through the Katz Agency and Ted Enns, Cowles Stations National Sales Manager. Ted is now head-quartering at WHCM, 29 West 57th Street.

Best wishes,

Cowles Broadcasting Company

[Signature]

Phil Hoffman, Vice President
Radio Advertisers

CITIES Service Co., New York, network advertiser since 1938, plans spot radio in 1945 on a test basis, supplementing its NBC—Highways of Melody. Program is on 58 stations, Friday 8:30 p.m. Agency is Foote, Cone & Belding, New York.

COUTHIN Bros. division of Gum Products Inc., Boston, (tobacco gum), has named Bennett, Walther & Menard, Boston, as advertising representative. Plans are said to include radio.

VARIETY Aircraft Corp., Dayton, O., (aircraft parts), has named Kirby, Letts, Holton & Collet, Dayton, as advertising representative. Plans are said to include radio.

SWIFT and Co., after sponsoring Marsha Logan Kitchen on WBBM Kansas City for four years, extended program to a three-station hook-up, adding REAL Salina and KGBG Great Bend on Nov. 1 with the first program originating from a Salina theatre.

REMAR Baking Co. is sponsoring Dollars to Donuts, an audience participation interview and quiz show, over KROW Oakland, Tuesday and Thursday at 11 to 11:30 a.m. Agency is Garfield & Guild, San Francisco.

LUXURY Mills, New York, will sponsor a telecast of the New York Ballet Theatre presenting two ballets specially designed for television, Nov. 3 on WAND, DuMont video station, in New York, to advertise Lux Silk Knit Undies. Manufactured commercials will open and close the programs.

AMERICAN CHEMICAL Paint Co., Amherst, Pa., has appointed Gray & Rogers, Philadelphia, (painting contractor), to handle advertising of plant hormones, Rootone, Fruitone and Transplendine, products of the company's Horticultural Division.


DAIRY BELLE FARMS, San Francisco, has appointed Pacific Coast Adv. Co., that city, as advertising counsel. Radio is said to be considered.


ATLAS BREWING Co., Chicago, on Oct. 25 rehashed its Sports Rest show on WBBM Chicago with a five-minute interlude of songs by the Dancing Sisters, five times weekly. The 85-week contract was placed by Olin Adv., New York.

CONSOLIDATED Royal Chemical Corp., Chicago (Kanuks & Shave Creams), sponsors transcribed sonovox spot announcements on WEND Chicago effective Nov. 1, three weekly; WBBM Chicago, effective Nov. 4, six weekly. WAGA Chicago, effective Nov. 5 once weekly. Beginning Nov. 26 WINS Chicago will run five times weekly. Contract for 82 weeks was placed by Campbell-Ewold Co., Chicago.

BON AMI Co., New York, has named HBDO New York to handle its advertising for powder and cake cleaners. Media plans have not been determined.

SPiegel, Inc., Chicago, has announced appointment of Al Paul Lefoon Co. to handle their advertising campaign. Radio is said to be contemplated.

MORTON SALT Co., Chicago, on Nov. 1 begins spotting Pacific Coast Announcements weekly on approximately 150 stations. Contract for 4 weeks was placed by Kenyon & Eckhard, Chicago.

AMERICAN LADY CORSET Co., Chicago, has appointed Ruth & Ryan, Chicago, to handle its advertising. Radio may be considered.

DAILY NEWS, Chicago (newspaper), on Oct. 25 started sponsoring the last period of each game of the entire Blackhawk hockey team series, once a week, on WGN, Bert Wilson, sportscaster for WIND Chicago and Jack Conarty, portly for the Daily News, on WIND. Contract, placed directly, is for 24 weeks.

ASSOCIATED DISTRIBUTORS, Chicago, has appointed Rutledge & Ryan, Chicago, to handle advertising.

CEDA DISTRIBUTING Co., Rochester, N. Y., has named Glickman Adv., New York, to handle advertising for volumes.

REPUBLIC Pictures Corp., New York, marking its first use of a package show on a regular basis, starts three-weekly, five-minute transcription on WMCA New York, scheduled to run through Dec. 8, Disco, which were cut in Hollywood by art director. Allen, commentator, interview various Republic stars in telephone conversation role. Live announcements promote various films in Republic shows in the city. Agency is Donaoke & Co., New York.

JOHN EICHER BREWING Co., New York, will sponsor radio series on WMCA New York for the third successive year, Nov. 9 through March 18, with Bert Lee again handling play-by-play and Ward Wilson doing color. Agency is Geer-Marino, New York.

SANTA FE RAILROAD, Chicago, on Oct. 25 began sponsorship of both weekend and evening announcements weekly on WLS and WCFL Chicago. The contracts were placed by Leo Burnett Co., Chicago.

A. R. HARTLETT has been named sales and advertising manager of the Knock Co., Hollywood. He succeeds Larry Compton, resigned.

CAL-WESTERN MFRS., Los Angeles (Wine products), on Dec. 1, starts using daily spot schedule on KFSD KGB San Diego. Contracts are for 18 weeks with placement by Broadcast Service Adv. Servs., Los Angeles.

LONDON-DUNITZ Co., San Francisco (Ice cream mix), has appointed McCann-Erickson, New York, to place advertising. Radio will continue to be used along with other media.

MERLE-LIND CO., Tokyo (medicinal), has started transcribed musical program daily, 3 spots, on a number of Canadian stations. Account was placed by Ross & Whitlock, Toronto.

MCLEARENS Ltd., Hamilton, Ont., (food products), has started series of weekly radio spots giving hockey advice on WIN, in the Blackstone department store, on a number of Canadian stations. The account was placed by James Fisher Co., Toronto.

SLEEPY Regd, Montreal (perfumes), has started transcribed musical program five-times weekly on CKAC Montreal. Account was placed by Ross & Whitlock Co.

KROGER Grocery & Baking Co., Dayton, Ohio (main stores), has started sponsorship of a quiz show for the Country Clubmen, on WHIO Dayton. Program is heard five times weekly, transmitted each day at a different Kroger store.

GENERAL SEAFOODS Corp., Boston, a subsidiary of General Foods Co., New York, has appointed Young & Rubicam, New York, as agency for 40 Pacific seafood products, now promoted via some spot radio in the New England area. No radio is planned for the coming year.

PERSINGER-PLADE Co., New York, through its newly appointed agency, J. D. Tarrer & Co., New York, will use radio advertising for rasor blades.

ROBERT PRIOR, in charge of exploitation for R. K. O. Pictures in the Philadelphia area, leaves that industry to become promotion manager of WCAU Philadelphia on Nov. 6.

LOCAL CONTACTS of KLZ Denver have been presented a silk American flag by the station suitable for use at home or office. Flag is mounted on a three foot pole, set in a suitably inscribed mahogany base.

A 50,000 watt audience at a 250 watt rate

C. E. HOOPER July-August 1944

THE FIGURES TELL OUR STORY

...a real radio buy

and its been True for 21 years...
Continuously!

WRC
REPRESENTED BY WRC SPOT SALES
Washington

Page 52 • November 6, 1944

WABC
LOUISVILLE'S TRADING AREA
47% OF KENTUCKY'S POPULATION
57% OF ITS BUYING POWER

BROADCASTING • Broadcast Advertising
A Community with 41,184 Gasoline Pumps

-supplying 392,000,000 gallons of gasoline, annually, for the hundreds of thousands of men and women who must drive to their jobs in the great, industrial area covered by WGY in central and eastern New York and western New England. And that's a pretty large gasoline business for just one COMMUNITY, despite war ration restrictions.

In one year $105,718,000 is spent at these service stations in the 97 cities and towns of the busy WGY Community, where more of the 1,045,717 radio families of this vast market keep their radios tuned to WGY more than to any other station in the area.

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

"WGY's primary and secondary areas contain 18 cities of over 25,000 population; 39 cities of over 10,000, and 40 incorporated towns and villages of over 5000 population.

GENERAL ELECTRIC WGY SCHENECTADY, N. Y.

WGY 50,000 watts—NBC—22 years of service

REPRESENTED NATIONALLY BY NBC SPOT SALES
A DULT EDUCATION series entitled Adventures Into the Mind are scheduled to start Nov. 30 on WMCA New York. The weekly half-hour series, dealing with psychology, will be actual class-room lectures with a studio audience participating and prominent educators acting as instructors. Question and answer period following the lecture will be included. Reprints of the broadcasts and supplementary literature will be made available. Mrs. Nathan Straus, wife of Nathan Straus, owner of WMCA, and formerly active in adult education, will supervise the series.

KIDO Service Show
KIDO Boise, Id. has two new programs about flying men. One, titled Idaho Man, is a quarter-hour dramatization of experiences of a local man who has received special commendation. Program includes a gift of flowers and a personal message from the man in uniform or a member of his family. Second show is a half-hour program, Our Boys in the Service, which relates personal experiences about local servicemen. Families supply the information.

WWDC Swap Shop
WWDC Washington has initiated a program titled Swap Shop, conducted by Alice Lane Sunday 3:30-3:45 p.m. Listeners are encouraged to trade items they don't want for something they need. Typical swap was two pedigreed chihuahua puppies and their hierarchies for a child's electric train. Miss Lane first invites trade by describing the articles and giving the names and addresses of the owners so the transactions can be closed direct. Museum Programs
NEW YORK's municipal station, WNYC, in cooperation with the American Museum of Natural History, now presents weekly quarter-hour discussions on the progress of science, by Museum staff members.

National Symphonies
FIVE MAJOR symphony orchestras—those of Chicago, Indianapolis, Baltimore, Kansas City and the Eastman School—will be featured on WNYC in a 24-week series starting Dec. 16 under the title Orchestras of the Nation. Each orchestral group will be heard consecutively for from two to five broadcasts, under their own conductors, Saturday, 3-4 p.m.

WINX at Hospital
WINX Washington has started a new series of weekly programs from Walter Reed Hospital with Peggy Le Baron, former Broadway star, as mistress of ceremonies. Miss Le Baron will present many ex-radio and stage personalities who are now hospitalized at Walter Reed. Program is aired Sunday 4-4:30 p.m.

Experiences
REAL EXPERIENCES in the supernatural, moments of adventure, terror, humiliation and excitement are related in a daily five-minute sustaining show on CJAT Trail, B. C., from material sent in by listeners. The program It Happened To Me is a dramatized version of the material, prizes given for experiences used.

Service Interviews
THREE-MINUTE transcribed interviews with servicemen have been introduced as a feature of Peggy Lloyd's Hour Parade on WNYC New York, which notifies in advance parents of men who are to be heard. Discs are supplied by the public relations department of the War Dept.

Marine Show
QUARTER-HOUR The Chicago Marine Report, built around the activities of Chicago Marines, telling of their combat experiences and relating news of the status of these boys, began Oct. 15 on WJJD Chicago in cooperation with the Marine Corps.

WHAT A POOLED broadcast looks like at the point of origin! William Ewing, Blue correspondent, spoke for the combined American networks on Sept. 14 (D-Day) at Paleskau in the Palau Islands. He gave the first newscast from a Pacific Fleet flagship during combat action. Base of the miles, a mermaid Godiva on a turtle holding the winged lightning of radio in her right hand, apparently symbolizes the progress of news coverage of the Pacific war from early days when news delays were quite frequent occurrences.

ACA Annual Meet
THIRTIETH ANNUAL meeting of the Assn. of Canadian Advertisers will be held at the Royal York Hotel, Toronto, Nov. 8-10. Annual awards for best Canadian advertising will be presented by President R. L. Sperber. Speakers at the various sessions include Walter E. Elliott, Elliott-Haynes Ltd., Toronto, who will report on the work of the Bureau of Broadcast Measurement; Sam G. Barton, Industrial Surveys Inc., New York, on use of consumer panels in advertising; Elmer Wheeler and J. R. Sandwell, editor of Toronto Saturday Night, and a member of the CBC board of governors.

Useful—Daily the mighty Mississippi becomes more valuable to our inland waterways system.

MEMPHIS DEPARTMENT STORES USE MORE TIME ON WHBQ THAN ANY OTHER MEMPHIS STATION.

SOUTH'S 24-Hour Station

WHBQ

Bob Alberty, General Manager
Your MUTUAL Friend
MEMPHIS, TENNESSEE
Represented by RAMBEAU

Memphis Has the World's Largest Artesian Water System

1,000 Watts - 684,500 Primary Area Population, 1940 Census

RIVERSIDE - SAN BERNARDINO - NAT. REP.-J. H. McGILLIVRAY, INC.
During the war, all departments of International Detrola's great radio-electronics plant have been brought to peak efficiency for volume manufacture of vital military equipment. Hundreds of thousands of square feet of production space have been re-allocated. Interiors and fixtures have been modernized, streamlined. These improvements have enabled skilled workers to chip precious minutes from production time while maintaining highest quality. All this will contribute to the excellence of manufacture in quantity of radio receivers, automatic record changers, television receivers and other peacetime electronic products. Keep Buying War Bonds.
NOWO Fort Wayne
Wildstock Hair Oil, Buffalo (Cream-oil Formula), 6 as weekly, 28 weeks, thru BBDO, Buffalo.
Oyster Shell Products, New Rochelle, N. Y. (poultry feed), 2 as weekly, 52 weeks, thru Cecil & Frensky, N. Y.
Fleeting Corp., Cleveland (oil and gas), 4 as weekly, thru Griesedieck, Cleveland.
Londonberry Ice Cream Co., San Francisco (1920), 1 as weekly, 52 weeks, thru McCall-Erickson, San Francisco.
E. Conkly Co., Cleveland (poultry feed), 3 as weekly, 52 weeks, thru Rogers & Smith, Chicago.
Rockwood & Co., Brooklyn (chocolate bits), 7 as weekly, 9 weeks, thru Federal Advertising, N. Y.
Carter Products, New York, 6 as weekly, 52 weeks, thru Ted Bates Inc., N. Y.
Little Crowe Motor Co., Markham, Ind. (Coco-Wheels), 6 as weekly, thru Rogers & Smith, Chicago.
Miral Chemical Sales Corp., Chicago, 6 as weekly, thru First United Brokers, Chicago.
CFBR Toronto
Nabisco Biscuits, Co., Montreal (floor polish), 3 as weekly, thru A. McKim Ltd., Montreal.
F. H. Prudden Inc., Minneapolis (proprietorship), 4 as weekly, thru Soorenso & Co., Chicago.
KROW Oakland, Cal.
Signal Oil & Gas Co., Los Angeles, as thru Barnett & Robinson Adv. Los Angeles.
Crego Products, New York (proprietor), as thru Ted Bates Inc., N. Y.
Corbey Co., Los Angeles (California employment), as thru Foote, Cone & Belding, San Francisco.
WNEW New York
Paragon Oil Co., Brooklyn (Beehill oil), 6 as weekly, 13 weeks, thru Diemer & Co., N. Y.
San-Nap-Mfg. Co., New York (Lydia Gray Greases), 7 as weekly, 52 weeks, thru A. McKim Ltd., Toronto.
Block Drug Co., Jersey City, N. J. (Omepra Oil), 4 as weekly, thru Cecil & Frensky, N. Y.
E. Fougera Distributed Products, New York (Don Juan Lipsticks), 5 as weekly, thru J. M. Korn & Co., Philadelphia.
Leggett & Myers Tobacco Co., New York (Chesterfield Cigarettes), 3 as weekly, thru Newell Emmett Co., N. Y.
Bendix Home Appliance, South Bend, Ind., 10 as weekly, thru Educ. Pub. & Byr, Chicago.
Curtiss Publishing Co., Philadelphia (Saterepos), 11 as, 3 ep, 5 as weekly, thru McKim & Ayer, Co., N. Y.
WLS Chicago
Marshall Field & Co., Chicago, 5 eq, weekly, thru Abbott-Kimbach Co., N. Y.
Standard Brands, N. Y. (Shok-B), 6 as weekly, thru H. W. Kaster Agency, N. Y.
Proctor & Gamble, Cincinnati, 6 as weekly, thru Compton Advertising Agency, N. Y.
Lever Bros., Cambridge (Lever-Lipton Soap), 4 as weekly, thru House of Dawn & Rubinstein, N. Y.
KNX Hollywood
Manning's Cafe, Piano Supply Co., Los Angeles, 5 as weekly, thru J. H. Hirsch & Martin, Los Angeles.
Beech Nut Packing Co., Cananaharie, New York (gum), 2 as weekly, 13 weeks, thru Jansen, Harrington & Martin, Los Angeles.
Golden State Co., San Francisco (milk), 6 as weekly, thru BBDO, San Francisco.
Hoffman, Inc., Los Angeles (Hav-A-Cane, shampoo), 2 as weekly, thru Davis, Wainw. & Martini, Los Angeles.
Corbett Corp. of America, New York (yarn, fabrics), 3 as weekly, thru Young & Rubenstein, N. Y.

Canadian Arctic Service
CONTACT WITH those living in Canada's far north is being established again this fall through the Canadian Broadcasting Corp.'s Northern Messenger Service. Friday evening broadcasts on CBK Watrous, Sask., and CKY Winnipeg, with repeat a week later from CFC Sachville, N. B. These broadcasts have been on the air every winter since 1921 when they were started by the Canadian Broadcasting Co. in existence the broadcasts have gone on the highest-powered Canadian stations which consistently reach the Canadian Arctic District. The broadcasts started Nov. 3 (12:30 a.m. EDT, Nov. 4) will run through to Dec. 19. Messages, limited to 50 words for northern inhabitants are sent to CBC program office at Toronto, where they are recorded with French-language messages being recorded in Montreal.

McKim Reorganized
SIX MEMBERS of A. McKim Ltd., advertising agency, with offices throughout Canada and in London, England, have taken the agency and changed the name to McKim Advertising Ltd. Oldest advertising agency in Canada, the firm was founded in 1889. The agency reorganization was effectuated with the retirement of Charles T. Pearce, president and general manager since 1922, who had been with the agency for 30 years. New officers are: A. N. McIntosh, chairman of the board; James McP., executive vice-president; J. J. G потому, third vice-president and manager of Montreal; J. W. Thain, sales manager, and treasurer; D. E. Longmore, third vice-president and manager at Toronto; H. M. Dougall, fourth vice-president. These six officers are sole owners.

Radio Farm Meeting
NATIONAL Assn. of Radio Farm Directors' Educational Congress held a meeting Nov. 13 and 14 at the Ritz-Carlton Hotel in Philadelphia. Educational Congress on Farm broadcasting will be featured at the meeting, according to Emerson McFarland, vice-president of the NARFD, in charge of agricultural broadcasting at General Electric's station, WGY, Schenectady, and manager of GE's FM station, WGFPM.

Barton Peace Plan
ADVERTISING and salesmanship could be used in the interests of maintaining permanent world peace after the war by making it impossible for people to forget the horrors of battle, Bruce Barton, told the Sales Executives Club of New York at last week's luncheon meeting. He suggested that both a sales manager and an advertising manager be present at the next peace table.

BROADCasting • Broadcast Advertising
This advertisement, appearing also in FORTUNE Magazine for November, is one of a FORTUNE series published in the interest of Radio Stations represented by John Blair & Company.

SPOT BROADCASTING
has taught millions of girls to "dye laughing"
with All Purpose Rit

Peppy little jingles have changed the living and "dyeing" habits of millions of women and girls. Keyed to the government's plan for clothes conservation, and in tune with every girl's wish to look modish—All Purpose Rit has sold the idea of dyeing last year's frock for today's wear.

Starting in one market three years ago, All Purpose Rit has marched across the country to the tune of Spot Broadcasting. Today, All Purpose Rit is a best seller at 25c, notwithstanding the fact that most competitive products are only 10c or 15c.

Spot Broadcasting has paid off just as handsomely for other advertisers who have used it with vigor and imagination. There seems to be no limit to its possibilities, especially in days like these when media shortages put a kink in so many advertising plans.

Spot Broadcasting means one-minute spots or hour-long programs—on the stations of your own choosing, regardless of network affiliation—in the markets you want to reach. With Spot Broadcasting you can concentrate where sales are best, or bolster the markets that need help. Spot Broadcasting is the most flexible medium in advertising. A John Blair man can tell you volumes about it.
FRANK OXARAB, Los Angeles manager of Garfield & Guild Adv., has resigned to join the Byow Co., Hollywood, as account executive. His post has been assumed by Ted Dahl.

JOSEPHINE BROOKS has joined Glamer-Galler & Co., Los Angeles as copy writer.

TROY ORR has joined Milton Weinberg Adv. Co., Los Angeles, as account executive.

EDA CLARE MAXWELL, formerly of Foote, Cone & Belding, Los Angeles, has joined Emlady, Levitt & Smith, that city, as production manager.

PETE WATTS, onetime sales manager of KFWD Los Angeles, has joined Smith & Bull Adv., Hollywood office, as account executive.

MARTIN J. NEWMAN, former general advertising and sales promotion manager of American Lady Corset Co., Detroit, has joined Hillman-Shane-Breyer, Los Angeles, as research director.


H. A. BARKUN, former advertising and sales promotion manager of Miller & Hart, meat packers, has been appointed account executive of Malcolm Howard Adv., Chicago.

TROY ORR, released from the Army as a lieutenant in the Signal Corps, has joined Milton Weinberg Adv. Co., Los Angeles, as account executive.


WILLIAM H. WILSON, former chief of productions, Bureau of Overseas Motion Pictures, OWL, New York, has joined the motion picture department of J. Walter Thompson Co., New York.

ROBERT O'DONNELL, released from the armed forces, has joined the publicity department of Doherty, Clifford & Shenfield, New York, as manager of publicity and has been placed in charge of the agency's public relations division.

GEORGE DOCK Jr., former account executive of Doremus & Co., New York, has joined Fuller & Smith & Ross, New York, as account executive.

Peck Video Test

Peck ADV., New York, has established an experimental television department under the direction of Arthur Sinzheimer, radio director.

BLAINE BUTCHER, radio director of the Newell-Emmons Co., New York, is suffering from a broken knee acquired in a fall several days ago. He is recovering at home.

FREDERICK Bros. Artists Corp., New York, talent agency, has created a special department to handle the Chicago account, and has placed Addison Smith in charge. New members will be added later as the established radio network, Mr. Smith moved to the talent department from Rothstein & Ryan, where he has served as radio program producer and supervisor in both Hollywood and New York. He has done similar work at Ted Bates and the Benton & Bowles.

VERA CASSIDY ASH, formerly in the radio department of Hoexter & J. Kaufman Adv., Washington, has joined J. H. M. Industries Inc., as account manager and radio director. Previously she had been associated with WWDG Washington in program and sales work.

ROSALINE MORRISON, vice-chairman of the National Advertising Group of Special Libraries Assn., and for six years head librarian of Doherty, Clifford & Shenfield, New York, has been named librarian of Doherty, Clifford & Shenfield, New York.

RAY AVERY, radio director of Ronalds Adv. Agency, Toronto, has been appointed a director of the company.

REINALDO D. VERSON, former assistant to the advertising Manager of Colgate-Palmolive-Peet Co., Jersey City, has joined the advertising department of McCann-Erickson, New York. He will work on Latin American accounts.

HARRISON ATWOOD, senior vice-president of McCann-Erickson, New York, has returned from an 11-week trip through South America, during which he visited the agency's offices in Argentina, Brazil and Puerto Rico.

BREVARD ROSS, former account executive of McCann-Erickson, New York, has joined Buffalo, N.Y., as account executive.

HARRY J. CARLTON, formerly in the advertising department of Levitt & Son, Chicago, has joined the sales department of the agency's home office, Los Angeles.

HUGH J. JOHNSON, for the past three years director of advertising of Bell Aircraft, as assistant director of Bell Aircraft Co., Buffalo, has resigned to join Arthur Kudner Inc., New York, as assistant director of medium for new post. He was assistant to the director of merchandising of the Buick Motor Division of General Motors before joining Bell.

HOWARD BLAKE, former account executive of Franklin Brock Corp., New York, has been placed in charge of the agency's newly opened Hollywood office at 2874 Hollywood Blvd.

WILLIAM P. ATWOOD, formerly on the announcing, news and production staff of WIRAS Louisville, for eight years, has joined Ansoner Adv. Agency as radio director of the New York office. NIKI FRANK HENNESSY, of the continuity staff, has been appointed to Mrs. Bryan and INES MARS, formerly in the advertising department of McCann-Erickson, New Orleans department store, replaces Mrs. Hennessy.

BERNARD KATZ, former vice-president and secretary of Brown & Gravenson, New York, has joined 228 N. LaSalle, Chicago, as assistant to Mr. Atwood and INES MARS, formerly in the advertising department of McCann-Erickson, New Orleans department store, replaces Mrs. Hennessy.

CPA'S META1 STATION

24 HOUR NEWS SERVICE

UP-PA-INS

DIRECT-CUT COPIES

OF YOUR RECORDINGS

33 1/3 RPM transcriptions for broadcast or audition use.

24 HOUR SERVICE

Make copies and shipped
to your station list from Chicago.

Available material based available where transcriptions can be returned after use.

Peck Video Test

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BLAINE BUTCHER, radio director of the Newell-Emmons Co., New York, is suffering from a broken knee acquired in a fall several days ago. He is recovering at home.

FREDERICK Bros. Artists Corp., New York, talent agency, has created a special department to handle the Chicago account, and has placed Addison Smith in charge. New members will be added later as the established radio network, Mr. Smith moved to the talent department from Rothstein & Ryan, where he has served as radio program producer and supervisor in both Hollywood and New York. He has done similar work at Ted Bates and the Benton & Bowles.

VERA CASSIDY ASH, formerly in the radio department of Hoexter & J. Kaufman Adv., Washington, has joined J. H. M. Industries Inc., as account manager and radio director. Previously she had been associated with WWDG Washington in program and sales work.

ROSALINE MORRISON, vice-chairman of the National Advertising Group of Special Libraries Assn., and for six years head librarian of Doherty, Clifford & Shenfield, New York, has been named librarian of Doherty, Clifford & Shenfield, New York.

RAY AVERY, radio director of Ronalds Adv. Agency, Toronto, has been appointed a director of the company.

REINALDO D. VERSON, former assistant to the advertising Manager of Colgate-Palmolive-Peet Co., Jersey City, has joined the advertising department of McCann-Erickson, New York. He will work on Latin American accounts.

HARRISON ATWOOD, senior vice-president of McCann-Erickson, New York, has returned from an 11-week trip through South America, during which he visited the agency's offices in Argentina, Brazil and Puerto Rico.

BREVARD ROSS, former account executive of McCann-Erickson, New York, has joined Buffalo, N.Y., as account executive.

HUGH J. JOHNSON, for the past three years director of advertising of Bell Aircraft, as assistant director of Bell Aircraft Co., Buffalo, has resigned to join Arthur Kudner Inc., New York, as assistant director of medium for new post. He was assistant to the director of merchandising of the Buick Motor Division of General Motors before joining Bell.

HOWARD BLAKE, former account executive of Franklin Brock Corp., New York, has been placed in charge of the agency's newly opened Hollywood office at 2874 Hollywood Blvd.

WILLIAM P. ATWOOD, formerly on the announcing, news and production staff of WIRAS Louisville, for eight years, has joined Ansoner Adv. Agency as radio director of the New York office. NIKI FRANK HENNESSY, of the continuity staff, has been appointed to Mrs. Bryan and INES MARS, formerly in the advertising department of McCann-Erickson, New Orleans department store, replaces Mrs. Hennessy.

BERNARD KATZ, former vice-president and secretary of Brown & Gravenson, New York, has joined 228 N. LaSalle, Chicago, as assistant to Mr. Atwood and INES MARS, formerly in the advertising department of McCann-Erickson, New Orleans department store, replaces Mrs. Hennessy.
"...to serve the public interest, convenience and necessity..." is the way all radio station licenses read. Here at WFIL we are inclined to make a more than literal translation of these words.

Superlative coverage of all local events is assured through the maintenance of a large staff of special events men. For example: On one public service program — "This Week in Philadelphia," a compendium of the week's happenings in the Quaker City and broadcast each Sunday—174 separate" events were covered in nine months. In the same period the WFIL mobile unit traveled 3,000 miles picking up events of a civic nature. And each week more than sixteen hours of broadcast time are devoted to public interest programs.

It's because of this unequaled public service that WFIL has earned the reputation of being truly "Philadelphia's Own Station." It's because of the far-sighted policy of taking an active part in community affairs that WFIL is known to Philadelphians as "Philadelphia's Most Progressive Radio Station."

A BLUE NETWORK AFFILIATE

WFIL

*560 KC

Represented nationally by The Katz Agency

PHILADELPHIA'S MOST PROGRESSIVE RADIO STATION
FCC Tackles Space Demands

(Continued from page 11)

el 2, following a closed meeting Oct. 28 with military officials in which restricted propagation data was said to have been discussed. As chief engineer of the RCA Victor Division of RCA, Dr. Jolliffe had steadfastly opposed moving television to the higher spectrum as advocated by CBS officials and Condr. T. A. M. Craven, vice-pres- ident of the Cowles Broadcasting Co., former Commissioner and veteran member of the Interdepartment Radio Advisory Committee.

After the proposed letter drew objections from official Naval observers attending the Panel 2 meet- ing, William B. Lodge, general engineer- ing supervisor of CBS, asked permission of Chairman Jolliffe to submit a “dissenting” opinion at the FCC hearing Thursday morning. Dr. W. R. G. Baker, chairman of the RTPB, said Dr. Jolliffe, in presenting the proposed letter, would not be representing Panel 2.

After the hearing concluded Thursday, both Dr. Baker and Dr. Jolliffe said they deemed it wiser to avoid further controversy by withholding the proposed letter from the FCC record.

Allocations for the 60-225 mc hand, which included television, were adopted by Panel 2 with the reservation that if they are not feasible, after proper tests of sharing and the zoning plan, new allo- 

cations should be devised. Dr. Jolliffe covered the opinion that section by section, interrupting for expla- nations and answering Commission questions.

“War” station according to Dr. Jolliffe, the ideal testing ground for television both in 60-225 mc band, Dr. Jolliffe said that the Panel felt “considerable con- cern over harmonics”. Chairman Fly suggested that during the hearing man- ufacturers be given a “latitude of two years” to eliminate interfer- ence with other broadcast services. Electro-medical manufacturers had testified earlier that the solution rested in assigning frequencies for such machines, rather than shield- ing.

Frazier Claims No Relay Provision in 40 mc

When Dr. Jolliffe listed the 43-58 mc assignment for FM, Commissioner E. K. Jett asked if the Panel had considered the possibility of receivers that would occupy this frequency band to 42-43 mc band reception are outstanding. Dr. Jolliffe said Panel 5 on FM had agreed to the assign- ment and when he related the vote was 17-3, Chairman Fly asked who dissented.

Mr. Lodge voted no on the grounds that insufficient space was allocated for FM, Dr. Jolliffe ex- plained. Howard S. Frazier, NAB Director of Engineering and chair- 

man of Panel 4, voted against the assignments on the grounds that no provision was made for broadcast relay stations in the 40 mc band. K. B. Warner, representing the American Radio Relay League, objected because amateurs were taken out of the 28-30 mc band and given 27-29 mc by the RTPB.

As to the 60-218 mc recommenda- tions for television, Dr. Jolliffe explained the Panel’s recommenda- tions on the basis that television is predominantly a metropolitan area service and should be assigned frequencies with respect to the areas in which it operates. He explained the zoning system, whereby A Areas were designated as metro- politan. B, C and D Areas would be assigned other parts of the country.

The complete television allocations as recommended by Panel 2 follow:

564-5, 770-780, television both A and B areas.
566-72, 78-84, 90-96, non-Government emergency services in A areas and television in B areas; 96-102, television in A areas and non-Government emergency services in B areas; 27, 108, 114, 126, 132, 276-294, 305, 315, 325, 330 mcs, and when they are available, frequencies for national Government service and should be assigned to the Department of War.

Chairman Fly asked if manufacturers were convinced of the “feasibility” of receivers designed to receive up to 216 mc and Dr. Jolliffe said “that’s what we understand”. The 60-218 allocations were ap- proved by a 19-2 vote, the witness said.

Commissioner Jett questioned the advisability of not providing for FM experimental work above 225 mc and Dr. Jolliffe said there had been no request from Panel 5 for such allocations. “It seems to me it ought to be good for FM to be experi- menting there,” remarked the Commissioner.

Chairman Fly asked how many (Continued on page 62)

THE COMPLETE TELEVISION ALLOCATIONS AS RECOMMENDED BY PANEL 2 FOLLOW:

60-66, television both A and B areas.
66-72, 78-84, 90-96, non-Government emergency services in A areas and television in B areas; 96-102, television in A areas and non-Government emergency services in B areas; 27, 108, 114, 126, 132, 276-294, 305, 315, 325, 330 mcs, and when they are available, frequencies for national Government service and should be assigned to the Department of War.

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Chairman Fly asked how many (Continued on page 62)
The United States Navy has awarded the men and women of Hallicrafters a special "Certificate of Achievement"... first award of its kind... for outstanding service with the radar-radio industries of Chicago in speeding vital war material to the Navy. Added to the four Army-Navy "E" awards, this makes five times Hallicrafters workers have been cited for distinguished service. They promise that this kind of service will be continued until total victory is ours.

★ BUY A WAR BOND TODAY

hallicrafters RADIO
THE HALLCRAFTERS CO., MANUFACTURERS OF RADIO AND ELECTRONIC EQUIPMENT, CHICAGO 16, U.S.A.
Plea Denied

REQUEST of Mutual Broadcasting System was denied last week by the FCC for waiver Sec. 3.406 of the Commission’s rules governing station identification so as to permit the broadcast of Mutual’s Mediation Board program, a three-quarter hour show, without making station identification at the half-hour. Program is heard Sunday 8:30-8:45 p.m.

not provide for medical and industrial services.

“The Commission should note that Panel 2 made a decision without the benefit of testimony presented at these hearings,” said Dr. Senuke. “If reasonably ample allocations are made for medical and industrial services, they’ll be operating on any frequency.” He urged that the manufacturers be allocated specific frequencies to avoid interference with other services.

When Chairman Fly inquired whether the manufacturers would adhere to given frequencies, Dr. Senuke said: “It’s the expressed intent to voluntarily comply with your regulations.”

To accommodate several witnesses last week, the FCC heard witnesses for taxi services, classified as New Radio Services, and one witness for electro-medical services out of turn last Monday. Dr. W. H. Schmidt of the American Congress of Physical Medicine, told the Commission that electro-medical machines could be operated throughout the country on two frequencies. Surgical machines cause no interference, he added.

Oliver W. Moore, chairman of the taxi cab subcommittee of Committee 5, RTBP Panel 15, and secretary of the Postwar Planning Committee of the Cab Research Bureau, Cleveland, requested 20 channels from 139.4 -140.4 mc, and 10 channels from 250-252.5 mc for new taxi services. The 20 channels would be 50 kc wide and the 10 additional ones 250 kc wide.

Clewel Sykes, president of CRB; president of the Yellow Cab Co. of Philadelphia; member of the National Assn. of Taxi Cab Owners and consultant to the Office of Defense Transportation, said that two-way radio for dispatching cabs would reduce “dead miles” traveled to a “negligible minimum.”

Daniel Sherby, secretary-treasurer of the Yellow-Zone Cab Co., Cleveland, director of the NATO and treasurer of CRB, told how two-way radio would function in dispatching cabs, and how taxis so equipped would be helpful to police, fire departments and emergency services during catastrophes. In Cleveland, where the Yellow Cab Co. has operated two experimental two-way transmitters, Mr. Sherby said a reduction of 65% in dead miles had resulted.

L. W. Johnson, secretary and executive director of the NATO and executive director of CRB, said a study of dispatching systems led to the conclusion that a minimum of 6 channels are required to meet the present industry needs, based on an analysis of the Philadelphia Yellow Cab operation which employs 750 taxicabs, and is the largest single operation in the country with reference to telephone business. New York’s largest single operation embraces 1,300 cabs but most of the business is done on a pickup basis, he said.

Mr. Johnson said the taxi organizations had concluded that if 6 channels, each 50 kc wide, will (Continued on page 62)
Sometimes it’s better to be built for the job

We can’t think of any reason for buying a San Antonio station except to reach the San Antonio market area... and this is the area that KTSA was designed and built to serve.

KTSA was engineered and built to do a specific job, and every recognized survey proves that it DOES. Like a welcome rain on a fertile field it covers and saturates the 64 counties of San Antonio’s wholesale trade area.

In the fast competition for the booming present and rich postwar business of this area, KTSA is ready to deliver the audience and the coverage you need without waste or duplication.

Incidentally, KTSA’s 64 county primary coverage area delivers 23.11% of the effective buying income in the whole state of Texas, and 22.06% of Texas’ retail sales.

If you’d like to buy this chunk of Texas most economically... get KTSA’s complete story.

Represented nationally by Taylor-Howe-Snowden Radio Sales
New York - Chicago - Dallas - Amarillo

KTSA CBS 550 on the dial

Broadcast Advertising
November 6, 1944
provide adequate service for Philadelphia, where 20 channels, 50 kc wide, in the lower portion of the spectrum, plus 10 channels 250 kc wide for experimental purposes in the higher frequencies will provide future requirements of the entire industry, particularly if further development above 300 mc can be expected.

Raymond M. Wilmotte, consulting engineer, testifying on behalf of the NATO and CRB, substantiated the claims of previous witnesses and added technical data to the record. He said diathermy machines are the chief source of interference and should be shielded or operated within certain frequency bands.

Medical Diathermy Service Reported Increasing

When hearings opened Tuesday morning Dr. Lynde P. Wheeler, chief of the FCC Engineering Dept. Technical Information Section, introduced opening testimony on industrial, scientific and medical services, and asserted that the use of these services has increased greatly in recent years. Power used for the various industrial services is greater than the total consumed for communications, he said. Under Commission Order 96 some 85,000 applications for registration of medical diathermy equipment have been received, he added.

Elimination of interference from the use of medical and industrial heating equipment has become a pressing problem and can be expected to be more serious after the war, Dr. Wheeler stated. He urged the Commission to consider the necessity of protecting communications from such interference.

Dr. Alexander Senauke, acting chairman of RTPB Panel 12, requested approximately 16 channels ranging in width from 2 kc to 800 mc and in the band from 225 kc to 20,400 mc, although he said Panel 12 was not unanimous in its recommendations. The electronic medical committee was in agreement on proposed frequencies at 13, 27 and 40 mc, he said.

Carl J. Madsen, electronics engineer of Westinghouse Elec. & Mfg. Co., member of Panel 12, requested two frequencies for industrial services. Paul D. Zottu of the Girdler Corp., also a member of Panel 12, said the answer to interference from industrial services is to allocate certain frequencies, rather than attempt shielding.

George F. Russell, president of Northwest Syndicate, Tacoma, Wash., touched off a controversy with members of the RTPB when he testified it wasn't necessary to allocate fixed frequencies for industrial heat processing because of new developments in circuit designs, which eliminates the major causes of spurious radiation.

Dr. Serafino challenged Mr. Russel's contention, said the witness was not a member of the RTPB, and Chairman Fly remarked, "That doesn't make him an outlaw." Following the noon recess the argument continued with Dr. Senauke placing on the stand John F. Dreyer Jr., engineer of the Amperex Corp., who started to testify regarding a paper prepared some time ago by Mr. Russell. Chairman Fly cut him off, however.

Mr. Russell suggested the Commission's own engineers make measurement tests of three types of machines produced by the Northwest Syndicate. Chairman Fly ordered members of the Radio Intelligence Division to begin the tests immediately.

A. W. Mathis Speaks for Physical Therapy Mfrs.

A. W. Mathis, vice-president of the H. G. Fisher Co., Chicago, appearing on behalf of Panel 12 and the Physical Therapy Mfrs. Group of the American Surgical Trade Assn., said the 50,000 shortwave diathermy machines now in the hands of civilian hospitals and physicians operate in the vicinity of 40, 27 and 13 mc, although those frequencies "have no particular significance" and the machines could operate elsewhere in the "general vicinity.

Under cross-examination Mr. Mathis said shielding wasn't an adequate remedy against interference. He suggested the Commission allocate definite frequencies.

Dr. Lee DeForest, president of the Lee DeForest Labs., Los Angeles, and inventor of the vacuum tube, was given the hearings' second ovation when he took the stand. Maj. Edwin H. Armstrong, FM inventor was applauded when he testified early in the hearings.

Dr. DeForest, whose firm has been manufacturing medical diathermy apparatus for 11 years, told the FCC that the tolerance of 2%, combined with two or three definite channels allocated to shortwave diathermy, would effectively eliminate interference from radio communications and at the same time not interfere with the general applications of the apparatus by the medical profession. He recommended 13, 27 and 40 mc. He said a tolerance of 7% in the 27 mc area would eliminate need for the other two bands. He advanced the belief that 50,000 machines now in service (Continued on page 86)
People tune in the station that comes in with a good signal and has the best programs. Everywhere you turn in New England, one or another NERN station is the choice station, by virtue of clear reception and the top rated programs. All NERN stations are NBC affiliates. NERN covers New England and sells New England . . . without line charges . . . with free studio facilities in Boston, New York and Hartford . . . for only $312 per daytime quarter-hour. When you buy NERN, you buy a network.
Muzak’s Proposal Opposed by Ryan

Says Scarce Channels Should Not Be for Limited Service

Mr. Ryan’s letter, addressed to T. F. Puey, FCC secretary, and dated Oct. 31, follows:

At the time of my appearance as a witness at this hearing, the Commission’s attention was directed to the proposition of broadcasting as a service to all of the American people. I have been informed by the FCC that there will be an allocation of sufficient space in the radio spectrum to include the industry in this broadcasting service into the newly developed technical fields on a cooperative or competitive basis and on a nationwide scale.

It is quite obvious from a reading of the testimony presented at this hearing that the need for new channels for broadcasting is greater than before.

The Commission has received through the testimony of Mr. Weiner representing Muzak, for the allocation of frequencies for an alleged new kind of broadcasting service. It is our considered opinion that this request is not for a broadcasting service, but for a multiple address radio service. In Commission terms this type of service must properly be classified as point-to-point radio and as a limited common carrier. This proposed service is distinguishable from broadcasting to all the public because in particular it is addressed to those limited number of subscribers who can afford to pay the extra price.

The NAB urges the Commission not to sanction broadcasting to the public as a whole in favor of this limited common service. This type of service is authorized by a point-to-point service does not require radio channel space of technical necessity. This type of service can be operated on land line systems.

two-way communication between buses and fixed stations for the nation’s bus lines. Milo M. Dean, chairman of the intercity bus subcommittee of Committee 8, Panel 13, listed frequency needs for the bus lines as follows:

For control dispatching, 15 channels, 50 kc wide, 137.65-138.8 mc.

For highway emergency service, one low frequency clear channel, 8 kc wide, in the range between 2.5-45 mc. For highway emergency communications, 15 channels above 1,000 mc, band width to be 0.1% of the assigned frequencies.

Statements supporting the bus recommendation were presented by J. P. Heffernan, superintendent of drivers, Greyhound Garage, Chicago; Nyrram L. Young, Atlanta, head of Safety Service, independent organization serving various bus companies; L. H. Ristow, Chicago, chairman of the National Bus Traffic Assn.; William A. Duvall, president, Greyhound Assn., Chicago;

Richard R. Mead, research director of the Greyhound Lines, appeared for A. M. Hills, president of the National Automobile Motor Bus Operators and the RTPB, urged
CRECO CRYSTALS are put through numerous exacting final production tests before acceptance by the Army and Navy. Here you see CRECO ACCURACY IN ACTION as operators Check and Double-Check crystal activity and frequency deviation over wide temperature ranges, from frigid cold to hot heat, using automatic recording equipment. CRECO IS READY to provide the Adequate Solution to any Radio-Engineering Problem, through Knowledge, Experience and ACCURACY . . . and CRECO's War Job now permits the acceptance of a Limited Number of Standard, FM and Television Applications.

Write, Wire or Call

COMMERCIAL RADIO EQUIPMENT COMPANY

Porter Bldg.
KANSAS CITY, MO.

EVERETT L. DILLARD, General Manager
Evening Star Bldg.
WASHINGTON, D. C.

Crossroads-of-the-World
HOLLYWOOD, CAL.

"BE SURE OF TOMORROW . . . BUY WAR BONDS TODAY"
Nationwide Radio Relay Nets Proposed

All Types of Services Would Be Handled, FCC Told

NATIONWIDE RADIO relay networks to handle all types of communications, as well as broadcast services, including television, FM, standard and facsimile and operating as common carriers, were proposed to the FCC last week by witnesses appearing at the allocation hearings in Washington.


"Major Magnitudes"
Most far-reaching of the plans were submitted by Joseph Pierson, manager of the Raytheon communications division and former president of Press-Wireless, and by Ralph Bown, director of television research of the Bell Labs. Mr. Pierson said Raytheon proposes to build a nationwide network of radio relays. Mr. Bown explained that "A man and his dog over and over again can be a combination wire-radio system to serve all communications, including telephone subscribers.

Definite proposals to establish such relay systems were made after E. W. Engstrom, research director of RCA Labs. and chairman of Panel 9, Radio Technical Planning Board, laid the foundation by telling the Commission that "radio relay systems will constitute the projects of major magnitudes". He visioned television broadcasters as the "first and most important prospective users of radio relays" on the immediate horizon, predicting that television relay systems will be established in conjunction with coaxial cable links.

"When not used for television, the broad band of a system capable of relaying television will permit the transmission of numerous other signals," said Mr. Engstrom. He foresaw radio relay systems for use in facsimile, transmitting at the rate of "many thousands of letter pages per hour", of wide use by police, Government and business groups of facsimile.

He pointed to a growing need to interconnect new forms of business machines. Radio relay may be used for long distance multiplex telephone communication, particularly for the distribution of sound broadcast programs, he continued. With the growth of high-speed transportation Mr. Engstrom saw the need for extensive communication and navigation aids and suggested that radio relay systems "might follow the transportation routes and might be coordinated with and, in some measure, serve not only the transport contacts en route, but also general ground communication."

Design Suggested
Relay systems are the only means for using the ultra-high and superhigh frequencies for medium and long-distance overlaid circuits, said Mr. Engstrom. "It is believed," he declared, "that radio relay systems will eventually be the technical means for handling most of the traffic of a point-to-point or multiple addressee nature using these frequencies. Radio relay systems will constitute projects of major magnitudes and it seems reasonable, therefore, that circuits should be the cost is represented by the services for all hours of the day and night."

He suggested that a relay route be designed for more than one broad band circuit in each direction, wherever the load demand is sufficient. Such a system could handle "a multiplicity of narrow band services; two or more television services, etc., simultaneously in either direction," he continued.

The range of frequencies to be used for radio relaying is so high that it becomes possible, said Mr. Engstrom, "to utilize each frequency channel over and over again, not only over circuits which are spaced apart geographically, but even with some limitations for a number of circuits in and out of the same city".

Favoring relay circuits is the fact that a "sizable portion" of the cost is represented by the services and towers, according to Mr. Engstrom, who said no development could be foreseen that will destroy the value of the investment. Future developments will make it possible, he explained, to utilize higher frequencies, as the service expands and as more circuits are needed on the same route without requiring substantial alterations in either sites or towers.

Before the war, development of radio tubes and receivers had been carried far enough to make it practical to utilize frequencies for radio relaying in the range from 300-1000 mc, said the witness. As soon as restrictions due to the war are removed, he asserted, it is anticipated that the frequency range will be extended upward, pointing to the fact that some of the early relay projects now planned will be at frequencies higher than the prewar developments.

Other factors for mounting the transmitting and receiving antennas will vary from 100-400 feet, depending on the terrain contour and repeater station spacing. For these antenna heights repeater spacings will vary from 20-40 miles. Generated transmitter powers will be just a few watts, with no need for powers greater than 100 w and with need for less power as the frequency increases. Substantial antenna power gains will be used for both transmitter and receiver. FM or some variation of frequency modulation probably will be used in radio relay systems.

On behalf of Panel 9 Chairman Engstrom made the following recommendations: 300-3,000 mc, approx. to be set aside for radio relaying services involving at least one intermediate repeater and that channels be allocated in two or three blocks: 3,000-10,000 mc, approximately 2,000 mc be set aside (a consideration of this recommendation in Panel 2 resulted in a proposal for radio relay systems between 3,000-4,400 mc, a band of 550 mc; also in the region between 5,750-6,800 mc, space was proposed for experimental relay and other experimental work).

Suggests Allocations
Above 10,000 mc, Panel 9 recommended that about one-third of the space available be set aside for radio relay systems involving one or more repeaters. Specifically the Panel recommended that the three blocks of channels be earmarked for experimental work as follows: 10,500-15,000 mc; 5,600-6,000 mc; 26,000-40,000 mc.

Mr. Pierson, explaining that Raytheon Mfg. Co. was organized in 1922 with a capital of $28,000, sub-

"Now, if we were only staying at THE ROOSEVELT"

When you stop at The Roosevelt you don't risk getting marooned like this. For you'll be within walking range of Manhattan's Midtown activities. Direct passage away from Grand Central Terminal to hotel lobby. A reservation at the Roosevelt liquidates a lot of bother.

Rooms with bath from $4.50.

HOTEL ROOSEVELT
MADISON AVE. AT 45th ST., NEW YORK
— A HILTON HOTEL —
ROBERT P. WILLOUGHBY, General Manager

Other Hilton Hotels From Coast to Coast:
FORMER Under Secretary of State Sumner Welles (center) began his regular series of weekly commentaries on behalf of Waltham Watch Co. [Broadcasting, Sept. 18] over the Mutual network Oct. 11 at 10:10:15 p.m. To initiate the series, Richard Humphrey (r) president of H.B. Humphrey Co., Boston, agency servicing Waltham account, and Ira Guilden, president of Waltham Watch Co., join Mr. Welles at MBS studios. These commentaries were prepared and produced by veterans of the 3032 Field Artillery following the First World War, said the company today employs 5,000 persons and is producing equipment at the rate of $50,000,000 per year. The company was dedicated by charter to electronic research and now it plans to use its experiences to enter the communication business.

Raytheon has been developing communications in the super-high frequencies not now in public use, said Mr. Pierson, adding that "technical discoveries in this part of the spectrum, which we are obliged not to permit a much greater range of service to the public than has been possible heretofore."

Mr. Pierson exhibited a large map showing the proposed microwave relay communication system to be operated across the U.S. by Raytheon. Eastern terminals will be at Boston, New York and Washington, with circuits following the airline routes via Cleveland, Detroit and Chicago to the Pacific terminals at Los Angeles, San Francisco and Seattle.

Terminal stations at each service point with automatic relay stations every 30-48 miles are proposed for the system Raytheon requested three groups of frequencies at 1900, 3900 and 5800 mc, included in that portion of the spectrum recommended by the RTBP for relay services.

Raytheon Plans

Through the system Raytheon plans to provide service as follows, according to Mr. Pierson:

Complete safety service and guide for airlines, both commercial and private.

Transmitting both low and high definition television across the Comparing apparatus for television tinen. To that end Raytheon is preparing applications for television stations.

Transmitting broadcast programs, providing higher fidelity and superior quality than that attained by wire. This includes relaying FM broadcasts and Raytheon is preparing applications for FM stations.

Better telephonic reproduction of the human voice than now exists; providing telephone service to those areas now without it.

Broadcast services in neglected rural areas.

Development of nationwide mobile communications, including railroad and highways.

Standard communication services at a substantial savings under present rates, quality for quality, and as the service expands these savings will increase.

Bell Projects

The Bell System project contemplates use of both broad-band cable and microwave radio relays to give the "most flexible and reliable network for serving the needs of the country", said Mr. Bown. Since a greater variety of electronic tools are available for the lower end of the 500-20,000 mc band, Mr. Bown suggested that developments should first take place in the lower portion of the ultra-high frequency spectrum and progress upwards as "knowledge of the art permits."

"If the hopes we entertain for the success of the experimental system between New York and Boston are realized, the radio relay type of transmission may well become an important feature of the communications system of the future," said Mr. Bown, who recommended that the following frequencies be allocated for the AT&T Bell proposal:

Two blocks of 20 channels each, 20 mc wide, 1900-2300 and 4000-4400 mc; a space 1000 mc wide between 11,500-12,500 mc; 10.15% of the space above 13,000 mc reserved for experimentation and to meet future public telephone system requirements for this type of radio service.

Mr. Bown also suggested with no specific reservation, that frequencies in the region of 6000-6500 mc might be necessary, particularly if crowding by other services curtails use of the 2000 mc band or if the bands above 12,000 mc prove unsuitable for relay purposes.

Radiotelephone Plan

Elaborating on the plan proposed by Mr. Bown, Austin Bailey, radio engineer of the AT&T, and vice-chairman of Committee 8, Panel 13, on Wedneday gave details of a proposed new radiotelephone service which would make possible communication between any mobile unit suitably equipped and any telephone connected with the land telephone network.

He said the service would be available to anyone, but suggested the radiotelephone would be used more widely in doctors' cars, ambulances, trucks, buses, taxicabs, public service vehicles, barges, ferry boats, towboats and possibly railroad trains and airplanes.

This proposed common carrier general mobile radiotelephone service would embrace two types of service, he explained, one primarily for urban areas and the other designed for outside or between those

...then spinach takes on new value in the eyes of thousands of Maine women!

Mrs. Wadman knows whereof she speaks. Her daily program — POINTS AND POINTERS — at 9:45 a.m., Mondays through Fridays, is fifteen minutes of required listening for homemakers in the WGAN area. Recognized (throughout Southern Maine) as an authority on dietetics and home economics, Mrs. Wadman has gained an enormous following for her chatty and informative radio talks. Whatever product she advertises — whether food, new kitchen gadgets, cook books, or lunch boxes — is sure to become an over-night best seller in Maine!

If you wish to tap the rich Portland market, and that of 14 counties in Maine and 1 in New Hampshire, get in touch with us or any Raymer office! The opportunity to take advantage of Dorothy Wadman’s proven selling ability can be yours — on an economical participation basis!
LEHIGH

STRUCTURAL STEEL CO.

17 BATTERY PL., NEW YORK 4, N. Y.

Plant at Allentown, Penn.

Offices in Principal Cities

REACH THE WOMEN OF THE OHIO VALLEY WITH . . .

OLIVE KASHEE

WCKY

50,000 WATTS CBS

THE L.P. WILSON STATION

PROGRAM PRODUCTION DIRECTOR

14 years background in radio.

Now employed at 5 kw station.

WANTS TO MAKE CONNECTION WITH LARGER STATION OR GOOD AGENCY. Familyman, good references. All replies held confidential.

BOX 852, BROADCASTING

areas, to be known as highway service. He testified that to give highway service in the range between 50-200 mc, only 72 frequencies would be required for Lehigh Vertical Radiators, the tower of dependability.

Mr. McIntosh proposed to organize a company to operate as a common carrier, selling seven telephone circuits for radio communications. His plan involves the use of "idle time normally experienced on emergency service frequencies" utilizing the very-low frequency band around 150-250 kc as well as the ultra-high frequencies. The service would entail narrow channels.

"We propose to supply facsimile type of messages to moving vehicles and contemplate a two-way service in the ultra-high frequency band," said Mr. McIntosh. Sets would be operated on a rental basis. He proposed a central dispatching office, to which calls for doctors, taxicabs, etc., could be made, the central office in turn notifying the wanted doctor by radio.

He suggested that channels for the proposed service be provided in the low and high ends of the spectrum bands. The proposed service would entail elaborate equipment, he said, and require exclusive use of low frequencies.

Radio-Wire System

On behalf of the L. C. Independent Telephone Assn., B. C. Burden, consulting engineer; Rear Adm. Stanford C. Hooper, USN (Ret.), former Naval Chief of Communications; and Col. William R. Blair, USA (Ret.) outlined the plan of the independents, working in conjunction with the Bell System, to create a nationwide radio-wire relay system.

"We are convinced that there is a genuine field of use for radio channels in the regional frequency system for common carrier telephone purposes," said Mr. Burden. "If we are not permitted to share in the frequency assignments now being opened up in the region above 100 mc, there will be a missing link in our communication system. . . . If complete and universal communication service is to be rendered, it will be imperative that a limited number of radio channels be made available to the telephone industry."

Mr. Burden testified that following studies made by the Bell System and the RTPB, it was concluded that six primary applications of radio channels in the telephone field were recognized. These he enumerated as:

- Common carrier emergency service, common carrier urban mobile service, common carrier highway mobile service, special situation short haul toll trunk, special situation rural telephone stations between 50-200 mc, toll haul toll trunks (involving intermittent repeater stations).
- The proposed system would be used for service to isolated communities; furnish telephone service to farmhouses, ranchers and others in remote regions; provide telephone communication between individuals whether they be at home, in an automobile, or on a train or airplane or even on a ship; make

available additional short haul toll circuits; perform emergency services.

Col. Blair asked for the following allocations: For emergency radio telephone and telegraph service, 2-8 kc and 50-1000 mc; for urban and highway mobile service, 50-200 mc; short haul toll service (regular), 50-200 mc; long haul toll channels, 200-15,000 mc; special rural channels (regular), 50-200 mc; remote control channels, 150-175 mc.

Adm. Hooper supported the request of the telephone companies for radio channels. "It seems our case is similar to several other services applying here and the lawwise objections to allow such services what is possible up to 300 mc, and in addition to give them, provisionally, even a larger band than that they are using at ultra high frequencies and above to provide for future expansion," he said.

"Then, as it is proved that the services can safely move to the higher bands, the licensees will come forward requesting that the provisional and experimental channels in these higher bands be made regular channels, and perhaps asking to vacate the lower ones."

Booster Stations

Mr. Lemmon told the Commission that the New Development of wide band networks of automatic booster stations stretching between cities for the simultaneous carrying of television images, as well as many other new radio services, offers untold possibilities of public value.

With proper experiment a large number of multiple or multiplex services can be developed said Mr. Lemmon, who disclosed that IBM, working with GE, is experimenting with the communication of booster stations to carry at one time "two high definition television services in either direction, two or three FM broadcast channels, several facsimile channels, and a number of high speed circuits for the remote control of business machines, electric typewriters and offices of various kinds."

A nationwide system of relays would make it possible for many communities to originate good radio and television programs, rather than accept only those from New York and Hollywood.

Speaking for GE, E. H. Fancher, Radar Engineering Section No. 1, Transmitter Division, gave technical data on the GE-IBM plan and stated that to be commercially feasible, relay points, many of which will be located in relatively inaccessible places, must be designed for unattended operation.

One of the strongest proponents of the unattended satellites during the FCC hearings has been Howard H. Frazier, NAB Director of Engineering and RTPB Panel 4 chairman, who sees in the unattended satellite the solution to many standard problems, greater coverage and expansion of services.
Comparative Schedule of the Spectrum
And Recommendations for Allocations

FOLLOWING is the final comparative schedule of broadcast services in the radio spectrum, showing present allocations, recommendations of the Interdepartment Radio Advisory Committee, those above 30 mc as reduced by the Radio Technical Planning Board last week and suggestions offered by others:

**Standard Broadcast**
- Present, 520-1700 mc.
- IRAC, 1400-1600 mc.
- RTPB, 520-1950 mc.
- FM Broadcasting

**Present**
- 1550-2050 mc.
- IRAC, 540-1500 mc.
- RTPB, 520-1600 mc.

**TV Broadcasting**
- 1750-2050 mc.
- IRAC, 540-1500 mc.
- RTPB, 520-1600 mc.

**Technical Plan**
- 30 mc.

**Broadcasting**
- 60-120 mc.
- 216 mc.
- 280-242 mc.

**FOLLOWING**
- Comparative Schedule

**International Point**
- 10,200-11,850 kc.
- 25,600-30,000 mc.

**KIEV, KMTR Renewals**
- Licensee for regular period were granted by the FCC last week, to KMTR Los Angeles and KIEV Glendale on the basis of information submitted to the Commission which supports claim that the operation of the two stations is under different management and control. Reed E. Cal- lister, minor stock holder in both licensees and formerly director and officer of both, has resigned his management affiliation with KMTR, in which he at one time also held controlling interest. [BROADCAST-

**Swank Talent Change**
- Miss SWANK, New York, lingerie manufacturers, previously reported to be replacing Relaxation with Musical on 27 MBS stations, Sunday, 9-45-10 p.m., has shifted its account to William H. Weintraub & Co., New York, and Nov. 5 changed program from a musical show with Jean Tighe, Bob Barry and Dick Adams and his orchestra to a show built around Jerry Cooper, swing singing star, with Nat Bruseloff's orchestra and a female announcer, Doris Dalton. Title will remain the same for the present.

**Miss Hart to Joske's**
- EULALEE HART, formerly with Westinghouse stations WWO and WQG Port Wayne, Ind., writing and producing, has been appointed radio director for Joske's of Texas, department store, handling an experiment in radio promotion for the store in cooperation with the NAB. A graduate of Ohio State, Miss Hart was active in the educational station there, said to be the first of its kind.

**Rem News**
- MARYLAND Pharmaceutical Co., Baltimore, as part of its national spot campaign for Rem, Oct. 10, for 52 weeks, started sponsorship of Blue Correspondents at Home & Abroad on WJZ New York, as a weekly quarter-hour. Business was placed through Joseph Katz Co., New York.

**READY now to serve you!**

**LINGO**

**VERTICAL TUBULAR STEEL RADIATORS**

Now Available for Prompt Delivery subject to existing regulations

Your post-war plans are now a step nearer reality, with the news that Lingo Radiators are back in production. Deliveries can now be made in a few weeks to those with proper priority to cover the purchase of new equipment. If you are interested in lowest maintenance costs and highest performance, then Lingo meets your toughest requirements. Radiators are available in standard heights — 100 to 800 mc. Lingo also produces tubular steel poles for the support of FM, Television and other UHF antennas.

Our staff will be pleased to provide you with the complete story as it applies in your own case. In writing, please give location, power, frequency of station, and indicate radiator height desired.

JOHN E. LINGO & SON, INC.
Est. 1897
Camden, New Jersey

"ORDERING 104 MORE SHOWS!"
advise Fred Cannon—ALL-CANADA RADIO LTD.

**THE SHADOW**

Available locally on transcription—see C. MICHELSON 67 W. 44 St., N.Y.C.

BROADCASTING  •  Broadcast Advertising
CONSULTING RADIO ENGINEERS
Munsey Bldg. District Earle
R.C.A.

CONSULTING RADIO ENGINEERING SERVICES AVAILABLE AFTER VICTORY

Radio Engineering Consultants
Frequency Monitoring
- Evening Star Broadcasting, Washington, D.C.
- 121 E. Gregory Boulevard, Kansas City, Mo.

RING & CLARK
Consulting Radio Engineers
WASHINGTON, D.C.

PAUL GODLEY CO.
CONSULTING RADIO ENGINEERS
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Frequency Measuring Service
EXACT MEASUREMENTS ANY HOUR—AND DAY
R.C.A. Communications Engineering
Erie Building, Washington, D.C.
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WOODBARD & KEEL
CONSULTING RADIO ENGINEERS
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Washington 4, D. C.

LOHNES & CULVER
CONSULTING RADIO ENGINEERS
Munsey Bldg. • District 8215
Washington 4, D. C.

MAY, BOND & ROTHROCK
CONSULTING RADIO ENGINEERS
AM TV TELEVISION FACSIMILE
National Press Bldg. Wash. 4, D. C.
District 7362 • Globe 5880

WORTHINGTON C. LENT
Consulting Engineers
INTERNATIONAL BLDG. • WASH. D. C.
1319 9 STREET N.W. District 4127

FEDERAL COMMUNICATIONS COMMISSION
OCTOBER 23
WOL, Washington, D. C.—Granted motion to change call letters from WMW to WITC, to permit broadcast of 15-minute daily newscast program without station identification at half-hour.

OCTOBER 21
The Walmac Co., San Antonio—Placed in pending file application for CP for new FM station.

Applications . . .

OCTOBER 24
WHIB, Portsmouth, N. H.—Special permit to operate on 7 a.m. EST to 9 p.m. EST, Monday through Sunday, "Snowbird Honeymoon" notices.

WJSX Broadcasting Co., Endicott, N.Y.—License to cover CP new standard station (WKEA).

WSTF, Salisbury, N.C.—CP new FM station, 88.500 kc, 8,550 sq. mi. $41,500 estimated cost.

WODD, Norfolk, Va.—License to cover CP authorizing change frequency.

KSTP, St. Paul—License to cover CP new standard station.

KBSF, Camarillo, Calif.—License to cover CP new FM station, 89.900 kc, 4,490 sq. mi., $30,500 estimated cost.

MIDWEST BROADCASTING, Inc., Peoria, Ill.—CP new FM station, 87.900 kc, 1,082 sq. mi., $134,800 estimated cost.

Robert W. Ronanville, Cleveland, Tenn.—Placed in pending file new FM station.

Greenboro News Co., Greensboro, N.C.—CP new FM station, 88.400 kc, 6,820 sq. mi., $178,000 estimated cost.

KHC, Huntington, Ind.—CP new standard station, 1250 kc, 1 kw unlimited, $22,800 estimated cost.

KGGF, Coffeyville, Kan.—License to cover CP new standard station.

KCENT, Colorado Springs, Colo.—License to cover CP new standard station.

KURB, Austin, Tex.—Grant new CP for a broadcata station.

KURK, San Antonio, Tex.—Grant new CP for a commercial television station.

KSCN, Delray Beach, Fla.—Grant new CP for a television station.

KWWL, Idaho Falls, Idaho.—Grant new CP for a television station.

KFWZ, Congress, Ariz.—Grant new CP for a television station.

KWWF, Rock Island, Ill.—Grant new CP for a television station.

KURL, Kalamazoo, Mich.—Grant new CP for a television station.

KWLS, Lincoln, Nebr.—Grant new CP for a television station.

KWNO, Oklahoma City, Okla.—Grant new CP for a television station.

KWNO, Oklahoma City, Okla.—Grant new CP for a television station.

KWNO, Oklahoma City, Okla.—Grant new CP for a television station.

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KWNO, Oklahoma City, Okla.—Grant new CP for a television station.

KWNO, Oklahoma City, Okla.—Grant new CP for a television station.
Help Wanted

Program Director—Announcer, 8 years in radio, management, announcing, on-air manager, announcing, all phases. Sober, talented, salary $50 weekly. Box 551, BROADCASTING.

Account Executive to Join recognized medium size Chicago agency in a new business development capacity. Must have agency experience, ability to make good contacts and strong sales ability. Give complete information in first letter. Our executive staff is familiar with this advertisement and all requests must be kept in strict confidence. Box 612, BROADCASTING.

Announcer—7 years experience on panel and transcription table, by 1000 w. midwestern network station. Excellent working conditions, top salary at start. Write giving full particulars care Box 892, BROADCASTING.

Announcer—by NBC affiliated station in South Carolina. Permanent position with opportunity for advancement on merit. Must have ability to get along with people. Veteran with honorable discharge preferred. Give full information to Box 894, BROADCASTING.

Salesman—NBC basic station in eastern city for local and regional accounts. Excellent opportunity for earnings. Replacing top salesman who is leaving to start advertising agency. Box 456, BROADCASTING.

Wanted—First class licensed operator to interconnect and interview radio station. Give full particulars in first letter. Address Box 901, BROADCASTING.

Wanted—Announcer, 900 watt CBS station. Excellent opportunity for top-notch, reliable, and conscientious announcer. Reply Box 855, BROADCASTING.

Wanted—Commercial man who can do some announcing, personality, over 40 years old, must be willing to go out of town to take the job. Salary $600 per month, small expense account, home studio, WTAZ station. You want to work and have permanent job with advancement, write or wire Box 508, BROADCASTING. No drifters wanted. Could also use full-time announcer.

Disc jockey—With personality that peaks through a loud speaker. Must be experienced in all phases of the all-night platter show, middle of the night, six nights a week, in medium sized station. Need your experience and salary desired. Box 892, BROADCASTING.

Announcer wanted! Must be experienced. Pop salary, five days a week. Send voice transcription and full particulars to Program Director. WFDP, Flint, Michigan.

Wanted—Experienced commercial announcer for 1 kw. Give complete references in first letter of application. Address KFAC, Drawer 611, Fort Worth, Texas.

Announcer needed. Apply at once. WDRC, Hartford, Conn.

Chief engineer fully experienced for 250 kw network station. KYCM, Texarkana, Texas.

Classified Advertisements

PAYABLE IN ADVANCE—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Bold face caps 30c per word. Ad must be all light face or all bold face caps. Count 3 words for blind box number. Deadline Monday preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Blvd., Washington, D. C.

Help Wanted (Cont'd)

Copy writer experienced. Good position with west midwest station. Weekly salary starts at $50 dollars for 80 hours for person who can produce salable commercial copy. Send full particulars and sample writing to first letter. Box 287, 245 Fifth Ave., New York City.

Announcer-operator wanted. Must have first class radio-telephone license and be capable of announcing news and commercials. Give experience, draft status and salary required first letter. Station KBEI, Portland, Oregon.

Announcer-operator wanted, 1,000 watt Blue affiliated, daytime station. State salary, age and draft status, Stan Mayer, WTAW, College Station, Texas.

Newsaster for KFOR, Lincoln, Nebraska. Two news services, four machines, new downtowns newspaper. A news conscious station looking for a good future. Write, wire or phone details to Mel Drake, Stuart Building.

Announcer for KOIL, Omaha, Nebraska. Good future in a good live station. Write, wire or phone details, salary and snapshot to Gordon Gray, Omaha.

WKBK, McBroom, Miss. Expanding its operations has immediate openings for first operator and restricted third operator. Also make announcement experienced news and commercials. Good pay. Write or wire, WKBK, McBroom, Miss.

Want top-notch radio salesman, permanent and first opportunity for advancement. Send photo, past experience and salary desired. KDYX, Salt Lake City 1, Utah.

Two announcers. Good opportunity for experienced men on NBC affiliate. $60.00-$70.00 weekly, plus overtime at time and one half. Want permanent men who are sober and conscientious. Write or call Manager, WFOR, Hattiesburg, Miss.

Experienced announcer, capable of handling heavy commercial schedule, including news, sportscaster, ad-lib, etc. Must operate control. Section or better license helpful, but not essential. Would like $85 per week. Will relocate. Radio Station WLAG, LaGrange, Ga.

Program—Production Director, 14 years background in radio. Now employed at 5 kw station. Wants to make connection with larger station or good market. Good experience. All references will reveal full employment history. Send particulars. Box 835, BROADCASTING.

Changed engineer. Excellent opportunity for experienced man. Radio Station WLAG, LaGrange, Ga. Presently in-versible position. Box 860, BROADCASTING.

ASSISTANT CONTINUITY EDITOR WANTED by one of America's foremost radio stations! Must know ropes for hare is position broadening in responsibility with expansion of organization including FM and television. Applicants to be considered—first on management ability to help get big job done in big way by staff of experienced writers—secondly upon his own writing ability. Write Managing Director Karl Koopman, KMBC of Kansas City. Send complete details including draft status, salary requirements, photographs, educational background, references, etc.

Situations Wanted

Experienced radio executive. Formerly controlling large local accounts. Now available for sales management of progressive eastern seaboard station. Profit sharing basis or override on increase business accordingly. Average monthly figure. 1. Box 287, 245 Fifth Ave., New York City.

Announcer—29, veteran. One year experience. Immediately. Also, news. Box 857, BROADCASTING.

Salesman—Good record, references, ideas. Available now. Give full information. Box 859, BROADCASTING.

Situations Wanted (Cont'd)

CBF producer several current coast-to-coast shows. Requires advanced 15 years radio as announcer, producer, program executor on major station man- ager, 6 years newspaper experience, also television. College graduate, 35 years. draft exempt. $100. Best reference. Will consider writer or producer. Box 856, BROADCASTING.

Wanted to Buy

Tower, around 350 feet. Also around wire. Box 804, BROADCASTING.

Recorder, portable. State make, model, condition and price desired. Box 854, BROADCASTING.

Will pay cash for 250 watt transmitter. For approved. Box 860, BROADCASTING.

Wanted to buy for cash—1 visual frequency monitor, 1 volume limiting amplifier with tubes. 1 3-watt monitor amplifier. 1 studio speech input console with tubes, 2 transcription turntables with lateral pickups. The above is for a 250 watt A.M. transmitter, Central Louisiana Broadcasting Corp., Box 1845, Alexandria, La.

Wanted—Frequency monitor and modulation monitor. Phono central 6000, collect. Chicago, Mr. Clifford.

Wanted—Any type vertical antenna. Phone collect Central 6085, Chicago, Mr. Clifford.

Wanted—One or two studio control consoles with 300 volt. RCA or GE tape type stop-watch, KIDO, Boise, Idaho.

Wanted—Any FCC approved frequency monitor. Also approved modulation monitor. Wire Wire, 511, Central 1121, Chicago, collect.

For Sale

Complete recording setup with new sound-proof studio. Western Electric amplifiers, also Presto portable 6c turntable 9A amplifier. South Texas, Box 847, BROADCASTING.

United Manufacturing Corp.
Division of U. S. Recording Co.


Kansas City, Mo.

Washington, D. C.

Belding, Mich.

New York, N. Y.

Irvine, Calif.

Raymond 4756

High Power Tube Specialists Exclusively

Accurate Concise Dramatic

and "A Dispatch from Resuter's"

LYNNE

WKAT

"GEARED TO AM-FM EXPANSION"

Radio Engineering Consultants

More RF Kilowatt Hours Per Dollar With

F & S Transmitting Tubes

Freeland & Olschner Products, Inc.

611 Baronne St., New Orleans 13, La.

Radio Technique—Holding 1st or 2nd class license. For all-night platter show, middle of the night, six nights a week, in medium sized station. Need your experience and salary desired. Box 892, BROADCASTING.

SOUND EFFECTS

Lylene and "A Dispatch from Resuter's"

WKAT (BLUE)

4th YEAR

Walter P. Downs Ltd.

633 Dominion Bldg., Montreal, Can.

P. L. B.

FRESCO RECORDING CORP.

FONDA CORP.

AMPERE DEVEIL INC.

Audio Development CO.

Your Canadian Distribution is assured thru

WALTER P. DOWNS LTD.

633 Dominion Bldg., Montreal, Can.

P. L. B.

FRESCO RECORDING CORP.

FONDA CORP.

AMPERE DEVEIL INC.

Audio Development CO.

YOUR CANADIAN DISTRIBUTION is assured thru

WALTER P. DOWNS LTD.

633 Dominion Bldg., Montreal, Can.

P. L. B.

FRESCO RECORDING CORP.

FONDA CORP.

AMPERE DEVEIL INC.

Audio Development CO.

Accuracy Concise Dramatic

"GEARED TO AM-FM EXPANSION"

Radio Engineering Consultants


Kansas City, Mo.

Washington, D. C.

Belding, Mich.

New York, N. Y.

Irvine, Calif.

Raymond 4756

High Power Tube Specialists Exclusively

United Manufacturing Corp.
Division of U. S. Recording Co.

Custom Built Broadcast and

Laboratory Equipment

1121 Vermont Ave., Washington, D. C.

District 6460

R.K.O. BUILDING RADIO CITY, N. Y.

Circle 7-0193

The SCHOOL OF RADIO TECHNIQUE

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

8 Weeks' Evening Course

November 14

6 Weeks' Day Course

December 4

Taught by Network Professionals & Advanced students, includes:

• Announcing
• Studio Routines
• News
• Continuity Writing
• Commercial Voice
• Co-ad. Moderate rates, Inquire
• Call or Write for Bulletin R.

The 1944 Broadcasting Year Book

November 6, 1944 • Page 73
FM Will Be Standard Radio Within a Decade, Says Lewis

Kenyon & Eckhardt V-P Explains Why American Network Dissolved; Sees New Services

FM WILL BE the standard type of broadcasting in 10 years, William B. Lewis, vice-president of radio at Kenyon & Eckhardt, predicted at the opening fall radio luncheon of the American Marketing Assn. in New York.

Mr. Lewis, former general manager of the defunct American Network, said the shift to FM will give that medium a chance to serve a quality market as well as the mass market services of the present networks which by then will have switched to FM operation.

Paradoxically, the surge of applications for FM stations early this year that foreshadowed the eventual dominance of this better type of broadcast service, caused the American Network’s dissolution, Mr. Lewis said, by forcing the present networks to protect themselves by providing for dual AM and FM broadcasting on their present stations.

Since their most important affiliates are generally those which have also gone into FM, the American Network was forced to choose between a present profitable affiliation and a gamble on future profits five years hence. “Even to a backward mathematician,” Mr. Lewis said, “that is only a $1 question.”

LeGear’s Big List

DR. L. D. LEGEAR Medicine Co., St. Louis, has placed announcements for 26 weeks on the following stations through Simmonds & Simmonds, Chicago:

KFFP KTHS WBDO WAVE WLBJ KYSM KKXK WRCR WGBA QOAO WQOW WQOV WQDF KWOI KWTQ KMWM WGMG WATM EGMC KFEF WFQW WAGA KFKO KEGG WTMC WGGI WGGJ WMJW WM9G WGGK WGDW WGGW WGGZ WFUN WGDV WGGF WGDH WGGJ WGGY WGGF WGDV WGDY WGGF WGDV WGDY WGGF

“The one possibility for keeping the FM network alive, through erection of second FM stations by members, or for present network programs, the other for new program service from American Network, was effectively blocked by the FCC rule prohibiting ownership of more than one station in a community, he said.

Foreseeing all broadcasting FM except for possibly eight ultra-high-powered AM stations for remote areas within ten years, Mr. Lewis said that in addition to the present mass market network service, there will be a place for a class market service, programmed for families of better-than-average intelligence, income and buying power, which might fill up some of the wide spaces that currently exists between available audience and sets-in-use. He cited the important newspaper publishers, who missed out on radio 20 years ago, now are buying FM stations or applying for construction permits, as a possible foundation group for such a network.

Audience reactions to the program service of WRGB, General Electric video station in Schenectady, which celebrates its fifth anniversary of regular service Nov. 6, were so favorable to the FM program in charge of GE’s radio and video programming. Major finding, he said, is that interest in television does not end with the novelty stage, coincidental surveys of typical program evenings showing 80.6% of sets were in use. Average audience is four or five persons per set, he said, with four adults and one child making up the average viewing group.

Live programs are generally preferred to motion pictures, he said, but added that this is probably because the movies are at first the run and also are not for telecasting.

Sees Lone Hope

Mr. Lewis added that the FCC eventually will recognize the need for the networks to perform some distribution function.

Laverne M. Poast Joins Lent Engineering Firm

LAVERNE M. POAST, for the last three years with the National Bureau of Standards, Washington, this week will join the staff of Worthington C. Lent, consulting engineer, International Bldg., Washington, according to Mr. Lent.

Mr. Poast headed a group engaged in research on specialized radio equipment and on high-frequency ionospheric wave propagation at the Bureau. He received his B.S. degree in electrical engineering at the U. of Wisconsin in 1936 and for the following four years was with Jansky & Bailey, pioneer Washington consulting engineer firm. During 1939-40, he studied communications engineering in the post-graduate school of Ohio State, after which he returned to Jansky & Bailey for a year. He joined the radio section of the Bureau of Standards at the outbreak of the war.

CBS Names Fellows

CHARLES W. FELLOWS, general manager, WEEl, Boston, CBS O and O station, has been named to the new post of manager of New England operations of CBS. Frank Stanton, CBS vice-president, said a reorganization within the station’s executive personnel, would give Mr. Fellows added time for his new duties.

Phone Line Video Arouses Interest

EXPERIENCED radio engineers look with skepticism on the proposal of Homer E. Capehart, president of the Packard Mfg. Co., Indianapolis, that televised programs can be transmitted on a nationwide network employing ordinary telephone lines.

In a demonstration in Indianapolis a week ago, Mr. Capehart displayed for newspapermen and other observers a mockup transmission system that worked on standard No. 19 gauge telephone wire.

It was reported that the transmission was carried over 10 miles of such lines, and that there was no discernible difference between the result and that presented by a corollary transmission over a shorter length of coaxial cable. The high cost of coaxial cable—$10,000 per mile—has been viewed by many as an obstacle in the rapid development of a video network.

Engineers interviewed after the demonstration was completed stated that the use of ordinary telephone lines was practicable over short hauls, but that as the adaptability would drop if great distances were to be covered, unless some special device for equalizing losses sustained in transmission were developed. Mr. Capehart, in announcing his development, did not mention any such special device.

NAB Granted Plea for Delay Of Sponsor Identity Hearing

FOR THE first time in many a day, a formal FCC notice last week announced granting of a request by the NAB. The Commission last Monday afternoon announced it had granted the NAB’s petition for postpone-
These war years have been strenuous years for media, for clients and, perhaps, particularly for you as agencies. Overnight many of your clients’ sales problems, advertising problems and distribution problems have reversed themselves completely.

Many clients with war orders have had large budgets, but no consumer merchandise to sell. Clients not in war production have had curtailed budgets, and have been restricted from producing enough to meet the demand their advertising created.

In other fields Advertising has had to move merchandise and still retain the good will of distributors operating at the disadvantage of merchandise scarcity.

But alert advertising men are looking ahead, now, to the perhaps not-too-distant day when a Seller’s Market will evaporate—when war expanded production facilities will be ready to turn out the needs of a civilian economy—when manufacturers will be bending every effort to rehabilitate their distributive organizations.

This is a challenge which Advertising welcomes . . . It must not only create demand equal to our greater production capacity and provide for adequate distribution, it must also be productive itself. It must add to the sum total of the national wealth and the standard of living, by bringing more of the good things of life to more people.

Today—you are proud of your clients and their war records. Tomorrow—will they be equally proud of your peacetime advertising achievements? This is a problem that must be met squarely and honestly.

We are thinking about the problem here, planning and doing things, so that we will be ready when the time comes to help you do your post-war job better.

WLW

Division of The Crosley Corporation

THE NATION'S MOST MERCHANDISE-ABLE STATION

CINCINNATI 2, OHIO
Television broadcasts of boxing at Madison Square Garden, New York City, are brought to you exclusively by NBC over Station WNBT.

**TELEVISION—THE “RINGSIDEx2000E SEAT”!**

- Just as RCA pioneered in television to bring you exciting events such as the prize fight shown here, RCA research has made possible a greatly improved super-sensitive television camera.

  Earlier television needed the light of a mid-day sun—or blinding artificial light—to illuminate the scene. Many performances could not be televised, and many outdoor daytime events would fade off the screen as the afternoon light waned.

  But now, through RCA research, the television camera will faithfully reproduce every single detail, every shadow, just as long as there is enough light for the spectators themselves to see by.

  Besides, it can bring you opera, drama, ballet—direct from the theater during the actual performance. Great new television thrills are in store for you! And as soon as possible, RCA will again make available the finest in television equipment.

---

**RADIO CORPORATION OF AMERICA**

RCA LABORATORIES - PRINCETON - NEW JERSEY

*Listen to RCA's "The Music America Loves Best"—Sundays, 4:30 P.M., E.W.T., over the NBC Network*  
★ BUY WAR BONDS EVERY PAY DAY