Shout your head off!

There's one advantage that ship's officer has that some radio advertisers don't have ... he knows his audience is listening!

Down here in Baltimore we've got a way to fix that for advertisers. It is suggested that they check into the W-I-T-H radio audience.

This is the independent station that delivers more results per dollar spent than any other station in town. It has the audience and the audience has the money to buy.

There is a pile of cold-as-steel facts that proves that if you want coverage that pans out on a low cost per sale basis, your best bet in Baltimore is W-I-T-H.

WITH
Baltimore, Md.

Tom Tinsley, Pres. * Represented Nationally by Headley-Reed
One out of Four Families wrote WLS from "BACK HOME IN INDIANA"

Down in the twenty counties comprising Indiana's fifth and sixth Congressional Districts, WLS has the same kind of friends it has throughout the rest of Midwest America: friends created long since by down-to-earth entertainment and thorough, painstaking service. 41,597 of them wrote to WLS last year!

**Proof of WLS Results**

These 41,597 letters came from 20 counties with a total of 162,039 Radio Homes, making 25.6 letters per 100 Radio Homes. Over ONE out of FOUR! This, we consider, is tangible proof that WLS has built friends for itself, will build results for you. Like our total of more than a million letters a year from our four-state area, these 41,597 central Indiana letters shout: WLS GETS RESULTS!

**Number Five** in a WLS series of advertisements analyzing the station's intense listener-response county-by-county. This ad shows WLS mail from 20 Indiana 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.

**WLS**

**The Prairie Farmer Station**

890 Kilocycles 50,000 Watts Blue Network

**Management Affiliated With Koy, Phoenix, and the Arizona Network.**


**Represented by John Blair & Company**
Yes—we can talk turkey if you want facts and figures on radio selling in Philadelphia.

THE STATION THAT SELLS

WPEN

950 ON THE DIAL • 5000 WATTS • PHILADELPHIA • PA •
If you are a short wave fan, you may have heard this broadcast from Leopoldville — the first time a series of broadcasts has ever been directed from Leopoldville to an individual station in the United States — the weird yet rhythmic beat of the tom-tom, followed by an intensely dramatic story of life in the Belgian Congo.

These and similar broadcasts were part of Belgium Week in the “Worcester and the World” series, designed to bring to the people of Central New England a better understanding of the peoples of the United Nations.

One week of the series is dedicated to each of the United Nations. Each week, dignitaries and representatives of the respective countries come to Worcester to participate in the WTAG Public Forum broadcast from Clark University, to speak to school and college groups, social and civic meetings.

Each week’s programs are used by the OWI as the framework for a world-wide broadcast, as well as for special broadcasts to individual countries. OWI cameramen come to Worcester to record the highlights of each week.

“Worcester and the World” thanks the Associated Press for complete coverage of the program in an excellent bulletin plus a full feature story to all subscribers, the Christian Science Monitor for two successive feature stories, and the many other newspapers in this country and abroad.
which have devoted many columns to this project.

The observance of Australia Week witnessed the first exchange of radio greetings between the mayors of that country and ours.

The Philadelphia Symphony Orchestra, broadcasting its weekly Saturday afternoon concert from Worcester’s huge Memorial Auditorium during Canada Week, gave a special salute performance to that country. CBS carried this regular feature Coast to Coast, and adjusted its time schedule to carry this program throughout all Canada. Other programs commemorating Canada Week reached all parts of eastern Canada.

Czechoslovakia Week was highlighted by the presence of Dr. Jan Papanek, Minister Plenipotentiary of Czechoslovakia.

“Worcester and the World” continues to be weekly world news. Such an undertaking stamps WTAG again and again as a BIG Station, creating and producing shows that are BIG. Measure Central New England by its major importance as a market, then by WTAG’s amazingly high Hoopers. The one approach to this highly industrialized market and high-wage-earning audience, is from the INSIDE — from Worcester — through WTAG.

PAUL H. RAYMER CO. National Sales Representatives

WTAG WORCESTER

OWNED AND OPERATED BY THE WORCESTER TELEGRAM-GAZETTE

580 KCl

5000 Kett
KOIL Covers Special Events FIRST

BECAUSE THE ONLY MOBILE UNIT IN OMAHA IS KOIL's.

EXAMPLE: Sept. 28, 1944, 9 killed—84 injured—a terrific train wreck—40 miles from Omaha and KOIL did the only 'on-the-scene' account; was first broadcasting appeals for doctors—nurses.

EXAMPLE: Sept. 15, 1944, 3 killed—many injured. Hastings Ammunition Depot explodes! KOIL was first with flash; did the only 'on-the-scene' account.

EXAMPLE: Spring, 1944—Flood! KOIL mobile unit for 2 days supplied only outside communication—only lighting power for Waterloo, Neb.
Now! At All Times*

Between 8 A.M. and 6 P.M.

WAAT delivers more listeners per dollar in America's 4th Largest Market than any other station—including all 50,000 watters!*

*See Latest Surveys! Check Availability!

National Representatives: Radio Advertising Co.

Do you realize this market contains over 3½ million people; more than these 14 cities combined: Kansas City, Indianapolis, Rochester, Denver, Atlanta, Dallas, Toledo, Omaha, Syracuse, Richmond, Hartford, Des Moines, Spokane, Fort Wayne.

"DOLLAR FOR DOLLAR NEW JERSEY'S BEST RADIO BUY"
Mutual Broadcasting System
New York, N. Y.

Dear Sir:

We are studying about radio in our English Class. I would like some general information about the radio organization and of the radio network, the cost to build a network like yours, where your buildings are, the size and the power it takes to send a program all over the country and any other information you can send.

Yours very truly,

Kenneth Smith
It's easy, Kenneth!

So you want to know what it takes to build a network like Mutual.

Thanks for your letter, Kenneth. The answer is simple.

Start ten years ago, with four big stations in four big markets. As you add outlets, remember the need for placing them as close as possible to the listeners you want to serve. Keep extending the network every year until you make it the largest in the world, with 245 stations.

Pick all your stations carefully, Kenneth. Make sure each one has a potent, friendly voice in its own community. Dominant power and popularity in the biggest cities and an intimate, neighborly touch in the rest of home-town America — that’s what your network should provide — and that’s what Mutual delivers.

Take your own home town. Port Huron is a good example of a key market served from within by just one network, Mutual. Jot down a few figures, Kenneth. Did you realize that your 33,000 neighbors earn over $46,000,000 a year, and spend more than $25,000,000 a year in retail purchases alone?* Yours is a mighty important market, and so are the other 140 centers where your network has the only station — not to mention the rest of the nation where Mutual’s voice is so continuously welcome in cities large and small.

One final thought, Kenneth. As you plan the 'organization' of your radio network, don’t forget to keep the cost-per-ear at a rock-bottom minimum. That’s what Mutual offers: an evening half-hour on the full network, at peak listening periods, for as little as $7,550.

this...is MUTUAL

*Corporate city-limit figures, 1943, from Sales Management.
Oh, what a beautiful signal!

What are the most joyous sounds in business? One is the gleeful ring of the phone — instantaneous response to a radio sales talk.

WWDC has rung up some unbeatable records for many direct order advertisers.

The other is the cheerful tinkle of cash register bells.

WWDC has really rung the bell for many Capital merchants.

Put these two sound effects together. You get a compelling melody that tells advertisers this hard-hitting independent knows how to ring the bell — and at sales costs that read like a tone poem to the most cost-conscious sales manager.

If you want direct returns in Washington, you want WWDC to lead the band.

At Deadline . . .

ATTORNEYS of RCA and CBS met in New York Friday to discuss the next steps in the recording deadlock. The group, which met intermittently through the week, made no statement.

BROWN & WILLIAMSON Tobacco Corp., Louisville, has started spots under 26-week contract placed through Russel M. Seeds Co., Chicago.

LEWIS HOWE Co., St. Louis, has started a spot test for Tums in major markets. Olian Adv. Co. is agency, handling campaign from Chicago and St. Louis offices.

WLW Brooklyn, recently acquired by the New York Post, henceforth will be identified as a New York station. The FCC Friday granted the station authority to use the New York designation.

SELLERS of SALES

PERIPATETIC Clark (Fritz) Snyder is contact man of Blow Co., New York — and that's exactly what he does.

Fritz contacts stations on the Bulova account and he probably has a wider acquaintance among station men than any agency executive in the business. He has a plane pilot's disregard for distances — one day finds him in Columbus, another in Indianapolis, next in Chicago or Des Moines. No sooner does he check in at the Biow Radio City offices in New York than he's off to the field again.

Fritz likes to sit down with station men, mull over mutual problems, and, of course, talk about Bulova business — a business which amounts to some $3,000,000 in yearly spot revenue. With a laconic disregard for what he terms the "rocking chair timebuyer", Fritz maintains, "It's impossible to sit behind a desk in New York and do an adequate spot placement job. Advertising is a fast moving business and it has gone beyond the hand-shaking stage. It's important to know the managers, the commercial managers and the announcers who are selling your product."

If pressed, Fritz will admit that he's been in advertising for almost thirty years. A diary of those three decades would include: advertising manager, Cole Motor Co., Indianapolis; advertising manager, Chrysler Sales Corp.; account executive in charge of the Chrysler account, MacManus Inc., Detroit; account executive, Advertisers Inc., Detroit; Advertising & Sales Promotion Manager of Standard Oil Co. of New Jersey, Standard Oil Co. of Louisiana, Standard Oil Co. of Pennsylvania and Colonial Beacon Oil Co.; account executive for Socony Vacuum Oil Co., J. Stirling Getchell Inc. He joined Blow in February of this year.

Fritz is an advertising man who generates ideas. Back in the twenties he originated and initiated the publicity and public relations division of Chrysler Corp. While with Standard Oil Co. of New Jersey he set up the Esso Reporter news program, the first sponsorship of news by a national advertiser on the air. Those franchisees of top news periods have increased in value throughout the years and pointed to Fritz's far-sightedness. Fritz is an excellent horseman. He's interested in photography. He has fished off the Atlantic Coast from the Florida Keys to Nova Scotia and is considered quite a navigator of small craft. His wife, he claims, is a better fisherman than he is.

IT TAKES 30-TON TANKS to smash through the SIEGFRIED LINE

KO A is the famous NBC Station in Denver and the only station here with:

Power (50,000 watts)
Top NBC Programs
Coverage (7 states)
Listener Loyalty (69%)*
Dealer Preference (68.8)%**

*NBC Tale of 412 Cities
**Ross Federal Survey

FIRST IN DENVER KOA 50,000 WATTS
Represented Nationally by NBC Spot Sales

Page 10 • November 13, 1944

BROADCASTING • Broadcast Advertising
NORTH CAROLINA
IS THE SOUTH'S
No. 1 STATE . . .

IN AGRICULTURE
NORTH CAROLINA
AVERAGE OF NINE OTHER SOUTHERN STATES
$221.8
(MILLIONS)
$133.3
(MILLIONS)

IN INDUSTRY
NORTH CAROLINA
AVERAGE OF NINE OTHER SOUTHERN STATES
$1,420.6
(MILLIONS)
$536.5
(MILLIONS)

WPTF
IS NORTH CAROLINA'S
No. 1 SALESMAN

50,000 WATTS!
AT 680 KC!
N. B. C.!

WPTF • RALEIGH
FREE & PETERS, INC., NATIONAL REPRESENTATIVES
And to think that five years ago I laughed at the idea of spot broadcasting!

- Far be it from us to light the path of unbridled ambition!—but isn't it true that spot broadcasting offers any smart and hard-working advertising man a better opportunity to go places than any other medium?

Yes, it's more work. However, it also offers more results per dollar expended. Hence there is more "value added by manufacture"—which automatically means a higher reward for the man who does the manufacturing—and for his employers, too!

FREE & PETERS, INC.
Pioneer Radio Station Representatives
Since May, 1932
FCC Clears Deck for Fly’s Successor

Grants 4 Locals; Would Delete WOKO

CUSTOMARY docket-clearing activity pervaded the FCC last week preparatory to the departure of FCC Chairman James Lawrence Fly and the naming of his successor by President Roosevelt.

At a field-day session last Thursday, the Commission authorized four new local stations—two in Sacramento—and granted a half-dozen station transfers, along with proposed refusal to renew the license of the pioneer WOKO Albany, because of purported “hidden ownership” aspects involving Sam Pickard, ex-commissioner and ex-CBS vice-president. It was one of the biggest decision days in recent months.

New Appointments Soon

Another big day is expected tomorrow (Nov. 14)—the day before Chairman Fly takes his official leave to begin law practice in New York. Appointment of his successor by the President, as well as the nomination of a replacement for Commissioner T. A. M. Craven, whose post has been vacant since last July, are expected momentarily. The nominations for the two vacancies are subject to Senate approval. Congress reconvenes Tuesday.

Paul A. Porter, Democratic Committee publicity director, is still in the forefront of those mentioned as Mr. Fly’s successor. It is generally conceded he can have the appointment if he wants it, by dint of his intimate White House contact, his radio background, and his yeoman service in the Government since he left the CBS general counselship in 1942.

Newest name heard for the FCC was Lowell Mellett, newspaper columnist, formerly of the FDR Secretariat, who once made an overall public study for the President on radio.

At its meeting last Tuesday the FCC:

(1) Authorized a new station in Sacramento to operate on 1340 kc with 250 w fulltime for Central Valleys Broadcasting Co., likely to become a Mutual outlet. Principals are Ewing C. Kelly, head of his own advertising agency, who will be general manager; David R. McKinley, wholesale baker, and Vernon Hansen, wholesale dairyman, each of whom will hold one-third.

(2) Authorized a second new station in Sacramento to Lincoln Delia, vice-president and general manager of Associated Broadcasters Inc., operating KSFO San Francisco and the shortwave stations KWID and KWIX, on 1400 kc with 250 w fulltime. The station may join NBC.

(3) Granted a new local in Harrisburg, Pa., on 1400 kc with 250 w fulltime to Herbert Kendrick, formerly with WJLS Beckley, W. Va., and G. L. Hash, furniture store owners.

(4) Authorized a new local station on 1230 kc with 250 w fulltime to American Colonial Broadcasting Corp., at Arecibo, Puerto Rico, the station, the stock of which is owned by WIPR Mayaguez, P. R.

(5) Issued proposed findings on denial of renewal of WOKO Albany, because of alleged “misrepresentations made in applications” by virtue of failure to reveal that Mr. Pickard owned about one-fourth of the station and the stock having been held by his brother-in-law, R. K. Phelps, of Kansas City.

(6) Settled, by split vote, acquisition of 50% interest in WPAT Paterson, N. J., by Donald Flamm, former owner of WMCA New York, thus splitting ownership between Mr. Flamm and Lt. and Mrs. James V. Cosman.

(7) Approved sale of KVQ Pittsburgh, by Hugh J. Brennan to four Pittsburgh businessmen for $755,000, with Commissioner Durr dissenting.

Fly Would Allocate

Mr. Fly, before he winds up his Government service, wants to have the FCC approve in broad outline the spectrumwide allocations on which hearings were held for five weeks during latter September and October. It is doubted, however, whether that will be accomplished.

The State Dept. has established a Dec. 1 deadline on the Commission’s recommendations pertaining to allocation of facilities for an international range, but probably would not insist upon an integrated plan covering regional or hemispheric assignments.

Members of the Commission and its staff, it is understood, feel it is physically impossible to whip an allocations plan into shape in a matter of days, or even weeks. The Commission is short-handed in both its legal and engineering departments. Besides, a vast welter of technical data must be analyzed before the tedious task of charting the station request, the station request, the station request.

The FCC chairman, radio’s stormy petrel during his five years as Commission head, has kept his own counsel on his plans as to private law practice. The feeling prevails, however, that his decision to leave Government service doesn’t mean he will remain out. With another four years for FDR and the regard in which the President holds Mr. Fly, it is an odds-on bet both in and outside Government radio circles that Mr. Fly will bob up in Government again within a year or two.

It is believed in some quarters that he may participate in peaceable deliberations related to world communications policy, possibly as:

(Carried over to Page 87)

WLB Panel Denies Petrillo’s Demands

Board Reverses Policy, Releasing KSTP

Findings

DENIAL of demands by James C. Petrillo, AFM president, for employment of musicians as platter turners at the Minneapolis studios of KSTP has been recommended by the Panel of the Sixth Regional War Labor Board, it was disclosed last Friday when the Board released the panel report on the dispute.

In an unusual procedure, marking its first departure from an established policy of withholding panel recommendations while a strike is in progress, the National Board honored the station request, transmitted to the Regional Board, that the report be made public. A Board announcement stated: "The KSTP case has been regarded as a test of Petrillo’s demands made of radio stations throughout the country."

The panel turned down every demand made by the musicians. It refused to recognize the quota system and could find “no serious unemployment problem” at this time. It saw no justification for a provision calling for the employment of musicians exclusively for record turning and requiring that their activities be confined to this one function. It also denied wage demands for staff musicians and set a lower minimum number of hours per week than the union asked.

Regarding the union demand for employment of additional musicians for record turning and as librarians, the report cited evidence presented at the panel hearings that announcers, technicians and clerks perform this work. It also pointed out that Mr. Petrillo “was unable to justify “this sort of practices” when questioned before a Senate committee. It therefore recommended that the request of the union for the employment of three additional musicians by the station for record turning exclusively be denied.

In denying the union’s request that a minimum of eight staff musicians be employed, the Panel declared:

“the evidence before the Panel shows that there has been some sort of a quota system in effect covering this station in both of its studios for several years, and that this ‘quota’ was essentially a money quota which the station agreed to spend each year, with the primary purpose of relieving unemployment among musicians. . . .

“The record also shows that KSTP staff musicians are used in-

(Continued on Page 68)
THE NATIONAL Labor Relations Board was asked last week to place platter-turning operations now under control of the AFM over the jurisdiction of the engineers, thus removing James C. Petrillo's spring-board for installing musicians in "make-work" jobs in radio stations throughout the country.

During oral arguments heard before the Board Thursday on the dispute between the National Assn. of Broadcast Engineers and Technicians and the AFM over turntable jurisdiction, Martin F. O'Donoghue, NABET counsel, contended that the "recent accident" of past collective bargaining history under which Mr. Petrillo obtained a foothold on record handling, would not justify the setting up of a separate unit for platter-turning operations in Chicago, St. Louis and East St. Louis, Ill.

Pawdy Opposes

Opposing NABET's claim for jurisdiction, Joseph A. Pawdy, AFM counsel, justified the employment of musicians as platter turners on the ground of economic need and contended that Mr. Petrillo's efforts on behalf of his membership are directed to offsetting elimination of engineering labor. He asserted the musicians have no desire to trespass on the functions of engineers and that Mr. Pawdy plans to assign to the jurisdiction over turntables would not affect the jobs of technicians.

Hearing was held before all three members of the Board: Dr. H. A. Milewski, chairman; Edward O. Reilly and John M. Houston. Testimony on the merits of the case was previously taken Sept. 29, 29 in New York before O. Paradise, trial examiner [Broadcasting, Oct. 2]. A final decision, not subject to appeal, is expected within the next few weeks.

Attending for NABET, in addition to Mr. O'Donoghue, were Thomas Dunn, associate counsel; and Allan T. Powley, president. Also present for AFM were David Katz, counsel for Local 10, Chicago; and Edward A. Benkert, Local 10 recording secretary. Present for NBC were Joseph A. McDonald, counsel; George McElrath, chief engineer; and Gabriel B. Margraf, Washington representative. Present for Blue were Robert D. Sweeney, counsel; and George O. Milne, chief engineer.

$60 in Chicago

Mr. O'Donoghue argued there is no sufficient basis for a platter-turning operation to provide for separate employment. He pointed out there are five turntables at a network-owned station—at the studio, at the transmitter, in the master control room, and portable turntables used for remote broadcasts. The AFM, he said, would have musicians operate only those turntables which are used to play musical records.

He said musicians in Chicago who play the records get $90 a week. He contended that the AFM developed the turntable equipment get less than that amount. He asked the Board how it could possibly set up a separate craft for an operation which Mr. Petrillo himself admitted before a Senate committee was unsound.

He said that in the NBC and Blue networks in Chicago between 8 and 10 musicians are assigned to each station. It was established during testimony by Mr. McElrath that the basic outlines of the bureau, he said, is that it is in the interest of the best engineering practice to have the turntable in the engineering booth, although the turntables in Chicago are now located in the studio proper where they are operated by the musicians.

Recording in Infancy

Questioned by Dr. Mills, Mr. O'Donoghue explained that recording in its infancy was in its infancy when the musicians took over. Record playing in Chicago more than 15 years ago. He said that the networks have since developed a coordinated system of sound integration involving highly technical equipment.

He argued that the "recent accident" of past collective bargaining history does not justify setting up a separate unit for platter-turning operation in Chicago.

Musicians operate other than music engineers in Chicago, he said (Continued on page 60)

NUDE M. PATRICK

BACK IN PRACTICE

DUKE M. PATRICK, since August 1939 on active duty with the Navy as a lieutenant commander, last week resumed his active partnership in the Washington law firm of Hogan & Harison. He has transferred from communications to radio broadcasting and is on inactive status, subject to recall for limited service.

Mr. Patrick had served as assistant to Col. O. Willisburcher, special assistant to the Director of Naval Communications, Rear Adm. Joseph R. Redman. Former general counsel of the Federal Radio Commission, Mr. Patrick has been associated with the Hogan law firm since his retirement from the Government a dozen years ago.

Informal Mr. John W. Gurrierick's associate in the Hogan firm, is still on active duty with the Bureau of Supplies & Accounts, assigned to the Electrical Procurement Division.

Adam Hat Expands

ADAM HAT STORES, New York, preliminary to a spot campaign of one-minute transcriptions on stations in Adams market "The Strange Doctor Weird," a mystery show, on WOR New York and a musical transcribed series on WSBM New Orleans, both weekly quarter-hours. Agency is Buchanan & Co., New York.

S & W in East

S & W FINE FOODS Inc., San Francisco, last week started a campaign for apple juice with participation of seven eastern stations, including four drive time spots in each of the year. Agency is Samuel C. Croft Co., New York.

Col. Sarnoff, Back From SHAEF Post, Given New Assignment in Washington

Col. DAVID SARNOFF, on leave as RCA president, who returned to the United States within the last fortnight aboard that month in the European theatre, now is on special active duty in the office of the Chief Signal Officer, Washington.

While attached to the staff of Gen. Eisenhower, Col. Sarnoff served as special consultant on communications to SHAEF and was largely responsible, among other things, for the development of the communications coordination plan for D-Day, covering broadcast, press and other intelligence transmission. His plans made possible handling of the greatest sustained volume of traffic from a single point in history.

Col. Sarnoff, who also is chairman of NBC, told Broadcasting that in his official activities abroad he had frequent occasion to deal with both William S. Paley, CBS president and his chief network competitor, who is radio chief of Psychological Warfare S.A.E., and Capt. Harry C. Butter, former, CBS Washington vice-president, naval aide to Gen. Eisenhower.

"I have seen both Messrs. Paley and Butter in action," Col. Sarnoff said, "and both are doing an outstanding job."

Col. Sarnoff himself was awarded the Legion of Merit for "excellence in radio and film, for the performance of outstanding service." He was cited for his "outstanding devotion to duty and his great diplomacy in handling the French citizens."

The nature of Col. Sarnoff's present assignment and its duration are not known.

Meeting To Plan

NAB Bureau Held

Define Laws, Procedure and Method of Operation

FIRST organization meeting on the proposed Bureau of Measurement of Radio Circulation, projected by the National Assn. of Broadcasters, was to be held last Saturday at the Hotel in New York to prepare a proposition on the basic outlines of the bureau, which will be submitted before the NAB board, meeting in Chicago this Tuesday. Further planning will be done today (Monday) at a meeting in the Stevens Hotel, Chicago, of the subcommittee of the board in charge of research.

Representatives of the NAB met Saturday with members of the ANA and the AAAA, both of which have officially endorsed the project, to lay plans and to define laws and procedures and method of operations for the bureau, for which they have asked a special yearly appropriation of $75,000.

Chicago Meeting

The NAB will be represented Monday by Hugo Felts, KFAB Lincoln, NAB director who will act as chairman; and Harold Ryan, president; Paul F. Peter, research director; C. E. Arney, secretary-treasurer; Roger W. Cliff, WIP Philadelphia, chairman of the radio weekly association, the AAAA will be represented by Paul West, president; Don B. Stetler, advertising manager, Standard Brands Inc.; Phil Hagenholder, secretary, AAA; Joseph M. Allen, assistant vice-president and advertising manager, Bristol-Myers Co. AAAA members will include Fred Gamble, president; Robert Jackson, staff executive; Carlos Franco, manager and supervisor of station relations and timebuying of Young &Rubicam, New York; and Col. Howard, chairman of the AAAA timebuying committee; L. D. H. Weld, director of research; McCann-Erickson, New York, and AAAA merit of research.

Those attending the Chicago meeting on Monday will include Mr. Ryan, Mr. Felts, Mr. Clipp, Frank King, owner and general manager, WMIR Jacksonville; Hugh B. Terry, general manager, KLF Denver.

4 More to ETO

FOUR new radio correspondents have been accredited by the War Dept. within the last ten days for assignment to the European Theatre replacing four correspondents just returned. Leland Stowe is replacing Shelley WHO Des Moines, Jack Parker WJMJ Lansing, Dick Redmond WHR Harrisburg, Pa. The correspondents re replaced his and are now accredited to France, and are assigned to their coverage areas or units from Headquarters there. Several more radio men are expected to arrive for the Pacific Theatre as soon as their credentials are cleared.
Wide-Band Multiplex Relay Tests Granted

GE, IBM to Start Point-to-Point Experiments

ONE WEEK after the FCC allocation hearings closed (Nov. 2) the Commission gave two firms the go-ahead in proposed experiments with multiplex wide-band relays in the ultra-high frequency band to develop a new system of point-to-point communications and for the relaying of television and FM programs and facsimile.

At last Thursday's session the FCC granted applications of the International Business Machines Corp. and General Electric Co. for five experimental Class 2 stations to be located in Washington, New York, Schenectady and New Scotland, N. Y. Six 60-mc continuous bands were allocated from 1900-2300 mc for the experiments.

W. U. Objects

Western Union Teleg. Co. filed objections to the commercial operations by IBM and GE and the FCC granted the authorization expressly for experimental operations. The question of whether the applicants might at any time in the future be authorized to engage in commercial operations was left open. In granting the applications, the FCC approved both IBM and GE as follows:

"It is to be clearly understood that neither this grant by the Commission, nor any future grant of licenses to cover such construction permits, is to be construed as a finding or indication that the Commission will hereafter grant you further authorization in connection with the operation of these, or any other stations, to engage in the activities of a communications common carrier for hire or for any other purpose."

Other stories on allocations hearings and exhibits will be found on pages 24 and 74.

GE-IBM's control point will be located at 60 Washington Ave., where two transmitters and directional antenna arrays will be installed on the existing tower of W2XGE, also a television relay station.

FM to Be Used

Mr. Fancher told the Commission during the allocation hearings that carrier frequencies, to start such a system in the immediate future, no doubt would be limited by available tubes, all of which are classified, but GE proposes to experiment in the 2,000 mc region, although he pointed out that undoubtedly higher frequencies will eventually supplant this link.

Frequency modulation will be used in the experiments since it is less affected by interference and gives a better signal to noise ratio, Mr. Fancher said. FM also was determined to be a more efficient way to multiplex.

To produce a relay system, IBM and GE plan to use two-way channel assignments for a single two-way circuit. The frequencies will be staggered so that a single frequency will be used at a given relay point to receive both from the north and from the south. A single different frequency is used for the north and south transmitters at the same location.

Highly directive antennas with beams in the order of 6 degrees, using parabolas or horns to obtain the required directivity, are planned.

 Appearing before the Cleveland Advertising Club last week, J. D. McLean, manager of GE's television broadcasting equipment sales, predicted that within five years after the war there will be more than 150 major television stations in operation. He said 80 stations will be built as soon as manpower and materials are available.

The Mellon Institute of the IBM-GE experiments in the ultra-high frequencies is a network of relays for television, eliminating the need for coaxial cable exclusively. Raytheon Mfg Co., Western Union, AT&T, the U. S. Independent Telephone Ass'n, and the Bank of Washington consulting engineer and former chief of the Domestic & Foreign Branch, Radio & Radar Division, War Production Board, all proposed relay networks, some to operate in conjunction with land lines, during the allocation hearings [Broadcasting, Nov. 6].

Applications Pending

Applications for the frequencies granted last Thursday have been on file with the FCC since Aug. 10. Pending are applications of Western Union for eight channels, ranging in width from 9-24 mc, in the band from 2,000-11,324 mc, filed Aug. 12 and refiled with amendments Oct. 25. The Commission last June 20 granted AT&T four 60-mc channels between 2,000-4,360 mc and two 200-mc channels between 1,500-1,920 mc.

For television relay services Philco Corp. was granted construction permits in late September and early October for eight 18-mc channels between 480-598 mc. Philco operated W2XPR New York on 230-242 mc for three years. License for GE's W2XKI New Scotland, which operates on the 162-168 mc frequency, was granted May 6, 1942.

RTPB GROUP SETS LOW WAVE POWER

POWER STANDARDS for the proposed extended frequencies of the standard broadcast band were adopted Friday at a meeting in Washington of the Allocation Committee, Panel 4, Radio Technical Planning Board, of which A. D. Ring is chairman.

For the 540 kc channel the Committee voted 10-5 to make it a regional with power of 1-5 kw. The 530 and 520 kc proposed channels would be local, with maximum power of 250 w, as proposed by the Committee, as was 11-4 on the 530 channel and 12-4 on 520. By a vote of 8-1 the Committee recommended that antenna heights for the two local channels be 160 feet.

The recommendations will be submitted to the full Panel for final vote.

Teel on NBC

PROCTOR & GAMBLE Co. on Nov. 10 debuts an alternate night spot of "Teel on NBC" on 135 NBC stations Sat., 8-10 p.m., with Beatrix Kaye, Michael O'Shea, Charles Ruggiero, "The Barber Shop Quartet" and chorus, Al Rinker, producing. Agency is Blau Co., New York.
Greatest Audience in History
Hears Air Coverage of Election

Commercials Thrown Aside for Fast Reporting
Of Results From All Parts of Country

AN AUDIENCE estimated to have been greater than any other ever reached by the voice of radio over a sustained period of programming listened to theネット the night of Nov. 7, as American broadcasting stations covered the election.

Networks and independent stations carried commercial programs ruthlessly to be first with the ballot count reports.

C. E. Hooper Inc. placed the audience at 50.5% of three hours (7 to 10:30 p.m.), an average figure computed from reports made by the survey organization's reporters over the nation.

Hooper Survey Results

This index compares with the previous Hooper highs of 37.5% sets-in-use on D-Day and 45.9% on Pearl Harbor Day, Dec. 7, 1941.

Hooper surveys on comparative listening percentages of the networks reveals the following lineup:

NBC was first with an average of 19.3%, 49% over the next highest network and 41% over the combined total of the third and fourth networks. According to Hooper, CBS placed second, Blue third and Mutual fourth. Mutual's average audience rating was 14.7. CBS and Blue did not divulge their exact Hooper ratings.

President Roosevelt's Philadelphia broadcast Oct. 27 on MBS and CBS 9:44 p.m. attained a CAB rating of 23.4, second only to his Sept. 23 Teamster's Union address, which received 26.4, top campaign rating recorded by CAB up to the last week before the election.

Gov. Dewey's Minneapolis speech on NBC and Blue Oct. 24, 10:30-11 p.m. rated 20.5, his Chicago address on CBS 13.8.

Loss of Revenue

Networks alone devoted about 32 hours to election coverage between 7:30 p.m. Tuesday and 4 a.m. Wednesday. It is estimated they sacrificed in cancelled commercial programs upwards of a half-million dollars. This figure, combined with the cost of network talent and the cost of talent and time on independent programs, leads to a minimum estimate of $2,000,000 sacrificed to bring returns to listeners.

The two national committees of the major parties estimated they spent $1,900,000 each on networks for time and talent.

Figures offered by the networks place the total expenditures by the national committees on the chains at about $1,601,900. The Blue reported cash and non-cash receipts of $650,000, including contributions of $565,990; CBS, $291,000; and NBC, which refused to release dollar figures but made available only time figures, about $440,000. This picture is somewhat complicated by the fact that the CBS report is net, while the reports made by MBS and the Blue are gross.

From early evening, when voters still were lined up at their voting places and scattered returns were just beginning to come in, until after Governor Dewey's concession, networks scrambled their regular Tuesday evening schedules, retaining only regularly sponsored newscasts.

Election schedules began at 7 p.m. on the Blue, 7:45 p.m. at Mutual, 8 p.m. at CBS and NBC. MBS signed off at 7:30 a.m. Wednesday. The Blue broadcast at 3:46 a.m. and CBS at 4:02 a.m. Networks devoted a sum total of 31 hours and 58 minutes of their air time on election news.

Tom Slater, special events director of MBS, and Dave Driscoll, news chief of WOR New York, recorded the MBS reporting of election night activity. Charlie Reale, newly appointed MBS Washington representative, acted as election editor at New York headquarters.

Archibald Crossley, research expert, analyzed trends.

Outstanding among the MBS reports were briefers of overseas pickups, with Milton Bracker, New York Times correspondent in Rome; Arthur Mann, MBS representative in Paris, and Owen Cunningham, Mutual man at Pearl Harbor, reporting on GI election reactions.

CBS election coverage, under the direction of Paul White, director of news broadcasts, began election return broadcasts at 6 p.m. with early returns broadcast on regular newscasts. Bob Trout, on the air 31 times for a total of three hours and 56 minutes during the night, introduced members of the CBS election staff in a special broadcast at 6:30 p.m.

LaRoche Leads Off

Other highlights of CBS coverage included interviews with the country's youngest voter, a girl just 18 on election day, and the oldest voter, who was 108; Edward R. Murrow's broadcast from London, reflecting British reception of the election news; addresses by Norman Thomas, Socialist candidate, and James A. Farley, former chairman of the Democratic National Committee. Trend analyses were broadcast by Elmo Roper, conductor of the Fortune polls.

The Blue's election night program was opened by a special address by Chester J. LaRoche, vice-chairman of the network. Mr. LaRoche explained the procedure which would be followed by the Blue staff in announcing returns and trends to listeners.

Paul White's orchestra played during Blue periods when returns were not being broadcast. Edward J. Noble, board chairman, introduced a special program honoring the memory of Wendell Willkie. Eric Johnston described significance of the election.

In Stuyvesant City, New York, was transformed into a newsroom. Facing a chart which reflected instantly the returns, were copy boys, tabulators, news service machines and a large press desk, at which news commentators and statisticians were seated.

In a program at 6 p.m., William F. Brooks, director of news and special features, explained the coverage plan. W. M. Kiplinger, guest expert, gave an economic analysis of Washington.

WNBT, NBC video station in New York, was on the air from 6:45 p.m. until 1:04 a.m., relaying its program facsimile to Philadelphia where WPTZ rebroadcast. WCBS, CBS television outlet, depicted the trend of the voting from 3:30 to 3:45 a.m. and WABD, former DuMont station, from 8:15 to 11 p.m.

The Chicago Sun, in cooperation with television station WBBK, broadcast the returns visually.

Special enterprise was indicated by independent stations reporting at special times. Among them WTCI KKOK WINX WLW WFIIL KSD WNAC KLZ WHOM WPEN WBZ.

NAB Roundtable

NAB's proposed Bureau of Measurements Francescato, main topic discussed at Radio Roundtable to be held Wednesday afternoon at ANA meeting in New York Nov. 16-17. Don Steeler, Standard Brands, and ANA radio committee chairman, will preside. NAB Director Hugh Fellis will participate.

Mrs. Baker Named

MRS. ELAINE BAKER, widow of I. R. Baker, chief of transmitting equipment sales of RCA Victor, last week joined RCA Victor Division in Camden in charge of post-war survey style and design. She will work with Alan Mills and Under Thomas Jones, manager of Broadcast, Television & Phonograph Division.
"THE VOICE OF INDIANA"

Now owned and operated by THE INDIANAPOLIS NEWS

Provides a crystal clear signal, greater coverage and lower cost than any other Indianapolis station.

REPRESENTED NATIONALLY BY JOHN BLAIR & COMPANY

WIBC
INDIANAPOLIS, INDIANA

A Mutual STATION

★ LOW FREQUENCY
1070 Kilocycles

★ A CLEAR CHANNEL

★ 5000 WATTS
Wheeler Assails Radio as Monopolistic

‘Dollar-Hungry’ Charge Heads Ten-Point Indictment


In the lead article, entitled “The Shocking Truth About Radio”, appearing in the Nov. 6 issue of the newspaper published weekly by Sen. Robert M. LaFollette Jr. (P-Wis.), the broadcasting art as practiced in America is excoriated by Sen. Wheeler.

He charges that radio in this nation is heading for “increased monopolistic control” or “Government ownership”. He states that radio “has the most powerful lobby ever seen in the Nation’s Capital!”

Decrees Monopoly

He insists that America’s 910 broadcasting stations are “at the economic mercy of... three or four big corporations”.

The chairman of the Interstate Commerce Committee and co-author with Sen. Wallace White (R-Me.) of the White-Wheeler Bill (S-814) asserts that his bill is not dead.

The legislation is designed to organize the procedure of regulating broadcasting and replace the Communications Act of 1934.

The bill was not placed before the Committee after hearing in the spring of 1944 when Sen. Wheeler, after playing broadcasters for preserving him in an attempt to remove from the proposed legislation a ban on the sponsorship of news, pigeonholed it. At that time, Sen. Wheeler said the bill was dead (Broadcasting, June 5).

Today he says it is alive and pending before the Committee. Sen. Wheeler maintains that it does not represent a cure-all, but that it will contribute to the eradication of these “evils”, which make up the bill’s particulars in his article in The Progressive. His points are:

Generally speaking, the industry:

1. Is “dollar-hungry”; too much of what it does or fails to do is measured by the amount of money in it or the amount of money it will make.


3. Insists on regarding itself as “private enterprise” in the same sense that a gasoline filling station is private industry. (Has anyone seen any complaining about Government applications for Federal license?)

4. Is dominated and substantially controlled by absentee owners. (Let’s look at the records. It won’t bear him out).

5. Is largely at the mercy of the so-called network organizations. (The NAB board, which represents over two thirds of America’s broadcasters, includes 27 members. Only TWO voting members are from the networks).

6. Has warded off any suggestion for elevating program standards. (After hearing some of the entertainment fare offered by politicians in recent weeks, one could almost conclude some an imaginary attitude even if it was true).

7. Has made little attempt or progress in eliminating programs of questionable taste or value, or in reducing the amount of commercial advertising per program. (Recommended reading: NAB Code).

8. Has taken no action to insure equality of access to radio facilities to varying views and opinions; to guarantee factual presentation of opinions; to balance presentation of opposite views on public questions or to identify speakers, commentators, to make public what they pay; to replace the radiomen who have been liberal in judgment of what listeners will have an honest opportunity to appraise the speakers’ motivations.

9. Has not been diligent in making available time on a FREE UNSPONSORED BASIS for non-commercial presentations, and similar programs designed to give the listener a greater insight into our nation’s social, religious, economic, political and Latin problems.

10. Has suffered from political pressures from within Government which has led it to exercise partiality for whichever party is in power or for personal individuals or for particular social or political policies.

Analyses Ownership

In his analysis of investment ownership of American broadcasting stations, Sen. Wheeler states that in 1942 there were 881 licensees (of 1,232) in operation for them operating with 50,000 w power “... earning annually 90 times as much as the small stations.”

Of these, he says, 23 operate on clear channels; and of these last 16 are “owned directly by the three major network corporations or the persons who own the networks, and three others are managed by networks.”

He concludes that 19 of the “richest stations in the country are absolutely owned or controlled by the chains.”

He emphasizes that these 23 clear channel stations are in the eastern part of the United States and that, inasmuch as they are originating points for the network programs they originate...bear unmistakably the stamp and feeling of only one section of the country.

Sen. Wheeler summarizes with figures purporting that 448 stations average less than $5,000 profits each annually. He charges that the three major networks, on the other hand, in 1943 showed profits of between 89% to 15%.

Favors ‘Elastic’ Control

Sen. Wheeler repeats his contention, stated frequently during hearings on the White-Wheeler bill, that radio had failed to advance program standards and that “Hartman’s and Hollywood sexy love dramas are the daily radio fare because those who control programing are influenced by their particular local considerations”.

He adds that when “the average radio commentator speaks about free speech he means his own personal right to the exclusion of anyone else’s right to free speech or to asser him”.

“In my opinion” says the Senator, “the profit motive is all compelling within the controlling element in the industry.”

He charges that radio wants no regulation. He observes: “It is desirable that regulation be as elastic as common sense and good taste will permit; it is important that regulation be so sensible and as free from governmental interference with another station, as from governmental interference with another station...that it does not bear on the whims of profuse.

Wheeler’s Shocking Ten Points . . . . An Editorial

Wheeler’s Shocking Ten Points . . . . An Editorial

S E N A T O R W H E E L E R says (and we answer):

1. The radio industry is dollar-hungry. (Without going into detail, it is significant that this greedy industry donated time and talent last year in the amount of $103,882,000 to OWI campaigns alone.)

2. It is run by men who have little or no conception of public welfare. (Such as Col. David Sarnoff, Capt. Harry Butcher, William S. Paley, J. H. Ryan, Walter Brown, Lt. Comdr. George B. Storer, Gordon Gray, etc.)

3. Insists on regarding itself as “private enterprise” in the same sense that a gasoline filling station is private industry. (Has anyone seen any complaining about Government applications for Federal license?)

4. Is dominated and substantially controlled by absentee owners. (Let’s look at the record. It won’t bear him out).

5. Is largely at the mercy of the so-called network organizations. (The NAB board, which represents over two thirds of America’s broadcasters, includes 27 members. Only TWO voting members are from the networks).

6. Has warded off any suggestion for elevating program standards. (After hearing some of the entertainment fare offered by politicians in recent weeks, one could almost conclude some an arbitrary attitude even if it was true).

7. Has made little attempt or progress in eliminating programs of questionable taste or value, or in reducing the amount of commercial advertising per program. (Recommended reading: NAB Code).

8. Has taken no action to insure equality of access to radio facilities to varying views and opinions. (One reflects at this point on such productions as The Herald- Tribune Forum, Town Meeting of the Air, the American Forum of the Air, the University of Chicago Roundtable).

9. Has not been diligent in making available an adequate portion of broadcasting time on a FREE UNSPONSORED BASIS for the presentation of forums. (Let’s permit the listener to vote on this one. Perhaps he does not want speeches of weaknesses. Maybe he likes American radio).

10. Has suffered from political pressures from within the Government which has led it to exercise partiality for whichever party is in power. (If true, maybe the Senator should start with the Government, rather than with radio).

If these are the “truths” which shock Senator Wheeler, he has his hand on a dead switch.
First the station's business had to be built by thorough national representation — by Weed & Company. Then, because Weed men are first to reach time buyers and advertisers from coast to coast, available time shrank and the station could seek new fields to conquer. A better antenna means better service to sponsors and public — just as "Nationally Represented by Weed & Company" means better service and more business to stations.
Radio Advertising
Isn't Like Baseball...

YOU HIT 'EM WHERE THEY ARE — NOT WHERE THEY AIN'T

"Hit 'em where they ain't," they tell rookie batters.

But the folks who invest their money with WENR aren't rookies—they hit the sales talks out to the crowds—the crowds with nice fat incomes—the crowds with money to spend and of a mind to spend.

How else account for the 18 new advertisers in the last 30 days?—and the 33 renewals out of a gross 51 who have been regular advertisers over this powerful Mid-Western voice?

We've got a nice fat folder of case histories, graphs, charts, figures, names and sales records for those of you who are of a mind to learn how to increase sales at a low per-unit cost—a folder that points to the one way to reach—and sell—One Tenth of a Nation through one well-compressed, economical medium.

Owned and Operated by The Blue Network Company - Represented Nationally by Blue Spot Sales

NEW YORK • CHICAGO • SAN FRANCISCO • HOLLYWOOD • DETROIT

Chicago's Basic Blue Network Station
890 kc.—50,000 watts—clear channel

Murrow Describes French Video Gain

Surprising Strides Found Despite German Occupation

FRENCH television progress has made "surprising strides," despite the German occupation and has developed pictures "clearer, sharper and larger" than any in the United States before the war, Edward R. Murrow, chief of the CBS European staff, reported Nov. 5 on his Sunday afternoon broadcast for American Oil Co. He said:

"Paris today is a city of rumors. I encountered one, rather more incredible than most, and it turned out to be true. The story was that even during German occupation one of the great arts of peace—television—had made surprising strides, and, while television had more or less stood still in every other foreign country, it had gone swiftly forward in France.

I've not myself a demonstration of this development, but I have talked with reliable observers who have seen it in Paris and I've had access to detailed, though confidential, technical reports. I don't know what the Germans have done with television nor do I know what may be waiting to emerge from the laboratories in the Allied countries, but there has been developed in Paris television in which the picture is clearer, sharper, and larger than any that was being transmitted in America or in Britain before the war. The rumor turned out to be true. And it is mildly encouraging to find evidence of progress in the midst of all the dying and destroying that is going on in Europe."

CBC Overseas Shifts

WHILE Matthew Halton, CBC war correspondent, is in Canada on leave and making a tour for the Victory Loan campaign, A. E. Powley, overseas news chief, is with the Canadian troops in France. Andrew Cowan has been accredited to SHAEB Paris, from the London bureau, and is to establish contacts with the French government. Marcel Oumet is with the First Canadian Army for the CBC French network. Bill Herbert, who has been in France since a few days after D-Day, is now in Italy with the Canadian First Corps, replacing Peter Stursberg who is now in London and is expected to come to Canada later this year on leave. Benoit Lafleur, covering Italian operations for the CBC French network, has returned to London and his place has been taken by Paul Barrette of the London Bureau. Mr. Lafleur is expected to replace Mr. Oumet later to give the latter special leave.

WOAI Names Peery

FRED A. PEEPY, with WFAB Dallas following release from the Army, has been appointed sales promotion manager of WOAI San Antonio, it was announced last week by Hugh A. L. Half, president and general manager of WOAI. His previous experience includes newspaper work, sales work and radio audience research and analysis.

No Gum, No Program

UNABLE to get sufficient raw materials for its Trebberry and Tendermint gum to justify the advertising expenditure, Clark Bros. Chewmg Gum Co, Pittsburgh, Nov. 26 discontinues John J. Anthony's Goodwill Hour on 119 MBS stations, Sunday, 10-10.45 p.m. Agency is Walker & Downing, Pittsburgh. Program is expected to be taken up by another sponsor.
Turkey raising is another "big business" out here in the KFAB area. Thousands upon thousands of fancy young turkeys raised here in the Middle West start rolling to the big Eastern markets shortly before Thanksgiving.

That means a lot of "Turkey Cash" to farmers in the KFAB area. Turkey money plus income from livestock, wheat, corn, and dairy products all add up to a whale of a lot of buying power.

When folks out here think of buying, they naturally turn to products they've heard about over KFAB, THE BIG FARMER STATION.

Nebraska Is Able To "Talk Turkey"
In 1943, Nebraska poultrymen raised 1,140,000 turkeys. For 1944, the estimated Nebraska turkey crop is 1,163,000 birds. Nebraska is but a part of the vast KFAB area.

*State-Federal Division of Agricultural Statistics, Lincoln, Nebr.
WHEN YOU GO A HUNTIN’

Don’t Scatter Your Shot

Signal and Mail Map

Shoot straight at your market. WSIX is directed at the Nashville area of Middle Tennessee. 5,000 Watts and 980 K.C. carrying both Blue and Mutual network programs. It has power a plenty to do a thorough job and listeners with money to spend for things they want. Advertisers and Agencies who check returns have consistently found WSIX a highly profitable medium for covering the Nashville market.

THE KATZ AGENCY, INC., National Representatives Member Station, The Blue Network and Mutual Broadcasting System

NAB Chicago Board Meeting to Review Code in Light of WHKC-CIO Dispute

REVIEW of the NAB Voluntary Code of Ethics in light of recent labor developments and a report of the Code Committee on the WHKC-CIO case will be on the agenda of the NAB Board of Directors at its regular fall meeting Tuesday and Wednesday, this week at the Stevens Hotel, Chicago.

President J. Harold Ryan indicated last week that the membership of standing committees for 1945 would be completed within the next week or 10 days.

Richard H. Mason, manager of WPTF Raleigh, N. C., already has accepted appointment to the Code Committee, he disclosed.

Station Coverage Up

Another important topic scheduled for this week’s Board discussions is creation of a bureau to measure station circulation as voted unanimously at the August Executives War Conference [BROADCASTING, Sept. 4] and approved by the Assn. of National Advertisers and the American Assn. of Advertising Agencies.

President J. Harold Ryan will report on the FCC allocation hearings which closed Nov. 2. That report will be the basis of open discussions on general broadcasting matters. District meetings for 1945 and the next membership conference tentatively scheduled for next year, also are on the agenda.

In a joint motion filed Oct. 20 with the FCC, WHKC and the IAW-CIO asked dismissal of proceedings filed by the labor union against the station, charging failure to operate in the public interest. During hearings in August Carl M. Everson, vice-president of United Broadcasting Co. and general manager of WHKC, told the Commission that under a new policy the station would continue its commercial or sustaining programs for the discussion of a controversial issue, solicitation of memberships and in general accept full responsibility, thereby repudiating, in part, the Regional AAAA Meet

SOUTHERN California, Chapter, American Assn. of Advertising Agencies, consolidated its annual convention into a one-day meet in Los Angeles. Addressing the convenors on their respective phases of work were: Klaus Landsberg, manager of WXYT, Paramount television outlet in Hollywood; Dana Jones, head of the Los Angeles agency bearing his name; James Mussett, general manager, California State Chamber of Commerce; Cyril G. Davison, vice-president, Compton Adv., New York; Ray Hagen, president and general manager, California Consumers Corp.; George H. Hannon, general passenger agent, Southern Pacific Railroad; Edward Scrives, Pacific Coast manager of McKee & Co., management consultant; E. M. Stuart, public relations director, Broadway Dept. Store; Henry Huynh, manager, New York office, of the National de Mexico and president, foreign section, Los Angeles Chamber of Commerce; William Bernstein, general manager, Pacific Coast division, bureau of advertising, American Newspaper Publishers Assn.; Dr. Frederick Woeller, economist.

SSESAC Package Show

TO MAKE more music available to its licensees, which include almost all U.S. commercial stations, SESAC is putting out a package show comprising 39 quarter-hour programs to be sold to stations as a unit. Paul Heinecke, president, announced last week. Titled Pappy and His Hired Hands, with Pat Barnes as Pappy, the cornhusker philosopher, the show is paced rapidly enough to include nine or ten musical numbers—hillbilly, western, folk song and novelty—per program. Series, cut by Columbia Recording Corp., is offered to all stations on a non-exclusive basis.

Religious Meeting

PLANS for the formation of an association concerned with religious programs will be discussed by an organizational committee meeting Nov. 21 in New York, under the chairmanship of Willard Johnson, assistant to the president of the National Conference for Christians & Jews. Association was projected last spring at the 15th Institute for Education by Radio, at Columbus, Ohio, to tackle the problem of so-called “Racketeering religious programs” and a committee mandated to meet this fall and decide what form the group should take [BROADCASTING, May 16].

Heavy Tube Demand

MINIATURE vacuum tube needs for airborne radio and radar equipment during the first three months of 1945 will increase considerably, WPF radio officials told the Molybdenum and Tungsten Wire and Rod Industry Advisory Committee meeting at WPF. Emphasis is on replacements and construction of more complicated electronic equipment, requiring finer wires and rods, a Radio and Radar Division official said, pointing out that requirements will remain high even at the end of the fiscal year due to a civilian demand for 115,000,000 radio receiver tubes, which will more than offset the overproduction now put at 15% rather than the 40% predicted before [BROADCASTING, Sept. 11]. Present rate of tube attrition is twice the production level, WPF revealed.
Why AMPEREX

WATER and AIR COOLED
TRANSMITTING and RECTIFYING
TUBES

Of exclusive Ampere design! These four words, denoting an "Ampereextra" reflected in better performance, have been used in a number of instances when describing our products. Of exclusive Ampere design, for example, is the channel support of our transmitting tubes. This feature results in more rigid support of tube elements. Exact inter-element alignment is assured. This, in turn, means absolute freedom from change in characteristics that might ordinarily arise from shock and vibration either in shipment or service.

There are more than 100 different types of Ampere tubes for broadcasting, industrial and electro-medical applications. An Ampere engineer will gladly assist you with your present or postwar problems.

Keep Buying...
Keep Holding...
More War Bonds

AMPHEREX ELECTRONIC CORPORATION

79 Washington Street  •  •  •  •  •  •  • Brooklyn 1, N.Y.
Export Division: 13 E. 40th St., New York 16, N.Y., Cables: "Ariah"
RTPB Television Controversy Aired
Lodge Says Navy Disagrees With Data Interpretation

ECHOES of the battle between advocates of present-hand television and proponents of higher-spectrum video, waged in words before the FCC during allocation hearings which closed Nov. 2, were heard last week as the last of final exhibits were recorded.

William B. Lodge, general engineering supervisor of CBS, entered a statement in which he disclosed a controversial paragraph of a letter formulated by a group of Panel 2, Radio Technical Planning Board, intended for an exhibit but withheld at the last minute [BROADCASTING, Nov. 6].

The letter was to have been introduced at the closing hearing by Dr. C. B. Joliffe, chairman of Panel 2 and chief engineer, RCA Victor Division, RCA, acting as a "common voice." During a Panel 2 meeting the preceding night heated argument resulted, with Navy officials opposing certain portions of the letter, along with Mr. Lodge. CBS advocates television above 400 mc, while RCA has urged the Commission to keep the art in its present spectrum location.

Following is full text of Mr. Lodge's statement:

This statement is filed as a result of a special committee of RTPB held on Oct. 28, 1944, and additional information developed at a meeting held on Nov. 1, 1944, attended by members of Panel 2 of RTPB and by its military observers.

At the Nov. 1 meeting, the chairman of that meeting advised the members of Panel 2 that a statement developed as a result of the Oct. 28 meeting would be read into the record at the hearing in Docket No. 6601 the following morning. Although that statement was not read into the record, as announced, its contents are now generally known, and the section relating to propagation reads as follows:

"Propagation—Limited experience indicates that propagation vagaries exist at all frequencies considered for television. The effects of some of these phenomena decrease with increasing carrier frequency and others increase with increasing carrier frequency. Therefore, channels in any really new portion of the radio frequency spectrum should be subjected to appropriate field tests of an experimental nature before allocating channels for commercial broadcasting."

The conclusion of that section of the statement be interpreted to apply to any particular frequencies, as against other frequencies, 1 believe it will be of value to the Commission to know that the Navy expert on radio wave propagation who was present at the meeting on Oct. 28 stated at the Nov. 1 meeting that no such conclusion is warranted on the basis of the information be supplied. Specifically queried on the controlling factors involved, he further stated that in his opinion the sporadic E phenomena encountered between 50 and 90 mc might represent a more formidable problem than tropospheric effects at 400 mc.

In addition, it may be of interest that the Navy member of the IRAC stated at the Panel 2 meeting that the military members of the IRAC, who necessarily had access to the classified military data concerning wave propagation, have learned nothing since the preparation of the IRAC proposed allocations plan which would alter the conclusions reached in that plan.
Get millions of new listeners—no duplication—at new low cost per actual listener! Amazing Hooper Survey now proves that most people in the significant small town areas surveyed listen predominantly to local Keystone Network stations. Millions cannot hear outside wired network stations. MORAL: Extend your programs to "Beyond-Metropolitan" America via the KBS coast-to-coast network.

NEW APPLICATIONS filed with the FCC during the past fortnight include requests for six new standard stations, three FM outlets and four commercial television stations.

Skyland Broadcasting Corp., Dayton, O., requests standard facilities at 980 w and daytime hours of operation. President and quarter-owner of the company is Ronald B. Woodward, president and 97% owner of WINK Pt. Meyers, Fla., vice-president and 45% owner of WIZE Springfield, O., and applicant for a new station at Utica, N. Y. L. M. Berry, president of L. M. Berry & Co. Ltd., Canadian phone book publisher, who also holds telephone and banking interests, is vice-president and quarter-owner of the company. J. P. Gallaher, president and major owner of Gallaher Drug Co., chain group, is secretary-treasurer and 28% owner. Remaining quarter-interest is held by Gustav Hirsch, of telephone and real estate interests.

Assignment on 1490 kc with 250 w and unlimited time is sought by Wichita Broadcasting Co., Wichita, Kan., president and half owner of which is Charles K. Schwartz, partner of William J. Friedman in the law firm of Gottlieb & Schwartz. The latter is secretary and also half owner of the new company. Ralph L. Atlass, treasurer, is president and 27% owner of WIND Chicago and is also vice-president and 50% owner of WLOI: Minneapolis.

C. L. Pursley, district representative for Texas Co. in Mobile, Ala., and Louise Patterson Pursley, quarter-owner of WAPO Chattanooga, Tenn., doing business as Pursley Broadcasting Service seek a new standard station for Mobile on 1490 kc with 250 w and unlimited time. Mrs. Pursley also holds half interest in Patterson Broadcasting Co., applicant for a new local station in Birmingham. Raoul A. Cortez, owner and managing director of Mexican Commercial Hour and Cortez Spanish Programs, requests 1300 kc, 1000 w and daytime hours for a new standard station to be located in San Antonio.

Midwest Broadcasting Co., Milwaukee, has filed for a new standard station on 1250 kc with 5,000 w and unlimited time, using a directional antenna at night. President is John Fleissner, 125 shares (21%), treasurer and part-owner of Taylor Mfg. Co. (scientific equipment). Vice-president and general manager is G. E. Ingham, 125 shares, president and part-owner of Droegkamp-Ingham Corp. (electrical appliance distributor). Clifford A. Randall, secretary (100 sh.), is a lawyer and has real estate interests. Oliver J. Vivian, treasurer, and Herbert E. Uhlein, both local businessmen, each holds half remaining 250 shares.

San Diego, Cal. standard outlet on 1130 kc with 1000 w and unlimited time, employing a directional array at night, is sought by San Diego Broadcasting Co., half-interest in which is held by J. Frank Burke, vice-president and principal owner of KFVD Los Angeles and KPAS Pasadena. President and treasurer is O. Arnhold Smith (25%), with banking and management interests. J. A. Smith, secretary, is quarter-owner. He has oil and real estate interests.

Santa Catalina Island Co., subsidiary of the Wrigley and Wrigley family interests, is applicant for a new FM station to be located at Avalon, Cal., on 34,700 kc with 34,500 w costs. Estimated cost is $223,000. Mr. Wrigley formerly held a 36% interest in WJJD Chicago. Licensee of WMFR High Point, N. C., requests a new FM outlet on 45,100 kc with 5,030 sq. mi. coverage and estimated cost of $14,800. Greensboro Broadcasting Co., licensee of WQBO Greensboro, N. C., seeks a new FM station on 44,500 kc with coverage of 11,130 sq. mi. and $27,500 estimated cost.

Interstate Circuit Inc., regional theatre chain in which Paramount Pictures has an interest, has filed for a new commercial television station on Channel 2 in Dallas, Texas. Radio Sales Corp., licensee of KRSC Seattle, Wash., requests Channel 1 for the new commercial television outlet for which it has filed application. Cincinnati Broadcasting Co., owned by the John Shilitto Co., Cincinnati department store affiliated with the Federated Department Stores, seeks a Channel 7 commercial video outlet for the Queen City. Times-Mirror Co., publisher of the Los Angeles Times which has previously filed for a new FM station, now requests a new commercial television station on Channel 5.

Pangborn Elected

ARDEN X. PANGBORN, managing director of KGW and KEX, was elected president of the Advertising Federation of Portland, Ore. Mr. Pangborn also is a member of the NAB Code Compliance committee and representative of Pacific Coast NBC affiliates in the network's planning and advisory committee. Leith Abbott, public relations director of KGW and James Mount of KXL were elected to the federation's board of governors.

DONALD S. BOND, of the Communications and Industrial Equipment Engineering Department of RCA Victor Division of RCA, has written Radio Direction Finders (McGraw-Hill Book Co., New York), a "text-book and reference work for training electrical engineers who desire to specialize in the design or theory of direction finders for aircraft, shipboard or fixed-station use."
Frankly, WE'RE

A WEE BIT CONFUSED!

Not long ago we tried our hand at ad writing. You may have noticed our "one line" spreads. One of them told about a WLAC program pulling 40,223 orders for a $1 item. Another revealed that 5 leading Nashville department stores are using 51 quarter-hours every week.

We thought we'd hit upon a pretty good idea—especially when one agency man wrote, "Please tell us how you do it." Yes, our single-line ads attracted a lot of attention, in fact too much.

Some of the boys in Washington wanted to know how come we're "wasting paper"! Maybe we are a bit naive, but what difference does it make whether we take one line or a hundred to tell our story? Anyway, far be it for us to argue the point. From now on we'll use more ink!

WLAC

50,000 WATTS  ★  NASHVILLE
‘Cleveland Plain Dealer’ Poll Chooses Bing Crosby Again as Radio Favorite

POLLS by the Cleveland Plain Dealer of readers in Cleveland and 108 other Ohio cities and towns again have named Bing Crosby radio favorite personality. Other results of the survey for 1944-45, claimed to be the oldest of its type in the country, follow:


PROGRAM CHOICES: Here is the Plain Dealer 1944-45 All-America Radio Program Team, in order of residents’ votes cast:


DANCE HANDS: Here is the Plain Dealer 1944-45 All-America Dance Band Eleven, in order of the voting:


THE COMICS: Those 9 comics were rated strong by Plain Dealer voters.


VARIETY SHOWS: Plain Dealer readers rated the variety shows in this manner:


NEWSCASTERS: Seven, in this order, indicated good following:


GIRLS: Four of these series indicated good followings:


RADIOS SIRIALS: Seven such broadcasts rated followings in this order:


SYMPHONY: Here are the four leading series in this order:


LIGHTER MUSIC: Six series indicated good followings:


THE SINGING: Here are the radio vocalists as rated by Plain Dealer readers:


THE QUIZ SHOWS: These six quiz shows were voted rated followings:


Four quiz shows, representing four war series programs revealed impact:


RKO Confers on Ads

REPRESENTATIVES of RKO Radio Pictures, Inc., New York, and its agency, Foote, Cone & Belding, conferred last week on future radio advertising plans, to follow the discontinuance Nov. 24 of Hollywood Star Time on 188 Blue stations. Mon. through Fri. 3:15-3:30 p.m. Current program will not be replaced, however.

UP in All States

WITH the addition of KTUC Tucson to the list of stations subscribing to the UP radio news wire, the service will be operating in every state according to A. F. Harrison, radio sales manager. The Arizona station is one of 14 which have signed contracts with UP since September 16, bringing the total number of clients to 650. The others are: KLAS WINX WPGA WIND KFAY WOOF WJPN KFBT WTNJ KYSF KQFX.

Deca Earnings Up

DECA RECORDS Inc., New York, for the third quarter ended Sept. 30, reports a consolidated net profit of $345,880, representing a $1.93 per share on $388,320 shares of capital stock outstanding at that date, after provisions of $60,000 for all estimated income and excess profits. Net profit for the corresponding period in 1943 was $373,480, equal to $1.75 per share.
A wise man once observed that living through a heated political campaign is the most remarkable experience that comes to an American. For six months he works himself into a mounting frenzy about his candidate. He carries a torch for his man to the breakfast table, to the office, into conferences, and into heretofore friendly and pleasant social gatherings. By election night, he is filled with fear and trembling and drifts off to sleep contemplating the cataclysm that must follow, should any but his man become President of the United States.

The next morning he awakens to hear that his man, by some error of judgment on the part of more than half the American people, was not elected. He stumbles to the bedroom window—and outside what does he see? The sun is shining. The neighbor is taking in his milk. On the same old street—still there—is the same old traffic. Men and women are on their way to the same jobs they had yesterday, and all the days before. Youngsters are going to school to pick up where they left off before the election holiday. The nation is moving on.

Once again the voice of the people has risen, and we have a newly-elected President. Some are happy about it. Some aren’t. But before many weeks have passed, the Great Truth about our democracy will emerge once again. It is this:

Perhaps as a result of an election—any election—long range progress will be handicapped; and yet, perhaps progress will be expedited—who can tell? No one man, no single administration has ever, single-handed, saved a nation populated by a hundred million strong, stubborn people who need no saving; nor, on the other hand, has one man or administration ever been able to block the nation’s inevitable destiny. The people, with vision and confidence, and an insatiable appetite to find the truth, are the final arbiters of their country’s fate. It is the people who are indispensable in these United States; people who have shown through a hundred and sixty odd years that they can survive any election campaign, any shock—from droughts that impoverish whole sections of the republic, to wars that detour the basic economy for months or even years.

To these indispensable, indestructible people—to this groping, progressing mass of citizenry, the Blue dedicates its facilities and its future.

The Blue is in the service of the people.

"THIS IS THE Blue NETWORK"

THE AMERICAN BROADCASTING COMPANY, INC.
Unified Radio System Planned For Interior Dept. Operation

Integration of Far-Flung Network Would Utilize Surplus War Equipment and New Developments

A COORDINATED radio communications system to integrate the varied and far-flung operations of the Dept. of the Interior, utilizing surplus war equipment in developing the project, is being considered, BROADCASTING learned last week.

The proposal, advocated by Shannon Allen, Director of the Radio & Television Section, has been acted upon by the Department's Administrative Council of which Vernon D. Northrop, Director of the Division of Budget & Administrative Management, is chairman.

If carried out, the program may be adopted by other departments, resulting in considerable use of surplus communications equipment, much of which can be readily adapted to Government use. Plans to incorporate new wartime developments in radio are also being discussed.

Release of Frequencies

The project, according to Mr. Allen, would effect considerable economies, probably permit a reallocation of certain frequencies now assigned to the Department which would release frequencies for commercial or other government use, and would expedite the flow of communications between those operations in which radio has become a vital part in administration. These include:

- Office of Indian Affairs
- National Park Service
- Grazing Service
- Bureau of Reclamation
- Fish & Wildlife Service
- Division of Islands and Territories (includes Alaska, Puerto Rico, Virgin Islands and Hawaii)
- Bureau of Mines
- General Land Office
- Geological Survey
- Bureau of Petroleum Conservation
- Office of Land Utilization

Mr. Allen's proposal embraces a 24-hour-a-day use of radio communications by the Interior Dept., with facsimile employed extensively for transmission of legal documents. It envisages a continuous operation which would make the most efficient use of leased land lines and assigned frequencies, integrating telephone, telegraph, teletype and radio communications.

Roughly, the plan is to divide the day into three 8-hour periods, using radio as follows: (1) a two-way communications system between all points in the field and Washington during the regular working hours (2) a two-way high-speed message service which would be the equivalent of existing air service to be employed from the close of the business day to midnight (3) conversion of the same frequencies to facsimile operations from midnight to the beginning of the work day. As the courts have ruled that deeds and contracts printed on facsimile are legal, the General Land Office of the department will be able to transmit these documents to the field offices during the night with resulting saving of time and money.

To carry out the project, authorization has been made to assign an engineer to study activities under the Department's administration and to plan the system. Interior maintains approximately 700 radio stations, ranging from 1 to 300 w and representing an overall investment of $500,000. The equipment includes walkie-talkie, portable, mobile and fixed transmitters. Largest user is the National Park Service with 196 transmitters. Next is the Indian service with 181 transmitters, followed by the Grazing Service which operates a network of 62 stations from Salt Lake City, the Fish and Wildlife Service with 46, the Bonneville Power Administration with 21 and the Bureau of Reclamation with 17.

Tumbo Extending

TAYLOR-REED CORP., Mamaroneck, N. Y., in a new campaign for Tumbo pudding which started last month on WOR New York, during the past few weeks has added WLIR, WEAF, WHN, WNEW, WPAT and stations in Philadelphia and Pittsburgh, using one-minute transcriptions.

Bulk of advertising appropriation for Tumbo goes to spot radio, with stations being added from time to time, according to Ruthrauff & Ryan, New York, agency in charge. Distribution will be extended shortly to new markets.

Sunway Fruit Spots

SUNWAY FRUIT PRODUCTS, Chicago, began 1-minute spot announcements, 5 times weekly on KECA Los Angeles, and effective Nov. 6 on WRAT Miami and KTSA San Antonio. 13-week contracts were placed by Sorensen & Co., Chicago.
The facts of radio listening in Oklahoma have at last been pinned down.

In "The Oklahoma Radio Audience of 1944" are the results of the first comprehensive, statewide survey of listening habits ever made in the state. This thorough, impartial study made by Dr. F. L. Whan, University of Wichita, brings Oklahoma radio statistics down to earth and dissects them for quick, easy analysis.

From the great mass of detail and information set forth on the 86 pages of the study, one big, significant fact stands out. It shouts from page after page: WKY is predominant in Oklahoma!

WKY, the survey proves, covers more of Oklahoma's listeners morning, afternoon and evening than any other station and, in this area, is the station to which they listen most, most of the time.

With authentic facts on Oklahoma listening available, it is no longer necessary to depend on fictional figures picked out of thin air when choosing the station to carry your selling message to Oklahomans. If you do not have these facts before you, write for your copy of "The Oklahoma Radio Audience" today.
CROSBY WINS G. I. PACIFIC POLL
Mosquito Net Listeners Rate 'Hit Parade'
—And Hope Next in Preference

CROSBY WINS by a warble! G.I.'s of the Southwest Pacific voted Bing tops in a survey made by the Mosquito Network of entertainers and programs heard on the series of four American Expeditionary Stations of the Armed Forces Radio Service in Guadalcanal, Espiritu Santo, New Caledonia and Auckland, N.Z.1

Other winners, in order of popularity: Hit Parade, Bob Hope, Tommy Dorsey, All Time Hit Parade, Dinah Shore, Harry James, Spotlight Bands, Kay Kyser, Command Performance, Fred Waring and Jack Benny. Of this group, Command Performance is the only show prepared just for overseas broadcasting. The others listed are the same that are broadcast in the States, with commercials deleted.

Less than a quarter of the G.I.'s polled designate themselves "rug cutters" while nearly half prefer "sweet" music. Less than one-tenth rate symphony programs high and the reminder, slightly less than a quarter, prefer light classical music.

Ford Drops News
FORD MOTOR Co., Dearborn, Mich., is dropping its 15-minute news broadcast Monday through Thursday on the Blue, but is sponsoring a new half-hour musical show, Friday nights beginning Dec. 8 in the 8-8:30 Friday spot replacing the Bristol Meyers show, Parker Family 8:15-8:30. Agency is J. Walter Thompson, Chicago.

PRODUCTION in the near future of a new microphone model, D-20, dynamic, with response of 50 to 8000 cycles, has been announced by Universal Microphone Co., Inglewood, Calif. Manufacture will also be resumed on the KD and 15MM, both dynamics; the 200 series, dynamic handi-types; and X-2 and XX, both carbons.

Canadian Survey
CANADIAN program Soldier's Wife led the October national daytime program rating survey made by Elliott-Haynes Ltd., Toronto, with a rating of 17.1, showing a drop of nearly one point from last month. In second place was Big Sister with a rating of 15.5, up 1 over the previous month. Canadian program The Happy Gang rated third, followed by Road of Life, My Porchia, Right to Happiness, Canadian originated Lucy Linton, Peppermint Young's Family, Woman of America and the Canadian program Laptimaires French-language daytime program popularity in October was led by Jacques Doree with a rating of 30.0 followed by Joyce Truudeau with 25.0, Quelles Nouvelles Grande Soeur La Maitise Roncourt, Pierre Guerin La Rue Principale, Madeleine et Pierre Histoires d'Amour et Vie de Family as the first ten daytime programs.

OWI PACKET, WEEKS NOV. 27, DEC. 4

Check the list below to find the war message announcements you will broadcast during the weeks beginning Nov. 27, Dec. 4. OWI transcriptions contain six 50-second announcements suitable for sponsorship and three 20-second chain breaks on each side of disc. Tell your clients about them. Plan schedules for best timing of these important war messages.

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See OWI Schedules of War Messages 156, 157 for names and time of programs carrying war messages under National Spot and Network Allocation Plans.

Yea! Dis Is Butch!
Lowbrows, highbrows, inbetweeners!
They're here, with money to burn!
Winston-Salem is an outstanding market—served by an outstanding radio station. If you want more sales and good will, you want—

W A I R
Winston - Salem, North Carolina
Representative: The Walker Company

Page 32 - November 15, 1944
The touch of perfection for that Thanksgiving dinner. Commercial Sage, formerly imported from Europe, is here grown successfully in the Inland Empire. As for Turkeys, production is estimated at 1,411,000 birds—an increase of 17% over last year. KHQ, too, puts a touch of perfection to your sales message. It completely covers this rich area—at the cost of just one medium.
FCC Grants Help Broadcasters Solve Technical Problems of New Services

EXTENT and import of the voluntary cooperation between the FCC and broadcasters in the joint effort toward a solution of many of the interference problems posed by new broadcast services was evidenced with the authorization of several new developmental broadcast stations to experiment. In high-frequency transmission. Similar grants previously had been made for FM and television propagation experiments.

The development grants were to Maryland Broadcasting Co. (WITH Baltimore), which will function in cooperation with Janisky & Bailey, Washington engineering consultants; Voice of Alabama Inc. (WAPT Birmingham), Temple V. Ehmsen, Portland, Ore., owner of PM Labs, Arlington, Va., who will work in conjunction with Finch Telecommunications Co.; The Atlanta Journal Co. (WSB Atlanta) and Matheson Radio Co. (WHHD Boston).

Other Grants
Other recent developmental grants include Courier-Journal & Louisville Times Co. (WHAS Louisville); Commercial Radio Equipment Co., Washington, D.C.; Two!, The Journal Co. (WTMJ Milwaukee); KLZ Denver (W9XLA, changed from an experimental high frequency station). Evansville on the Air Inc. (WEOA-WGFB Evansville, Ind.), has pending a developmental application.

Experimental television grants of the past few months are for Philco (WPTZ Philadelphia); CBS; General Electric (WRGB Schenectady); and International Business Machines Corp.; and AT&T.

Typical examples of the nature and scope of work being done or proposed is likewise evidenced in the new grants. Temple V. Ehmsen, former police radio engineer, now a lieutenant in the radio division of the Navy, will operate his developmental station in Portland, Ore. in conjunction with Finch Telecommunications, with a principal phase of this experimentation to involve multiplexing of facsimile, using Finch equipment. Station will operate with 1,000 w on frequencies to be assigned by the FCC.

The Atlanta Journal Co. station, to operate with 700 w on FCC-assigned frequencies, will experiment with antenna systems, as likewise will Matheson Radio Co., with its station on 49,000 kc (and other FCC-assigned channels) using 1,000 w.

Voice of Alabama, which will operate one developmental station with 4,000 w and one with 250 w, both on channels to be determined by the Commission, will conduct experiments relating to the effects on radiation patterns caused by mineral deposits, particularly iron ore or objects such as large iron statues; interference caused by auto ignitions and industrial machinery, and effects of double transmissions from the same antenna.

Maryland Broadcasting Co., through its new developmental station, in cooperation with Janisky & Bailey and that concern's station, WXXO Washington, will investigate field intensities and interference caused by two stations operating simultaneously on the same frequency, and also variations thereof. The Baltimore station will use 1,000 w. FCC will assign frequencies.

NBC Veteran Auditions
Are Successful Job Aid
ONE OUT of every three war veterans interviewed during the first three weeks of operation of NBC's "Welcome Home Auditions" have been found worthy of professional employment in broadcasting, according to a preliminary survey by the network. Open to members or former members of the Armed Forces, the project is designed to aid men and women interested in getting into radio to obtain post-war employment in the industry [Broadcasting, Oct. 9].

Most applicants have been honorably discharged veterans available for immediate employment, almost all with experience in entertaining in recreation halls or radio, and the majority are announcers, instrumentalists, and singers. Many writers, sound technicians and engineers have also been interviewed, however.

To handle the unexpectedly large volume of applications a second audition day has been added—Wednesday, 9 a.m. to noon. Interviews are conducted throughout the week.

WJJD Chicago has exclusively signed the Chicago White Sox for the 1945 major league season broadcasts. Games were previously broadcast on WND Chicago.

FOR SALE
$102.00
Fifteen minutes U. P. News.

WMOH
Hamilton, Ohio
Station Identification

This is WSM.

We've been on the air for the past twenty years. We've made quite a few friends in this time—several millions, according to the mail and the statisticians; on the farms, in the villages, in the broad acres of the country served by our clear channel.

We've been an NBC station, too, all along, since the day George F. McClelland dreamed up the idea of connecting two stations by telephone lines to form the first network.

We're still NBC, because we like the way they do business, and because our listeners prefer NBC programs.

We go back to the days when Amos and Andy first met Madame Queen; when Billy Jones and Ernie Hare were the Intertwined Pair; when radio was discovering that the "price of admission is just your loyalty to Maxwell House Coffee", as the old Showboat used to put it, Thursday nights.

We've been through droughts and tornadoes, hell and high-water. But we've always managed to lay down a signal that got through to people who were relying upon us to get through with the information they had to have. We're still doing it.

We're proud to be a part of American radio; to have had something to do with the development of its many services and traditions, which today operate on the fighting front and the home-front in defense of our nation, in radio's first war.

We've inherited something of the integrity of our parent institution in our daily operations: integrity for the written and the spoken word.

Over five million people have personally selected the National Life and Accident Insurance Company as custodians of their funds and their future. We are committed to pay to their beneficiaries the sum of seven hundred and fifty millions of dollars on the day appointed. We will not fail them as we have not failed a policyholder since we were founded forty two years ago.

That same integrity has been breathed into each of WSM's fifty thousand watts. Integrity for the spoken word.

This is WSM.
MUTUAL Network has prepared a promotion brochure on the occasion of the network's tenth anniversary titled Ten Telling Years, presenting a year by year summary and analysis of the 1934-1944 period by leading Mutual commentators and newswriters along with a corollary of Mutual's progress during that period and part in the reporting of the events. Printed on glossy paper and bound in heavy cardboard, book contains a full page illustration with the story for each year, photo being a reproduction of a top, represent a picture of the time. Outside cover background shows American soldiers marching by the Arc de Triomphe.

Old Gold Folder

OLD GOLD schedule of six weekly newspapers on the Yankee Network, is promoted by a four color billboard mail folder presenting the network schedule and stations.

WE'RE SOUR ON SWEET ADELINE (Ky.)!

Ever hear of Adeline, Kentucky? There is such a town — it's one of many that WAVE doesn't claim. You see, WAVE concentrates on the really important metropolitan area immediately around Louisville — which is highly worth the concentration because it does more business than all the rest of Kentucky combined! Ours is no barber-shop dream, and you don't get trimmed on time-rates, either. Want proof?

LOUISVILLE'S WAVE

5000 WATTS . 970 KC

FREE & PETERS, INC.,

BROADCASTING • Broadcast Advertising
WBAL—50,000 Watts . . . One of America's Great Radio Stations
BASIC NBC NETWORK—Nationally Represented by Edward Petry & Co.

Baltimore

Broadcasting * Broadcast Advertising

November 13, 1944 * Page 37
1st. in Public

Britain Bombs Berlin

CBS Programs • FI
MORE THAN 200,000 PEOPLE DAILY READ THE LATEST NEWS FROM WCKY'S TRAVEL NEWS-O-GRAPH OPERATING 16 HOURS EVERY DAY ON FOUNTAIN SQUARE CINCINNATI

L. B. Wilson

WCKY

FTY GRAND IN POWER
Radio Won—and Lost

THE ELECTION is over but the melody lingers on.

Now that the epithets hurled at each other by the candidates, employing the American microphone as a sort of vocal bazooka, are gone with the wind, it might be enlightening to cast a quick look over our shoulders.

A quick look, we say, for the circumstance does not sustain a long and lingering glance. In the past weeks, especially the closing ones, of the campaign, American radio has been called upon to deliver into American parlors a devil’s brew of bitter invective lightly spiced with lyrical incantations by such astute politicians as Frank Sinatra and Judy Garland. It has been a wonderful party. Everybody has had a fine time—everybody but radio.

Radio has shown courage and enterprise in carrying the burden of political broadcasts that the American voter might be informed. Radio, as a consequence, will not be held responsible by the listener for the quality of the fare to which he was exposed, it is trusted.

If there have been those among us who doubted the efficacy of radio as the strongest element in political campaigns of modern times, let them now delay. We have elected a President with pledges set to music by some of the most talented boogie-woogie libretists in the business. We have elected a President with singing commercials, with jive and jubbecue and with profound exhortations on the issues of the day by such thoughtful statement as Orson Welles and Humphrey Bogart.

This does not presume that the Democrats alone went all out for musical comedy, or that they alone resorted to back-alley fighting on the air. The Republicans also cooked up some fairly impressive extravaganzas. It does appear that the latter, pursuing a custom of 15 years standing, had a hit.

One inclines to view such matters in retrospect with lightness, but there are serious implications here. When a candidate says of another that “he lied us into the war” and when the joust is parried by the flat charge that one among those who ran is “an unmitigated liar,” broadcasters should start leading through the laws on libel. For it is the broadcaster who is jointly culpable, and the firmness with which he meets his responsibility now portends the road radio campaigning will follow in the days to come.

The leadership of the broadcasting profession should study these political broadcasts with deadly concern, for radio cannot stand above the level of its poorest program. This was not the day for a formula of rhythm and reason and nonsense. These times deserve better than that. They deserve dignity and thoughtfulness and integrity.

So much in a reflective mood. We may now look ahead. As we do, radio, which four years from now must lend its great voice to the espousal of other causes perhaps in the names of other men, may hope that it will not again need carry the burden of such contraband.

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Clean, Fresh Start

THE DEMOCRATIC sweep of the elections last week leaves the regulatory outlook for radio relatively unchanged. Apparently there will be no shifts in Congressional committee chairmanships important to radio. It is to be assumed that present policies and philosophies on radio will not be altered forthwith.

But there is a fundamental change, stemming from other causes, which will have profound effect upon radio’s destinies. Two posts on the FCC—one the chairmanship—are to be filled. T. A. M. Craven left July 1. Chairman Fly’s decision to enter private law practice Nov. 15 creates a second vacancy.

Paul A. Porter, Democratic National Committee publicity director, is most frequently mentioned for the Fly post. He distinguished himself as OPA deputy administrator and as assistant director of the Office of Economic Stabilization before he mounted political horseback. He has more than a nodding acquaintance with radio having served for five years as CBS Washington attorney.

Other names heard for the chairmanship or the Craven vacancy include: J. Leonard Reinsch, Democratic Committee radio director, and a practical station operator; Charles R. Denny, FCC general counsel; Rosel H. Hyde, veteran counsel; Leonard H. Peebles, chief of the WBP Communications Division, who has substantial Government and industry communications experience, and Commissioner E. K. Jett, who might be elevated to the chairmanship.

A merit promotion from the FCC ranks, or promotion of Jett, would win general approval. Mr. Jett is an engineer, and there’s radio’s biggest engineering job ahead, but with transcendental policy-moulding aspects. Mr. Denny’s handling of the intricate allocations hearings last month more than lifted him to Commission stature. Mr. Hyde’s qualifications, springing from 16 years with the radio regulatory body with an humble clerkship beginning, require no elaboration.

Irrespective of the FCC status, the quest for new legislation should not be abated. That legislative shoe no longer fits; its basic provisions were expected 15 years ago.

At the last session, efforts to enact a new law proved abortive. Perusal of the article by Chairman Wheeler (D-Mont.) of the Senate Interstate Commerce Committee in the current issue of The Progressive, La Follette weekly, shows rather conclusively why the effort failed, and why it appears futile to attempt to get rational, reasoned legislation under those auspices (see page 18).

There’s a right way to approach new legislation. The House Select Committee has about completed its work of investigating the FCC. Its staff, headed by the able and industrious John J. Sircia, has detected shortcomings in the FCC in its hearings (D-Cal.) is chairman of both the Select Committee and the House Interstate Commerce Committee.

Why not transfer the Select Committee staff to the full Committee, where it can do a constructive and objective job of drafting a new law? Radio and communications are too specialized and too sensitive to be subjected to hit and miss drafting, spurious, done phrenologically. So let’s get off to a clean, fresh start in the House, not haunted by the ghost of the White-Wheeler Bill.

---

Our Regards To —

NATHAN ALBERT TUFTS, JR.

A YOUNG MAN’S game, radio has been called, and Nathan Albert Tufts, Jr., vice-president in charge of the Hollywood radio department for Ruthrauff & Ryan, bears out truth of that phrase.

At 32 he has sufficient production, direction and writing experience on network sponsored programs to do credit to a veteran.

Born in Waltham, Mass., Dec. 5, 1911, Nate received his elementary education in that town and Winchester, Mass. High school years were spent at Mt. Vernon, N.Y., Matriculating at Colgate U. he held posts as editor of the college newspaper, handbook, sports editor of the newspaper and yearbook, and contributor to the college humor magazine. In addition, he was director of the college press bureau for two years. A member of the varsity tennis team he was also assistant director of the first intercollegiate outboard regatta in spring of 1930.

Dove-tailing college and business career, as a senior, Nate attended a series of scheduled job placement conferences during Easter vacation. At that time he filed an application with J. Walter Thompson Co. Actually, choice of a career had earlier narrowed down to either newspaper reporting or the advertising agency field.

So, in August 1932 when J. Walter Thompson Co. called him, he snapped up the opportunity of joining the agency’s radio department. First assignment was writing spots for Shell Oil Co. travel trips at $20 a week. From this he rapidly branched out into script writing and promotion. In a two-year association with the agency he handled production duties on the CBS Eddie Dooley show for Shell Oil Co. and Phi Harris program, then on NBC for Northen Warren Corp.

On June 1, 1934, Nate went with Ruthrauff & Ryan as a member of its radio department. He wrote copy for the Boston Braves and Red Sox big league baseball games. Within the next few years he was at the production helm of the NBC Joe Cook program, sponsored by B. F. Goodrich Co.; CBS Ken Murray Show, CBS Big Sister, CBS Aunt Jenny and NBC Uncle Jim’s Question Bee, all sponsored by Lever Bros.; Mutual program, The Shadow, sponsored by Delaware & Lackawanna & Western Coal Co.; NBC Milton Berle’s Stop Me If You’ve Heard This and NBC Tommy Riggs, sponsored by Quaker Oats; CBS Milt Berle Show, sponsored by Gillette; Blue program, Ben Bernie Show, sponsored by Bromo Seltzer.

Taking over the reins on CBS Joe Penner show in the fall of 1936, when sponsored by R. B. Davis Co. (Coco-Malt), Nate travelled (Continued on page 44)}
What Makes WMFM Programs Successful?

When WMFM placed its first program on the air in 1939 as the first FM station west of the Alleghenies, it formulated a program policy that assured it of success.

That policy was simply:
*Distinctive, quality programs keyed to the wants and needs of the community it is intended to serve.*

By blending that formula with the miracle of static-free, crystal clear FM reception, WMFM has developed an intensely loyal family of listeners that stays tuned to WMFM.

Take advantage of WMFM's programming, and valuable audience. Let us work with you in developing a prestige-building, sales-promoting radio plan for you.

WMFM

The Milwaukee Journal FM Station
Davis to WELI

RICHARD W. DAVIS has been appointed manager of WELI New Haven, it was announced last week by William A. Ripple, vice-president of the station which was purchased recently from the Bulova interests by H. C. Wilder and his associates. Mr. Davis has been general manager of WBNC Hartford. At WELI he succeeds Dewey Long, whose resignation is effective Nov. 15.

ROY WRIGHT, former manager of CFRM Flint, Mich., has been appointed general manager of CKMO Vancouver.

ERNEST A. MCKINNON, engineer in charge of transmission and development department of the Canadian Broadcasting Corp., has resigned from the CBC to go into private practice as a consulting radio engineer at Ottawa. Instrumental in drawing up technical data of the Havana Treaty for Canada, he has been on loan from the CBC since 1940 to the National Research Council on wartime radio work.

JAMES F. ANDERSON sales executive of WGN Chicago, has resigned to join W. Biggie Levin, radio production organization, Chicago, in charge of sales of package shows and radio talent to advertising agencies. Prior to joining WGN he was associated with the Chicago Tribune, for 20 years, the latter 10 as head of the travel adv. dept. In that capacity he initiated what is believed to have been the first direct tie-up between newspaper and radio.

BEN FERENTZ, WGN promotion manager, will assume Mr. Anderson's duties.

IST. LT. HARLAN G. OAKES, formerly with H. H. Wilson Co., Chicago, station representative, has been promoted to captain. He is a squadron combat intelligence officer for a B-24 Liberator bomber group.

MELVIN C. MILLER, former procurement director of radio officers for the National Naval District in Chicago, has joined the staff of WJJD Chicago.

GWILYM A. PRICE, vice-president of the Westinghouse Electric & Mfr. Co., has been elected to the board of trustees of Allegheny College for an indefinite term.

Steve Willis, manager of WJNO West Palm Beach, Florida, has been elected director of the West Palm Beach Chamber of Commerce.

ARTHUR MYERS, assistant chief of OVI New York overseas radio program division, has shifted to Hollywood and is cooperating with WILLY CUNNINGHAM, chief of OVI Los Angeles overseas bureau, in supervising production of transmitted programs the film industry is preparing for release in France. GERALD KEAN, chief French producer, has also been shifted from New York to the West Coast to aid in production of the series.

JACK PRICE, on leave from WBNS Columbus, has joined the OVI Los Angeles overseas bureau as producer-writer.

JOHN H. EICHHORN, former newspaperman, is now account executive at KIRO Seattle. He replaces KING MICHIEL, now with KTVI Tacoma.

GEORGE JENKINS, director of the Chicago Board of Education Radio Council, is the father of a girl.

HOW the radio intelligence division of the FCC operates in tracking down lawbreakers, spies and saboteurs was dramatized Nov. 10 on Gangbusters, currently sponsored on the Blue by Dr. Eros Slone Inc., New York.

MEMO

Must Contact

WBOC

Salisbury, Md.

One of America's Finer Stations

MUTUAL BROADCASTING SYSTEM

MARYLAND COVERAGE NETWORK

BROADCASTING • Broadcast Advertising
FIRST REPORT
on NBC Parade of Stars popularity!

NBC America's No. 1 Network:
8 out of the top 10 programs on the air

No other network has more than 1 of the top 10

National Broadcasting Company
America's No. 1 Network
Our Respects to
(Continued from page 40)
to Hollywood where that program originated until July 1938.

It was following his return to the East that Nate Tufts was assigned to NBC's Vox Pop. He remained with that series for approximately three years. While Vox Pop was not the first radio series to travel, it was the first commercial program to originate from startling locations such as a Canadian army camp, West Point and Annapolis.

He was the originator of marriage give-aways on that program. Another feature, the phone calls by Vox Popers to their favorite film celebrities, he developed to its most popular network usage. In those days, Vox Pop was a hectic, 7-day-a-week job with Nate doing work now requiring three men. He lifted prospective interviewees, bought gifts, set up origination points and arranged transportation. In one year the young producer put more than 60,000 flying miles under his belt.

During his period as producer Vox Pop made the first Latin American trip of any of the major American commercial network shows. Originating successively in Mexico City, San Juan and Havana, Nate coped with the additional obstacle of the Spanish language.

He was winding up the Vox Pop producing assignment when his executive break came. Don Stauffer, vice-president in charge of radio for Ruthrauff & Ryan, wanted someone to build up the agency's Hollywood radio department into a big-time operation. Quixotically, Nate was helping Don Stauffer in that search when it culminated in his own appointment as director of the department on July 1, 1942. Approximately one year later, in April 1943 Nate Tufts was elected a vice-president of the firm in charge of West Coast originating radio, his current post.

Nash on Blue
NASH-KELVINATOR Corp., Detroit, on Dec. 24 starts a musical variety program on 190 Blue stations, Sun., 4:30-5 p.m. Featuring the Andrews Sisters, George (Gabby) Hayes, comedian, Vic Schoen and his orchestra and a guest star. According to Donald S. Shaw, radio director of Geyes, Cornell & Newell, New York, the Andrews Sisters were chosen partly because of their movie and record releases, which can be given a merchandising tie-up by local Nash-Kelvinator dealers throughout the country. New program is part of firm's first commercial program supervision plan and has been named the outstanding sports commentator for the first time since 1938 when the company sponsored Professor Quiz on CBS.

AMERICA CARES WHAT MIAMI WEARS
Look for this label. You'll find it in the nation's smartest beachwear, sportswear and women's apparel. It means "fashions as bright and thrilling as Miami's sun!"

To us, this label means even more...it means that another year 'round industry has selected Miami as its home. The Miami Fashion Council of manufacturers and designers is determined to make Miami one of the great fashion centers of the world. Watch Miami!

IN SOUTH FLORIDA — WIOD IS THE STATION MOST PEOPLE LISTEN TO MOST.

The 1943 Davis Award was also won by a KDYL staff announcer.

This national recognition is further evidence that KDYL advertisers get the very best service.

A Staff Of Well Trained Announcers
Members of our announcing staff are carefully chosen for voice qualities and reading ability. They have various backgrounds, and are a versatile group of thoroughly trained men.

Your messages have every advantage of good diction, personality and sincerity when broadcast to the Utah market on this station.

KDYL
Salt Lake City
Utah's NBC Station

National Representatives:
John Blair & Co.
HERE IT COMES!
FREDERIC W. ZIV CO'S
PLEASURE PARADE
PACKED WITH S. A.*

*SPONSOR APPEAL

KAY LORRAINE, of "Hit Parade" fame, Beauteous ballad singer.

BOB KENNEDY, Romantic singing star from the original cast of "Oklahoma!"

JIMMY WALLINGTON, emcee Pleasure Parade in fast and funny pace.

THE MODERNAIRES and PAULA KELLY: Top flight singers of hit songs. One of radio's great vocal combinations.

MEET THE MOB: Kay Lorraine, Paula Kelly, the four Modernaires, Jimmy Wallington, Bob Kennedy and maestro, Irving Miller.

MOST BRILLIANT MUSICAL SHOW EVER PACKAGED
NOW READY FOR SPONSORSHIP

It's radio's grandest musical show! A galaxy of Stars supported by the brilliant arrangements of Irving Miller and his great recording orchestra, emceed by Jimmy Wallington. 78 thrilling quarter-hour transcribed and now available for local and regional sponsorship.

Who in your market wants to sponsor the biggest musical show ever transcribed?

FROM THE HOUSE OF HITS
FREDERIC W. ZIV COMPANY
2436 READING ROAD, CINCINNATI, OHIO
NEW YORK
HOLLYWOOD
To you—the future television broadcaster—General Electric offers two important services:

1. The complete television system—consisting of apparatus and accessories of coordinated design—to simplify the job of setting up your station.

2. The opportunity to see and study television equipment in action at the country’s most powerful and best-equipped television station—WRGB in Schenectady.

At WRGB you can see the equipment required for a complete television station—the equipment shown on these pages. Here is the world’s most powerful television transmitter. Here you can study the programming methods used in over 600 separate programs of all types, from Grand Opera to wrestling matches. Here you can see your future television station in action. Come to Schenectady...we invite you to see for yourself the work that is setting the pattern for tomorrow’s television broadcasting. Thursdays and Fridays are “open-house” days at WRGB.

As shown on these pages, General Electric can provide all of the components you will need for a complete television system for your station. We welcome your inquiries. Write Electronics Department, General Electric, Schenectady, N. Y.

GENERAL ELECTRIC
Tune in General Electric's "The World Today" and hear the news from the men who see it happen, every evening except Sunday at 6:45 E.W.T. over CBS network. On Sunday evening listen to the G-E "All Girl Orchestra" at 10 E.W.T. over NBC.

THE G-E EQUIPMENT RESERVATION PLAN and the brochure "Television Broadcasting Post-War" will be sent to anyone interested in television broadcasting. Write for this information, Electronics Department, General Electric, Schenectady, New York.

STUDIO AND STATION EQUIPMENT - TRANSMITTERS - ANTENNAS
ELECTRONIC TUBES - RECEIVERS

FM - Television - AM See G.E. for all three!
TO REFUTE an old Army saying that if a man is a lumberjack in civilian life, the Army will assign him to watch repairing, these men were put in the right jobs when they went GI. Left to right: Col. Johnny Vrotsos, formerly with KGLO Mason City, la., and KDH Dubuque; Sgt. Ford Kennedy, former announcer at KSDO Sioux City, S.D.; WMN St. Paul; Sgt. Marty Smith, former network script writer known as Marvin Ryeson. This trio turns out news over the American Forces Network, broadcasting service designed to entertain and inform European invasion forces. Fifteen newscasts and sports casts are turned out by the AFN department daily for GI consumption.

CLIFF REYNOLDS of WRR Dallas has joined WDAI San Antonio as announcer. TOM BHANAHAN, formerly an announcer with WEMP Milwaukee is now an officer candidate at the Infantry School, Fort Benning, Ga. PVT. DAVID LOWE, former program director and news commentator of WNEW New York, is now at Officer Candidate School, GEORGE GOSSMAN, announcer, has joined WINS Louisville.
Little Elmer says: “There’s no mystery to WGN’s leadership in local and national spot business among the major Chicago stations.”

A Clear Channel Station

CHICAGO 11 ILLINOIS
50,000 WATTS 220 KILOCYCLES

MUTUAL BROADCASTING SYSTEM
General Foods Corp., New York, has appointed Young & Rubicam, New York, to handle advertising for Swans Down Corn Meal and Swans Down Bran Muffin Mix. Products were introduced in fall of 1953 in a test spot radio campaign in Scranton and Roanoke, and several other cities. Future media plans are being formulated.

Little & Co., Chicago (dehydrated vegetable salmon and powders), has appointed Western Ad. Agency, Chicago, to handle its advertising. Radio is said to be considered.

National Margarine Institute, Chicago, has named Leo Burnett Co., Chicago, to handle its advertising. Radio is said to be considered.

Mid-continental Airlines, Kansas City, has appointed Goodkind, Juice & Morgan, Chicago, to handle its advertising effective Dec. 1. Radio is considered.

K. Arelis Inc., Madera, Calif., which last month started promotion of Mission Bell wines on WJZ New York, last week expanded the campaign to WMCA WJNY WAIT WABA WCFI, with plans to increase the station list further from time to time. Both spot announcement and participation is used. Business is placed by Max Jacobs Co., New York, agency for eastern and mid-western advertising.

Illinois-Rockford Corp., Chicago, has appointed Goldman & Gross, Chicago, to handle its advertising.

Schoenhoenf-Edelweis Brewing Co., Chicago (Edelweis beer) was to begin special promotion Nov. 11 of a youth-oriented musical program, Saturday on WMAQ Chicago. Contract for 12 weeks was placed through Olson Adv., Chicago.

American Rubber Co., Oakland, Calif., has placed its advertising account with Conner Co., San Francisco.

McKean Furniture Co., Santa Monica, Calif. (home furnishings), adds to its California radio schedule on Dec. 7 starts weekly five-minute newscasts on KWKB Hollywood. Contract is for 12 weeks. M.C.C. Adv. Agency, Santa Monica, has the account.


Dr. Jackson Foods, Toronto (breakfast cereal), has started transcribed advertisements of Jimmy Dale twice weekly on 26 Canadian stations. Account was placed by Harry E. Foster Agencies, Toronto.

Falkstaff Brewing Corp., board of directors created two additional vice-president positions as part of the company's post-war expansion plans. Louis J. Walther, brewmaster and general superintendent for 25 years will be in charge of brewing processes and labor control and H. J. Colton, general sales manager since 1936, has been named vice-president in charge of sales. Harvey Beets, first vice-president, has taken leave of absence from the advertising department to take charge of production and new construction, and Harold Jensen, his former assistant, moves to the post of advertising manager.

Rainier Brewing Co., San Francisco (beer), Nov. 14 replaces Club Good Cheer on Blue Pacific stations, Tues. 9:30-10 P.M. (PWT), with United Nations Forum, Tues., 9-9:30 P.M. (PWT). Series will feature panel of news experts discussing world problems from four major national points of view, Bushman & Co., Los Angeles, is agency handling account.

Balaban & Katz Corp., Chicago, on Oct. 27 began a 36-station spot campaign on the following Chicago stations for 52 weeks through Robinson & Scott, Chicago: WMAS WENR WJJD WAAP WOFL WIND WAIT.

General Dry Batteries, Toronto, has started sportscasts weekly on 23 Canadian stations. Account was placed by McKinn Adv., Toronto.

Alcan Electric Co., Toronto (electric equipment distributors), has started weekly Chapel of the Air on CKY Toronto. Account was placed by Alfred R. Forsyth Adv., Toronto.

RKO Distributing Corp, of Canada (RKO Pictures), has started the Blue network show Hollywood Time. Mon. thru Fri. on CJBC Toronto. Account is placed direct.

Gibson Art Co., Cincinnati (Greeting cards), has appointedChristensen Adv. Agency, Chicago, to handle its account. Test announcements in various markets are being developed.

Peter Fox Brewing, Chicago (Silver Fox Beer), will begin sponsoring on Nov. 13, half-hour show The Shadow on WBBM Chicago. Agency is Schrump & Scott, Chicago.


Brown & Williamson Tobacco Corp., Louisville (Rajah cigarettes), will begin sponsorship of 30 one-minute transcribed announcements for 12 weeks effective Nov. 11 on WMAQ Chicago. Agency is Russell M. Seeds Co.

Inglewood Park Cemetery Assn., Inglewood, Calif., has renewed for consecutive year on Nov. 14 renewes for 95 weeks the weekly half-hour musical Melodies forever loved on KNX Hollywood. Now in its fifteenth year of broadcasting, features the featured, Tower's orchestra with male vocal quartette and guest soloist. Adv. Arts Agency, Los Angeles, has the account.

United Artists Corp., New York, has named Buchanan & Co., New York, to handle advertising for General Finance Pictures Corp. First of seven seven-minute musicals, "Mr. Emmanuel," will be released in a few months. Media plans are being formulated, with indications that radio will be used from time to time for market penetration.

(Continued On Page 58)

... and when WFDF Flint says television will soon be here.

...and when WFDF Flint says television will soon be here.
FM goes to school!
...but in the role of an Educator!

FM has been chosen as the ideal method for Transmitting Educational Programs. The Federal Communications Commission has assigned special FM Frequencies for the exclusive use of schools and colleges of this country. Boards of Education of large cities have already broadcast, by Frequency Modulation, regularly scheduled educational programs.

REL has been the pioneer in FM Educational Stations, having furnished and equipped WNYE (NYC) and WBOE (Cleveland). This added to our background of numerous successful installations of 1 to 50 KW Commercial FM Stations, has ideally equipped us to serve Educational Groups interested in FM.

Sales Representatives

MICHIGAN  MID WEST  PACIFIC COAST
M. N. Duffy & Co., Inc.  REL Equipment Sales, Inc.  N. B. Neeley

PIONEER MANUFACTURERS OF FM TRANSMITTERS EMPLOYING ARMSTRONG PHASE-SHIFT MODULATION

RADIO ENGINEERING LABS., INC.
Long Island City, N. Y.
LOCAL BRIDE

She's a lucky girl to be born in Central California. Her father is a farmer with an average income of $8797 per year and her husband is probably in about the same position. To make her happiness complete, she enjoys the very best radio reception from the Beeline.

The Beeline Area covers 41 primary counties in Central California and Western Nevada — ranks in population with Los Angeles and greatly exceeds San Francisco in retail sales.

WHAT IS

The Beeline

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

"A McClatchy Daske rate listing first under California in Standard Rate and Data.

FRANCES SMITH, copywriter, former with Kenyon & Eckhardt, Chicago, is before that with J. Walter Thompson Co. Chicago, on Nov. 4 joined WAC as copy writer.

LUCILE COOK, formerly associated with Eastern Columbia, Los Angeles (dairy clothiers, household furnishings), has been appointed merchandising director of Jayne Hazenberger & Martin Adv.

BAYARD & ECLESTON Adv., New York, has established 699 S. Grand Ave., is headed by Fred Bayard and J. George Reddington Jr., both formerly associated with The Ensign Co. and agencies.

MILDRED L. FENTON has resigned from the radio department of Ted Bates Inc. New York, to open her own radio production firm at 33 E. 53rd St., New York.

JAMES YOUNG has resigned his duties as a head of the creative copy department of J. Walter Thompson Co. New York, after spending six months running his ranch in Mexico. He takes over from Walter O'Meara, who shares the credit for him, and takes over the very nice month of leave of absence.

LOWELL H. STORMONT, account executive of J. Walter Thompson Co., Chicago, has been transferred to the New York office and handles several activities on the Ford Motor Co. account.

C. B. STENNING, executive of Cockfield Brown & Co., Toronto, has returned to the agency after being on loan as secretary to the Dept. of Munitions & Supply Production Board at Ottawa since January.

IRWIN VLADIMIR & Co., New York, in the process of organizing a Chicago office, Irwin Vladimir & Co. of Illinois to service Midwestern accounts for export advertising. To be located at 1 N. LaSalle company will be managed by Joseph A. Jones, former assistant chief of the export advertising program for CIA.

NORMAN J. PHELPS, partner in Fagarty Phelps Adv. Agency, Chicago, has resigned to join Rothrauff & Ryan, Chicago, a account executive, Genevive Munson, copywriter, who has transferred to Rothrauff & Ryan as his assistant.

WILLIAM S. BALLINGER, former top chief for Campbell-Ewald Co., Chicago, has joined Campbell-Mithun Adv., Chicago as creative chief for radio and display.

RALPH T. STEWART, formerly of the retail store production department of Sears, Roebuck & Co. Chicago, has joined Western Adv. Agency, Chicago, as production manager.

DR. ALBERT BLANKSPERGER, former retail manager of Market Research for N. W. Ayer & Son, Philadelphia, has been appointed research director for National Advertising Inc., Philadelphia.

WALTER JOHNSON, former West Coast radio director of Music Corp. of America, Beverly Hills, and now in charge of the Marine aviation forces, after 18 months in the China-burma-india war theater sector, has reported for assignment to San Diego following a 30-day leave.

ERNST CHARLES, producer and director, has been transferred from Hollywood to the New York office of Young & Rubicam. He will produce the Calumet program, Great Moments in Music. Hear every Wednesday on CBS.

S. T. SEIDMAN and Izan Diamond have merged respective agencies to form Die mond-Siedman Co., at 315 Fifth Ave., New York. Telephone is Murrill 3-4581.

(Continued on page 52)
No indeed! The Savannah Seaboard Market has long had such steady, stable industries as the world’s largest kraft paper plant, one of the nation’s large sugar refineries and scores of other permanent, prosperous manufacturing plants. These giant industries will continue to pour millions of dollars of payroll money into the pockets of Savannah workers each month, now, and long after the war is over.

Not that the war hasn’t added to our population and wealth! Three shipyards, 25,000 new workers, and six military centers are now part of the vigorous Savannah Seaboard Market. Added emphasis to our contention that no advertiser should neglect this thriving center of opportunity.

Selling the New Savannah Seaboard Market

W. F. LOCHRIDGE, Chicago vice-president of J. Walter Thompson Co., and executive on Kraft Cheese Co. account, and J. H. Platt, Wirt's advertising manager, are conferring with Los Angeles and San Francisco agency executives following start of NBC Kraft Macaroni fall season. Norman Blackmore, executive in charge of J. Walter Thompson Co., Hollywood office, has returned after five weeks in New York and Chicago.

EDWARD J. ROSENWALD has joined Brow Co., New York, as account executive. He has served for a number of years as advertising manager of Woff Inc., Memphis, one of the major spot radio advertisers for drugs and cosmetics, and which has purchased WMPF Memphis.

MARIANNE CASSELL, formerly in the research department of the Pan-American Airlines, has joined Doherty, Clifford & Shenfield, New York, as supervisor of market research.

FRED B. SWANSON, formerly with Maxwell Inc., Chicago, has joined McDonald-Cook Co. and will manage their newly organized production department in Chicago. Jeff Craig, previously with J. Walter Thompson Co., Chicago, has joined the agency as production assistant.

Breweries Sponsor

NEW transmitted quarter-hour show produced by Frederic W. Ziv Co. available for local and regional sponsorships. "Honor of the Winning Combination," produced by the following breweries: Brewing Corp of America (via Lang, Fishler & Stansbury) on WMRN Marion; WMAR Baltimore; WMAM Manhassett; WITR Grand Island, N.Y.; WHBD Allegany; WSLB Buffalo; WWKY Wheeling; Greenfield Beer (via Ruthrauff & Ryan) KMOX St. Louis; Progress Brewing Co. (via WLS); KVOO Tulsa; WKY Oklahoma City; Latrobe Brewing Co. (via WJW); WBT Milwaukee & Pretz) WQLN Pittsburgh; Falls City Brewing Co. (via Anheuser Advertising Agency) WIRE Indianapolis.

Lt. Miller Assigned

LT. BEN MILLER, former writer-producer with Young & Rubicam, New York, has joined the Army Service Forces Group, Radio Branch, in the same capacity, handling production on Your Army Service Forces, Service to the Front, and assisting on ASF material for the Army Hour. He will also assist Maj. Andre Baruch, head of the ASF placement section. Lt. Miller enlisted in 1942 as a private and in 1943 was sent to Officer Candidate School. After his commission as lieutenant he was sent to the Quartermaster School at Camp Lee, as assignment officer until he was requested for his present assignment at the War Dept.

Marines Fete

IN CELEBRATION of the 169th anniversary of the founding of the U. S. Marine Corps, NBC on Nov. 10 broadcast a special program of Adm. Chester W. Nimitz paying tribute to Marines in the Pacific war. Adm. Nimitz broadcast from headquarters, Pearl Harbor. He was followed on the air by Maj. Gen. Henry L. Larson, USMC, speaking from Guam. On the 9 March of Time, heard in the Pacific on the 10th, Marine Commandant Gen. Archibald Vandegrift spoke to Marines at home and overseas in honor of the anniversary. The message was beamed to service units in the Central, South and Southwest Pacific and the Philippines through shortwave facilities of the Armed Forces Radio Service.

SECOND anniversary party, in studios of WIOD Miami, of the sponsorship of The Crusader Kids on WIOD by Knight Bros. Paper Co., Miami featured a big cake, enjoyed by 100 guests. Center of attention was John L. Woods (seated) vice-president and general manager of Knight Bros., and James M. LeGate, WIOD manager.

IN FOREIGN TONGUE

World Series Re-created -In French and Spanish

PLAY-BY-PLAY accounts of the 1944 World Series, sponsored by the Gillette Safety Razor Co., reached French-speaking Canadians and Spanish-speaking Cubans in their own languages by means of a recreation broadcast which had all the reality of an original.

Using a studio microphone at CBC Montreal, Roger Baulu, French network announcer, broadcast the description of the game supplied to him in French by Charlie Mayer, sports editor of Le Petit Journal, speaking from another room. Mayer received the story in English direct from Sportand's Park in St. Louis and immediately translated it into French before passing it on to Baulu. Sitting next to Baulu and wearing earphones was Jeff Davis of the CBC English-speaking staff, who by means of score cards and specially prepared charts of the baseball diamond gave the announcer a constant, diagrammatic picture of the scene. A sound effects man, also listening by earphone, dubbed in the sound effects. Rene Canizares, of Havana, broadcast the game via shortwave to Cuba.

3 Is The Winning Combination!

Buying spots in Hartford? Get WDRG's winning combination of coverage, programs and rates! Connect in Connecticut by using WDRG!
NEWS FOR ALABAMA...

...edited for Alabama by Alabama's only radio news editor

It's natural for Alabama listeners to expect—and get—from Alabama's oldest, best-established station the most complete news service on their dials. For WAPI, with the only radio news editor in the state, provides a coverage of local, rural, national and war news unequalled by any other station serving this important industrial and agricultural region of the South.

John McCune—14 years a reporter and editor, former correspondent for "Time" and "Life"—is the mainspring of WAPI's news staff. Listeners find that McCune, through his skillful editing of latest dispatches from United Press wires, knows exactly how they like their news prepared and broadcast.

WAPI's own extensive news activities (including special programs for women, sports fans and rural listeners) are supplemented by the alert network news coverage of the Columbia Broadcasting System. The full facilities of CBS World News, with its CBS correspondents around the globe, keep WAPI audiences constantly informed of every late development.

News coverage is only one of the many ways that the "Voice of Alabama" has built its enviable reputation as the radio station of Birmingham. Twenty-two years of serving Alabamians with information, entertainment, education, public service and unceasing friendliness have enlarged that reputation to strong and profitable dimensions.

If you have a sales message for the people down our way, WAPI can tell it most effectively. To learn exactly what we can do for you, just ask us or Radio Sales.
GE News Program
On College Net
Option Plan Permits Program Expansion on New Outlets

GENERAL ELECTRIC Co., Schenectady, has bought time on 14 college FM stations affiliated with the Intercollegiate Broadcasting System under IBS' postwar option plan which enables advertisers to take on option on the same time and programs on all new member stations as they become available. According to Louis M. Bloch Jr., IBS business manager, nearly all major colleges have indicated their interest in extending stations as soon as equipment is available.


Cosmetic Buyer

Another advertiser to buy time under IBS is Helen H. Bernstein, New York (beauty preparations), has contracted for minute spots 10 times weekly on all available women's college and co-ed stations, totaling seven outlets in all. Business placed through Advertising House, New York.

Originally financed by undergraduates, IBS reports that the operation of the individual stations now totaling 22 and of the national office in New York is now maintained entirely by advertising revenue. Station personnel is divided into technical, program and business departments with approximately 2,500 engaged in operations.

Paid Spots on 75 Slated
By Hillman Periodicals

HILLMAN PERIODICALS Inc., New York, on Nov. 15 starts for the first time a regular spot campaign for Pageant, the pocket-size publishing house has been active in radio for the past several years only through special promotional tie-ins arrangements with network or station to carry its story material free, the program's title usually containing the name of the publication.

Spot schedule for Pageant will be carried on two or more stations in each of 25 key markets, with ads in 64 newspapers running in the same areas. Radio drive runs for two weeks after the magazine has gone on sale, and for two weeks of each month thereafter. Final station is expect to run up to about 75 stations and advertiser is buying only after 5:30 p.m. with aim of reaching listeners of all ages. Business is placed through Erwin, Wasey & Co., New York, appointed as Hillman agency last summer.

WEPD Toledo is again airing the weekly Town Hall lecture series. Guest is expected to include Ethel Barrymore Colly and the writer and critic, Norman Cousins.
Day Foster of KGW staff goes over "Schools at War" script with two high school stars. Center — Producers Don Green, Mel Bailey, Gordon Bambrick and Engineer Earl Peterson feeding a school broadcast to KBPS; below—Larry Smith, NBC news expert, talks to Franklin High students on KGW sponsored visit.

WILLARD B. SPALDING
SUPERINTENDENT PORTLAND SCHOOLS
SAYS... "Radio has provided us with a means of communication, immediate and universal. The scope of its influence has recommended its use in the schools. Every day at 11:15, a program prepared and produced by the KGW staff is broadcast to the schoolrooms over KBPS, official school radio station, highlighting history, science and so on. And the KGW program ‘Schools at War’ produced at the schools with supplemental talent from the boys and girls themselves, has been a real aid towards the bond buying record established by Portland students."
Blue Conducts Experiments to Raise Quality of Public Service Programs

TAKING a positive attitude toward public service programs, the Blue Network is experimenting with new forms of presentation intended to enliven them.

Explaining the action, Chester J. LaRoche, vice-chairman of the network’s board, said, “We believe that public service programs can be produced and presented with the same high skill of public appeal that heretofore has characterized generally programs of a dramatized and variety nature”; secondly, we believe that these informational programs should be presented at a time when most people are able to listen to them and not, as has too frequently been the case, relegated to obscure periods in the broadcast schedule.”

First major step towards this was the New York Herald Tribune Forum last month. The Blue, in cooperation with its advertisers and affiliates, cancelled an hour of commercial programs on each of the Forum’s three evenings, but not just to pick up whatever speakers happened to be on. Adrian Samish, national production manager, with the cooperation of Mrs. Ogden Reid, vice-president of the Herald Tribune and originator of the forums, arranged to coincide the most interesting parts of the meeting with the broadcast and to present them.

Each broadcast opened with an introduction by John B. Kennedy; Blue commentator, discussing the program to come, its meaning and its importance. At the conclusion of the period, he digested and summarized the speeches delivered and the points made. The broadcast was as much a radio program as any commercial show, with the listener given the feeling that it was put on for his benefit and not that he was merely eavesdropping at someone else’s party.

“Because of this new treatment,” said Mr. LaRoche, “we consider the entire program series was a test to determine whether or not the program was correct. The reactions from our stations, from government officials, from the general public and from important civic organizations is evidence that there is a need for this new treatment of public service features.”

CIO ‘NEWS’ HINTS UNION OWNED RADIO

DESPITE assertions by Sidney Hillman, chairman of the CIO Political Action Committee, that the CIO-PAC had no plans to enter broadcasting through the FM field [BROADCASTING, Nov. 6], the Nov. 6 issue of the CIO News calls upon its unions to get into radio in an article captioned: “The Mike's Yours for the Asking! What's Your Union Done About It?”

An FCC report discloses, the News said, that “most of the big shots who control the currently popular form of AM broadcasting are jumping with both feet into the FM fold.” The article pointed up television and facsimile expansions as proposed during the FCC allocation hearings and commented: “The opportunities pictured by the industry are available to all. Labor unions and other progressive organizations can get into the field. And if they want a break in broadcasting, they'll have to make it for themselves.”

Speaking a fortnight ago before the National Press Club in Washington, Mr. Hillman had asserted that the CIO-PAC had no “program” to go into radio, although he added that on the basis of the “misinformation” on the air, “something ought to be done.”

**Blue Network**

**WSBT**

South Bend is Clear--

-across Lake Michigan
( and then some)
from Chicago

You can dominate the South Bend area only by using WSBT and in no other way.

The latest Hooper rating proves this fact. It shows that nearly half of all the radio listeners—morning, noon and night—in South Bend use WSBT. In addition to South Bend, WSBT goes into 27 Indiana and Michigan counties, with 33 towns of more than 2,500 people, having a total of 243,000 radio homes. Remember, this great audience can be adequately reached only by using WSBT.

An affiliate of the Columbia Network, WSBT is a pioneer station 22 years old—and its FM station has already been operating a year and a half. WSBT is a 1,000 watt station at 960.

**Columbia Network**

**WSBT**

**Notice**

You cannot cover the tremendous New York market without using WBNX, because...

WBNX reaches...

- 2,450,000 Jewish speaking persons
- 1,530,000 Italian speaking persons
- 1,335,000 German speaking persons
- 660,000 Polish speaking persons

STRENGTHEN your present New York schedules with WBNX. Our program department will assist you in the translation of your copy.
Abdul Khabul and the Bulbuls

In the city of Bagdad-on-the-Cuyahoga, which is called Cleveland, there lived one Abdul, a vendor of talking and singing birds. Day long, his shop was a-twitter with the voices of talking mynas and sweet-singing bulbuls. The only thing lacking unto Abdul was customers.

Then, upon a day there spake unto him a neighboring merchant, saying, "Abdul, old drip, get hep! Put your talking and singing birds on the air—over WHK—and you'll be in the bucks. WHK sells everything else in town... why not birds? And thus began the days of lush prosperity for Abdul.

To Abdul, this was the most perplexing of sorrows. For, verily, his store was filled with wondrous and desirable birds... with mynas who could recite whole suras from The Koran... with silver-tongued bulbuls—among them his pet, Butch, who whistled the Muezzin's call to prayer with a boogie beat. Yet there were no buyers.

Because this station does sell goods

WHK

is

"RETAILERS' CHOICE IN CLEVELAND"

Represented by Paul H. Raymer Co.
United Broadcasting Co., Operators of WHK-WCLE, Cleveland; WHKC, Columbus
NABET Asks AFM Ouster

(Continued from page 14)

added. Mr. Padway replied there is "a deep economic problem" involved. He said musicians were trying to prevent destruction of their jobs by mechanical devices, citing Muzak as an example. He said there are stations which broadcast 100% of their musical programs by records alone; sound movies threw 18,000 musicians out of jobs.

From the engineer's standpoint, he admitted, it would be better to have the turntable in the control booth. But the question is whether the musicians have a right to that work, he said.

Questioned by Dr. Millin, he said this case came before the NLRB as the result of agreements by the networks to permit AFM members to operate turntables at all their owned stations, and declared the AFM "has never threatened" the nets.

AFM Learned from Films

Questioned further, he said the musical craft has stood still in the last 20 years while other industries have had great expansion. He said the AFM "learned its lesson" from the film situation and that the AFM "can't buck the mechanical situation". He said the AFM feels it has a right to participate in the profits of industries which affect the employment of musicians.

Mr. Padway offered to take a national election including the musicians to determine who should do the work. "Why not take the election just among those who do the work? That's the way we always do it", asked Dr. Millin. Mr. Padway replied that every musician is a "potential" platter turner. He said that platter turning is a classification of Chicago musicians under the same group which include trombone, clarinet or other instrument players.

Mr. Katz said the Chicago AFM local has only insisted that all musical devices which displace musicians be under the jurisdiction of musicians. He said William Green gave the musicians this jurisdiction.

"We musicians are not interested in the engineering functions", he said.

Questioned by Mr. Houston, he said the AFM has entered into an agreement with the IBEW to obtain platter-turning work, reserving the technical phases of sound integration to the engineers. He took issue with Mr. O'Donoghue's contention that NABET developed the turntable industry.

Mr. O'Donoghue said the work of the turntables cannot be segregated. He said sound distortions are adjusted by the engineer, not the musician at the turntable.

As the hearing closed, Mr. O'Donoghue said he did not come before the Board to argue economics and he urged the Board to read the War Labor Board panel report in the recording case which, he said, would "explode the myth" of unemployment among musicians. "Yes, read the report", Mr. Padway countered.

All CBS Outlets Listed

FOR ARM-Navy Contest

GILLETTE Safety Razor Corp., Boston, which announced several weeks ago it had secured broadcast rights to the Army-Navy football game Dec. 9, has ordered the full CBS network of 142 U. S. stations plus outlets in Hawaii for the period beginning at 1:45 p.m. Game will be covered exclusively on CBS, with Ted Husing and Jimmy Dolan handling play-by-play and color respectively.

Play-by-play will be transmitted simultaneously by the Armed Forces Radio Service via six or more shortwave stations, with Sgt. Joe Hazel stationed in the East, and Sgt. Bill Grundidge in the West, to fill in as commercials are cut out. Description will be picked up and re-broadcast on the Armed Forces Network by such units as the 7th Army Mobile Transmitter in Italy and the 8th Army Transmitter in France, and in some cases put on free telephone lines reaching into the front lines. Agency is Macom Inc., New York.
Half-a-Million Businessmen
Will Read This Advertisement in:

- Women's Wear Daily
- Men's Wear
- Retailing Home Furnishings
- The Jewelers' Circular-Keystone
- Chain Store Age (Druggists)
- Chain Store Age (Grocers)
- Modern Brewery Age
- Bakers' Weekly
- Bakers' Helper
- National Carbonator & Bottler
- The Milk Dealer
- Ice Cream Review
- Radio Daily
- Broadcasting

THEY'VE BEEN THERE!

These World-Famous Reporters Can Broadcast for You—Locally

QUICK FACTS ABOUT BLUE NETWORK CO-OPERATIVE PROGRAMS

BAUHAGE TALKING: Direct from Washington. Bauhage gets his news from men who make it, is in daily touch with the White House, Cabinet Members, congressional leaders, etc. Broadcasts: Midday, Monday through Friday, 15 minutes.

KIERNAN'S NEWS CORNER: Direct from New York. One of the outstanding human interest reporters of our time. Broadcasts: early afternoon, Monday through Friday, 15 minutes.

MARTIN AGRONSKY: Direct from Washington. Famous News Analyst, who has broadcast from hot spots all over the world. Early morning, Monday through Saturday, 15 minutes.

...AND THESE 2 OTHER TOP-NOTCH NETWORK PROGRAMS


DICK TRACY: Famous juvenile adventure series. Late afternoon, Monday through Friday, 15 minutes.

Bauhage! Martin Agronsky! Walter Kiernan! Names to conjure with, as history is on the march around the world! For these are men who have been to world capitals and have spoken to the world's great leaders. Imagine how the authority of their voices can add to the sale of your products, or services—right in your own area.

Here's how it works: The Blue Network broadcasts coast-to-coast. At the opening, in the middle and at the close of each Co-operative Program—the announcer at your Blue Station identifies the program as yours and does your selling. Result—your audience hears you sponsoring a major Blue Network Program and hears your substantial selling story told against this important background. The cost is low—you pay only your own local share.

Hundreds of prominent local advertisers have successfully used Blue Network Co-operative Programs. We will gladly furnish you with the names, so you can personally check with them on their success with Blue Network Co-operative Programs.

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

30 ROCKEFELLER PLAZA, NEW YORK, N.Y.
FCC Clears the Decks
(Continued From Page 13)

a consultant, which he probably could undertake while engaged in private law practice, to the participation in the world communication picture is more than hear-
say.

Since the elections, apparently no
wheel has turned on filling of the
two FCC vacancies. The same roster
of names is mentioned, headed by
Mr. Porter. If there is a lapse in the
appointments, observers expect
Paul A. Walker, charterDem-
ocratic member of the FCC, to be
named acting chairman.

Fly's Practice Plans

Commissioner Clifford J. Durr,
whose slants on commercial radio
have hardly won universal favor in
radio circles, appears no longer to
be an avowed candidate for the
chairmanship. There has been men-
tion of his possible appointment to
a war post in connection with sur-
plus commodities by virtue of his
background under Jesse Jones with
the War Resources Board.

Whether Mr. Fly will specialize in
communications law was unan-
swered last week. Those close to him
told that he might take retainers from
companies identified with commu-
nications and radio and actually
practicing other phases of law,
such as taxation and utility law. He
has a standing offer from William B.
Porter, counsel to Benton & Bowles
and now vice-president of the U.
of Chicago, chairman of Encyclopedia Britannica, and owner
of the common stock of Musak
and Associated Music Publishers,
to represent that firm or become
an official. It is presumed he will
become director of Musak Corp.,
now servicing recorded music by wire
line to restaurants, hotels and pub-
lic places, but which aspires to
"subscriber radio" service via FM
frequencies on a nationwide basis.

The FCC actions last week were
off the books a number of knotty
cases in which Mr. Fly had evinced
interest. Grants of the two new
stations in Sacramento was in
keeping with the Fly philosophy of
a sufficient number of outlets in
each substantial market to accom-
modate all four national networks.

The Harrisburg grant, to pave
the way for a Blue outlet, was in
the same category.

WOKO Case a Rarity

The WOKO proposed refusal to
renew license is a rarity in FCC
annals. In its decision, in which
Commissioner Case did not partici-
patc, the FCC said:

From a consideration of all the ma-
terial facts found in the record of this
hearing, the Commission has concluded
that the applicant cannot be entrusted with the
responsibility incident to a license. The
Commission therefore, finds that a grant of the appli-
cation for renewal of license for the operation of
WOKO by the applicant corporation would be
severely to the convenience, or needlessness and therefore
should be denied.

Under Commission procedure,
oral arguments in opposition to
the proposed WOKO denial are in
order. More than likely, how-
ever, an appeal to the Federal
courts will be taken should the
FCC affirm its tentative decision.

The WOKO case went before the
FCC in formal hearings in July
1943, at which time Harold E.
Smith, general manager and 25% owner, testified regarding Mr.
Pickard's ownership through Mr.
Phipps. Mr. Pickard, who testified
that the stock was presented to Mr.
Phipps as a gift but that the divi-
dends were received by himself
and Mrs. Pickard. Subsequently,
Mr. Pickard announced sale of his
24% interest in WOKO to Monroe
M. Redden, Hendersonville, N. C.,
for $75,000, subject to FCC
approval of the renewal. The balance
of WOKO is held by the Albany
Knickerbocker News, 25%, and
Raymond B. Curtis, attorney, of
Garrison, W. Va.

In the WPAT action, from which
Commissioner Walker dissented,
the question originally posed was
whether control had changed hands
without FCC approval. The Board
who gained considerable notoriety
through his attempt to have re-
scinded his sale of WMCA to
Edward J. Noble in 1940, in Septem-
ber 1942 acquired 49% of WPAT
while his attorney, Colin Ives, held
1%. The amount was $50,000 and
the acquisition was from L. Col.
Falcon, who shortly was taken
over management of KMOX St.
Louis, and Rex Schepp, manager
of WIRE Indianapolis.

Transfer of Control

The Commission said the ar-
rangements under which Mr.
Flamm acquired 49% and option
to purchase the additional 1% con-
stituted a "transfer of control" which
should have been presented to
the Commission for approval prior
to the date the arrangements were
executed. Mr. Durr added, however,
that there had not heretofore been a
"definite opinion" construing the
transfer section of the law in a
situation of this kind.

Mr. Walker said he disagreed
with the decision which gives ap-
proval to a transfer of this nature
after the event. "Section 310 (b)," he
added, "contemplates approval in
writing, by the Commission prior
to the transfer of control of a
licensee. There are no mitigating
circumstances shown here.

The KQV transactions growing
out of the FCC's duopoly regula-
tion, was approved by a split vote,
with Commissioner Durr dissent-
ing.

Hugh J. Brennan and his family,
who also own WJAS, sold the sta-
tion to Allegheny Broadcasting
Corp., owned by four Pittsburgh
businessmen in equal 25% blocks,
for $767,000. The purchasers are
William S. Walker, president,
Walker & Downing Ad Agency;
Irwin Wolf, vice-president of
Kauffman's department store; Earl

F. Reed, attorney; Charles T.
Campbell, businessman. KQV op-
erates on 1410 kc with 1,000 w an-
is a Blue outlet.

Application for the sale of WTAD
Quincy, Ill., by W. Emery Lap-
caster, broadcaster and attorney,
to Lee Broadcasting Inc., controlled
by Lee Radio Inc., licensee of
KGLO Mason City, 1a., and
affiliated with newspapers and other
stations, for $487,500, was reset
for hearing. Overlap with K Hammond,
Mo., affiliated with the same
ownership, was the main issue.
Commissioners Jett and
Wakefield dissented and Commis-
sioner Case was absent. Thus the
petition for reconsideration and
grant without hearing was denied
by the affirmative vote of Com-
misssioners Fly, Walker and Durr.

To end interference resulting
KLRA Little Rock, assigned to
1010 kc, the FCC granted the
petition of the day only to KWBU
Corpus Christi, Tex., ex-Mexican
border station, operated by Carr
Collins, Crazy Water Crystals Co.
head, to shift frequency from 1010
to 1030 kc, the WBZ-WBZA Boston
clear channel. A special service
authorization, six months was
authorized on a conditional basis.
Commissioner Durr, who has con-
sistently opposed the KWBU
grant, likewise dissented from this
transaction. The 50,000 w daytime
outlet was the former KXAW Rey
nos, Mexico. Mr. Collins' asso-
ciates included Baylor U. and two
sons of Sen. W. Lee O'Daniel.
Top-ranking NBC programs, plus live local showmanship, made WFLA the most-listened-to-station in the Tampa-St. Petersburg market even when it had night time power of only 1000 watts (5000 watts daytime).

Now, WFLA has 5000 watts night time and daytime. More than 150,000 new listeners have been added to WFLA's night time audience.

"Spots," which did a big job on WFLA before, will do an even bigger job for you now in this rich, war-busy market. A few choice spots are available.
FCC Sponsor Rule Language Protested by Broadcasters

AAA to File Objections; Loucks Continues Conferences in Clarification Attempt

PROTESTS over the language of a proposed FCC regulation, based on Sec. 317 of the Communications Act and involving identity of sponsors, have been filed by several broadcasters. The American Assn. of Advertising Agencies plans a single meeting of conferences with the FCC and other groups in an effort to clarify the language of the proposed regulations [BROADCASTING, Oct. 30, Nov. 6].

‘Imposition on Listener’ Deadline for filing briefs and requests for oral argument has been postponed to Nov. 14, on application of the NAB, and oral argument has been set for Nov. 27. Only one broadcaster asked for oral argument.

George Link Jr. of McKercher & Link, New York law firm representing the AAAAA, said his client felt that in general where a company name or product is mentioned throughout a program, the additional announcement that the program is “paid for” by the sponsoring firm would be an “unnecessary waste of time and an imposition on the listener.”

Ed Craney, president of KGIR Butte, Mont., who served as unofficial clerk of the Senate Interstate Commerce Committee during hearings on the White-Wheeler Bill (S-814) last year and who helped Sen. Burton K. Wheeler (D-Mont.), Committee chairman, draft the proposed legislation, can see no reason for the Commission’s proposed rule, he advised, because Sec. 317 is “perfectly clear”. Mr. Craney opposed specifically that a commercial program is paid for at both the beginning and end because the “law does not indicate that such procedure is necessary.”

Four of the Fort Industry Co. stations filed opposition to the proposed rule as it now stands, contending the language is not clear. Wrote George W. Smith, managing director of WWVA Wheeling and executive vice-president of the Fort Industry Co.:

“The proposed rule has merit but the language can be more specific, thereby eliminating future misunderstandings and possible inequalities due to the latitude of interpretation.” He suggested that “paid for” be substituted by “provided by” or “sponsored by.”

Allen Haid, managing director of WHZ Zanesville, Ohio, thinks the rule is sound basically but contends it would, as written, cause repetition of the sponsor’s identity in many instances. Mr. Haid, who wants the “valuable consideration” angle cleared up, stated, “We feel that this proposed rule can be made much clearer in content and more easily understandable.”

Ralph Elvin, managing director of WLOK Lima, O., also urged “plain language” in the rule and substitution of the phrase “sponsored by” rather than “paid for,” since broadcasters and listeners alike know that “sponsored” programs are paid for “in cash or other consideration.” Mr. Elvin posed a question with reference to “teaser” spots preceding a commercial program. In some cases sponsors want to build up audiences, particularly for new shows, by using “come on” spots. Forced sponsor identification of such announcements would “take away the element of surprise”, he contended.

Stanton P. Kettler, managing director of WMMN Fairmont, W. Va., felt that while such a proposed rule would “better serve the public interest, convenience and necessity”, the language should be clarified.

Law Operable

Arthur L. Bright, vice-president of KFPP Spokane, Wash., thinks the law is explicit andoperable as it stands and that it’s unnecessary for the FCC to “superimpose further order.”

Cy King, station director, WEGR Buffalo, N. Y., said “such a rule would be cumbersome.” He wanted to know in cases of political committees “of the moment” whether the law on the air such as the “Hamilton County Citizens League for Sen. So-and-So” is sufficient identification or whether names of all contributing members of such committees must be mentioned.

H. S. Jacobson, general manager of KXL Portland, Ore., believes the rule is not only “unnecessary” but that it goes beyond the law since the Communications Act does not indicate that programs shall be labeled “paid for” at the beginning and end.

Hugh R. Norman, manager of WNHN, New Bedford, Mass., contended such a rule is unnecessary “except for political, religious and controversial issues.”

On behalf of the Journal Co., Milwaukee, licensee of WMJ-WMFM, Hogan & Harston, Washington law firm, filed a brief contending the proposed rule is “unnecessary, confusing and impractical” and that enforcement of the “paid for” clause would cloud the issue, particularly with reference to sponsors in the case of holding companies such as General Foods, Best Foods, General Motors, Sterling Products, etc.

Sec. 317 of the Act covers all commercially sponsored programs or announcements, the WTMJ counsel argued, but should the FCC adopt a rule, it was recommended that the order “make mandatory the disclosure of the person or organization furnishing or paying for announcements or programs which do not . . . disclose the identify or organization furnishing” them.

Protesting that the proposed rule would place a hardship on small station personnel, be detrimental to good broadcasting “from the listeners’ viewpoint” and would result in elimination of many War Bond and other Government messages, N. L. Booyer, manager of WOLS Florence, S. C., filed for oral argument. He likened radio to a “newspaper of the air”, which should be accorded “all the privileges that any newspaper enjoys”. John D. Graves of Arlington, Va., an individual, urged the FCC to strike out the proposed rule with a provision that political broadcasts of five minutes or less be identified at the beginning as to sponsorship.

Florence M. Gardner, general manager of KTFI Twin Falls, Idaho, said the “FCC is placing radio stations at a competitive disadvantage to other advertising media and this, in turn, will be conducive to the discouragement of the American system of radio. We feel that a compulsory regulation requiring radio to revive the almost absent lead-in, hitch-hike or cow-catcher is a backward step and a discouraging one,” Mrs. Gardner wrote.
Robert Hannegan, Democratic National Committee Chairman, claims early victory for President Roosevelt at the Biltmore Hotel, National Headquarters.

Robert Brownell, Republican National Committee Chairman, makes statement that Governor Dewey will wait for later returns.

Roscoe Drummond, Chief of Washington Bureau of the "Christian Science Monitor" gave hourly summaries from Boston.

Battery of political experts from "Look Magazine", Morris Weeks (Left) and Charles Burne.

Richard Wilson, Chief of Washington Bureau of the "Des Moines Register and Tribune" at Republican Headquarters.

WHOM, Only Independent Station Still "On the Job" when Governor Dewey Concedes Defeat at 3:12 A.M. in Roosevelt Hotel Ballroom.

Jack Paige describes tense expectancy of Times Square Election Night throngs.

Ron Cooke, special News Editor, saves time reporting direct from teletype machines.

Dale Morgan, Special Events Director, coordinates 7½ hour show from Washington, Boston, Jersey City, Time Square, Republican & Democratic Headquarters.

In addition—From Washington WHOM listeners heard from Billy Repaid, Walter Compton and Russ Hodges—
In Other Words—IT WAS COMPLETE COVERAGE!!

Represented nationally by The Katz Agency

WHOM
A COWLES STATION

New York Studios & Offices: 29 West 57th Street
Jersey City Studios: 2866 Hudson Blvd.
Video, Promotion CBS Agenda Topics

Stanton Host to Eight Station Managers in New York

GENERAL managers of eight CBS-owned stations held their regular semi-annual meeting Nov. 9-10 at CBS headquarters, New York, with CBS vice-president Frank Stanton acting as host.

Station executives attending the meeting included Arville Hull Hayes, general manager, WABC New York; J. Kelly Smith, general manager, CBS radio sales at WBEM Chicago; A. D. Willard Jr., general manager, WBT Charlotte; Austin E. Joscelyn, general manager, WCCO Minneapolis-St. Paul; Harold E. Fellows, general manager, CBS New England operation at WEAI Boston; Carl Burkhart, general manager, WTOP Washington.

Also attending a dinner meeting of the managers on Thursday were Joseph H. Ream, CBS vice-president and secretary; Frank E. White, vice-president and treasurer; Worthington Miner, manager of CBS television, and Gilbert Seldes, director of television. William C. Gittinger, CBS vice-president in charge of sales joined the station group at a luncheon on Friday.

Speakers at the two-day meeting included: Douglas Cooper, CBS vice-president in charge of programs; Dick Dorrance, director of promotion service for CBS-owned stations; William Fink, assistant director of broadcasts; Joseph Jackson, network personnel manager; Jan G. Schimek, director of editing and copying; and Charles Smith, supervisor of research, CBS-owned stations.

Cost of ARTAS Survey Underwritten by Nets

REPRESENTATIVES of the Radio Writers' Guild and other creative workers in broadcasting, in cooperation with NBC, CBS and Blue Network, have drafted plans for an Academy of Radio-Television Arts & Sciences to insure impartiality, networks retained the independent public relations firm of Lee & Losh, Hollywood, to sample industry opinion and coordinate plans for the new all-industry organization. The group will present a suggested plan of organization for the Academy of Radio-Television Arts & Sciences for discussion by all interested groups in the industry, including NATO and employer organizations. Bill Knowlton, New York, is associated with Lee & Losh in preparation of the plan. It has been pointed out that ARTAS would not infringe upon the province of existing industry organizations. Networks are underwriting costs.

ED VOYNOW PLANS RETURN TO PETRY

LT. COL. EDWARD E. VOYNOW will spend the first few months of his return to civilian life after being placed on inactive status Dec. 4, primarily reacquainting himself with radio and particularly studying FM and television trends. He will then return to the Chicago office of Edward Petry Co., of which he is a partner and vice-president.

Col. Voynow has been with the War Department in Washington since his return from the China-Burma-India theatre where he was with the Bomber Command expediting supplies. He returned deeply impressed with the new radio techniques being developed and used in the field and believes they will do much for commercial broadcasting in the post-war period. He brings back to his business career eyewitness knowledge of the use of radar, high frequency for communications, and of radio as well as wire teletype.

Among the radio men Col. Voynow met while abroad were Hugh Higgins of WRC Washington, acting as PRO in Karachi, India; Frank Valkner, general manager of WCCO Minneapolis, with the OSS in China and Ceylon; and J. W. Horton, Far Eastern manager of RC, who with Col. Falkner was setting up secret communications equipment. Maj. Harry M. Jackson, Western manager of CBS sales in Chicago now back in the States, discovered the supervising the conversion of the Army stations in New Delhi and Calcutta despite lack of an engineering background.

Coca-Cola Drops Show

COCA-COLA Co., Atlanta, unable to find a suitable replacement for Andre Kostelanetz, has asked the AFM to continue its contract on terms similar to those previously negotiated. The union's response, however, has been to request a voluntary request "denied" and pointed out that a voluntary request by the station and the St. Paul AFM local for a 10% wage increase was rejected by the Board's Wage Stabilization Division. It therefore recommended the following rates:

- 15 hours, $34.56; 16 hours, $40.42; 20 hours, $46.40.

The musicians at KSTP's Minneapolis studios have been on strike for nearly four months and have refused to comply with a WLB order to return to work. The union originally obeyed a directive to terminate the strike but later called out its members after the station had instituted court action to restrain the local from holding a meeting for the purpose of resuming the strike. The union refused to discuss its usual procedure, the Regional Board then withheld its panel recommendations on the case.

Members of the Panel are John H. Kule, Whitewater, Wis., chairman; A. C. Lampland, St. Paul; and John Heil, Chicago. Mr. Heil, labor member, dissented.

WLB Denial

(Continued From Page 18) interchangeably in both studios, and none are regularly assigned to play in either studio exclusively. The union has asked for a minimum of eight (8) staff musicians in Minnesota. The evidence is that employment of staff musicians at KSTP has been relatively stable and regular for the past several years, and that there appears, in these war times, to be no serious unemployment problem.

Pay Increase Denied

"The majority of the Panel finds no reasonable basis, under war conditions, for requiring a minimum quota of men in the Minneapolis studios of KSTP, where more than the minimum requested are now regularly employed and at a time when there is no serious unemployment problem..."

Kay Lorraine of "Hit Parade" fame sings on Pleasure Parade

see page 45

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Good volume level is the direct result of uniform cutting... uniform cutting at each pitch, speed, direction... uniform cutting controlled by the distinctive design of Fairchild's precision-built carriage mechanism and lathe.

Study these design features:

Two accurately ground and polished stainless steel guide rods. Each securely anchored to provide a rigid framework, not only to guide the cutterhead carriage travel, but also to carry its entire weight.

One feed screw with a single task to perform: To move the cutterhead carriage transversely across the turntable by means of a split nut which engages six accurately ground threads instead of the usual one or two.

The convenience of disc handling without disturbing the feed screw and carriage mechanism.

The convenience of a calibrated reading scale that shows the minutes of recording completed; the minutes remaining for each pitch, speed, direction.

The Fairchild No. 539 Portable Recorder is built with long practiced precision skill to meet the exacting demands of radio and communications for studio-quality recording in the field. Descriptive and priority data are available. Address New York Office: 475 - 10th Avenue, New York 18; Plant: 88-06 Van Wyck Boulevard, Jamaica 1, N. Y.
Prospects for Radio Legislation Unaffected by Election Results

IN THE WAKE of the New Deal's virtual clean sweep of the elections and its virtual retirement from the public radio scene of FCC Chairman James Lawrence Fly, broadcasters are weighing their chances for removal next year when the 79th Congress convenes.

Six of the 10 members of the Senate Interstate Commerce Committee, whose terms expire when the present Congress has been returned to office. Of the 25 members of the House Interstate & Foreign Commerce Committee, all but four were re-elected.

The election probably spelled doom for the House Select Committee to Investigate the FCC, it was reported. Of the five-man group, only three members will be back: Chairman Clarence F. Lea (D-Cal.), and Reps. Edward H. Gruening (D-Alaska) and Richard B. Wigglesworth (R-Mass.). Rep. Warren G. Magnuson (D-Wash.) was elected Senator to fill the seat vacated by Sen. Homer T. Brown (D-Wash.), who has been appointed to a Federal judgeship.

Rep. Louis E. Miller (R-Mo.), who was vigorously investigated the Commission and particularly its chairman, was defeated. It was felt that with the Democrats strengthening their hold on the House, the FCC probe will die with the present Congress.

Senate Interstate Commerce Committee members returned to office are: Alben W. Barkley (D-Ky.), Majority Leader; Lester Hill (D-Ala.), Democratic Whip; Robert F. Wagner (D-N.Y.); Chan Gunnery (R-S.D.); Charles M. Robb (R-Va.) and Charles W. Tobey (R-N.H.). Of the six, Sen. Gunnery, former station owner, and Sen. Tobey displayed more listeners' ears on the White-Wheeler Bill (S-814) a year ago than did the others, although Sen. Reed participated in a few sessions.

Following the announced demise of the bill last June by Sen. Wheeler, he disclosed in an article in The Progressive that it is "pending" in Committee (see page 15).

The four Senators who will not return next year are, besides Sen. Bone, D. Worth Clark (D-Texas), defeated in the primary by Senator-elect Glenn H. Taylor, former radio cowboy singer supported by the CIO-Political Action Committee; Ellion D. (Cotton Ed) Smith,ulnerable senator from South Carolina; and Harry S. Truman, the new Vice-President.

Returned to the House Interstate & Foreign Commerce Committee were,除了Chairman Leo Robert Crosser (O), Alfred I. Bulwinkle (N.C.), Lyle H. Boren (Okla.), Virgil Chapman (Ky.), Landley Backworth (Tex.), George G. Sadowski (Mich.), Richard F. Harless (Ark.), Democrat.

Charles A. Welverten (N.J.), Pehr G. Holmes (Mass.), author of radio legislation similar to the Sanders Bill, still pending in committee; B. Carroll Reese (Tenn.), Charles A. Halleck (Ind.), Carl Hinchaw (Cal.), Clarence J. Brown (O.), Evans Howell (III.), Leonard W. Hall (N.J.), Thomas D. Wilson (Conn.) and Peter O'Hara (Minn.), Republicans.

Not returning to the House are these members of the Interstate & Foreign Commerce Committee:

Martin J. Kennedy (D-N.Y.); Francis J. Myers (D-Pa.), whose race for the Senate still was in doubt late last week; John P. New sole (D-Ala.), Hugh D. Scott (R-Pa.).

Results of last week's election indicated that the next Congress should be more worldly wise on radio. The Senate adds to its roster Republican Homer E. Capehart, an Indiana radio and phonograph manufacturer and television advocate, as well as Iowa's Republican Governor Bourke B. Hickenlooper, who addressed the last NAB Executives War Conference in Chicago on "Radio, Our Newest Freedom."

Only radio newcomer in the House is Luther Patrick, former commentator on WSNJ Birmingham, who had served a previous term. Returned to the House were Lyndon B. Johnson (D), whose wife owns KTEC Austin, Tex.; Frank E. Hook (D), part owner of WJSN Ironwood, Mich., and Karl Stefan (R-Neb.), former announcer. Deputy for Hook was Rep. H. Wene (D), owner of WSNJ Bridgeport and part owner of WTTM Trenton, N.J.

THE FOUR network chiefs—G. W. Johnston, Paul White, William Brooks and John Whitmore—were reported last week to have left on their joint trip to Pacific Fleet headquarters at the invitations of Adm. Nimitz to discuss radio coverage.

Educators Decide On Radio Courses

STANDARDS for college and university instruction in radio were adopted last Friday at a meeting of the Federal Radio Education Commission held at the Hotel Statler in Washington. Lyman Bryson, CBS director of education, presided in the absence of John W. Studebaker, U.S. Commissioner of Education.

The committee, appointed in 1943 to prepare a report to the FREC, submitted the following recommendations which were adopted:

1. Development within the student of an interest in and understanding of political, economic, cultural and international significance.

2. Training of students for employment within stations, advertising agencies, networks, firms providing broadcasting with special services.

3. Specialized radio training for students in those professional fields that use radio, such as journalism, advertising, speech, music, religion, etc.

The committee also recommended that teachers to utilise programs and transmissions in classrooms, by subject or by regular schedule.

The committee which prepared the report included: Kenneth G. Hartlett, Sycamore U., chairman; Lyman Bryson, CBS; H. B. Simmons, Blue; Sudie C. Walker, NBC; Miller McClintock, MBS; Arthur Stringer, CBS; Goody, U. S. Office of Education; Lloyd E. Blauch, WOAI.

CHESAPEAKE & Ohio Railway Co., Cleveland, as a public service, Sunday, 5-5:30 p.m. on MBS will sponsor Let's Face the Issues, weekly forum conducted by American Bar Assn., New York. Agency is Ken- drick & Eckhart.
These are busy days for everybody in the telephone business. About 4,300,000 Toll and Long Distance messages go over the lines in the average business day. (That's in addition to more than 100,000,000 daily local conversations.)

Most of these millions of messages go through all right but sometimes the Long Distance lines to war-busy centers get crowded. Then the Long Distance operator may ask your help by saying—

"Please limit your call to 5 minutes."

Bell Telephone System
AFRA, Nets Agree on 10% Increase For Talent; Other Points Liberalized

IN ADDITION to an overall increase of 10% in the AFRA commercial code covering performers employed on national programs, the new two-year contract entered into by AFRA with the networks Nov. 3 (Broadcasting, Nov. 6) specifies other generally liberalized provisions, according to a report issued last week by the American Asn. of Advertising Agencies.

The agreement reached by AFRA and the networks, with AAAA sitting as observer, would be for a two-year period and is subject to the approval of the National War Labor Board. Terms for local and regional broadcasts out of Chicago, Los Angeles and San Francisco are to be negotiated separately and likewise will be subject to WLB approval. Negotiations for renewal of the national code are continuing in New York, with similar negotiations in Chicago and Hollywood later this month.

10% Increase

In a summary of changes, AAAA said the major conclusion was an increase of 10% in all fees and dollar amounts in the scales of working conditions.

Provision is made for name credits, with the understanding that the producer, under such circumstances, is to deem appropriate, will give such name credits on the air as program exigencies and requirements will reasonably permit.

Where an artist is required to wear evening dress, a minimum fee of $1 for male artists and $2.50 for female artists is to be paid for broadcast and repeat if both on the same day.

The producer must give the artist not less than two weeks' notice if he intends to use him under a minimum 13-week contract. Travel compensation, where the total fee is less than $100 per program, is established in instances where travel is more than 20 miles from the broadcasting centers (New York, Chicago, Hollywood, or San Francisco). The basis is $24 per full day in addition to the fee, first-class transportation and reasonable living expenses.

Revision of the provision dealing with rehearsal sessions provides that rehearsals for 15, 30 and 60-minute programs shall be held in no more than one, two and three sessions respectively, except that an additional session may be held in each case where a 15-minute program has been rehearsed in one session of three or more hours, where a 30-minute program has been rehearsed in two sessions totaling eight or more hours, and where a 60-minute program has been rehearsed in three sessions totaling 10 or more hours. Participation in a voice test by an artist already engaged for the program shall be paid for at the rehearsal rate.

The network AFRA contract was extended for two years to Oct. 31, 1946 and includes no provision for the living expenses clause. All changes were retroactive to Nov. 1, 1944, except for certain provisions to become effective Nov. 12, 1944, but with all subject to WLB approval.

AAAA suggested to its membership that until such time as the WLB takes action, reserves should be set up covering all increases in minimum fees to performers on their programs.

Ralph D. Kanna Named WHTD Station Manager

APPOINTMENT of Ralph D. Kanna as station manager of WHTD, formerly WNBC Hartford, succeeding Richard Davis was announced by John Shepard 3d, chairman of the board of directors of the Yankee Network.

Mr. Kanna, who is Hartford representative for the New York Office of War Information, was program director of the station for five years. He entered radio in 1934 after graduating from the University of Connecticut as an announcing, and was given a tryout at WGC Hudson Falls, N. Y.

Peard Joins KTBS

LESLIE H. PEARD Jr., sales manager of WBAL Baltimore, will join KTBS Shreveport, Dec. 1 as commercial manager. Mr. Peard was graduated from Princeton in 1933 and made his connection with WBAL shortly thereafter.

GODFREY TO TOUR IN SOUTH PACIFIC

ARTHUR GODFREY, surprise announcer of WABC New York and WTOP Washington, is leaving on a South Pacific tour under Navy auspices. He will make a series of recordings built around use of blood plasma at military posts.

Famed for his one-man blood dance c amp a i g n, Godfrey has given nine pints of his own blood. In his youth he was a seaman in the Navy and in 1937 appeared for a commission, believing war was approaching. He was commissioned a lieutenant commander in public relations, continuing to work on the American Defense Board. After Pearl Harbor he was placed on the inactive list by the Navy on the ground that he was more valuable at the microphone as a recruiting stimulator.

Accompanying Godfrey will be G. Richard Swift, program director of WABC New York. Bill Jenkins will substitute at WTOP Washington. Godfrey has recorded in advance enough material for about a week.

Kesten Return Awaited

CBS board of directors meeting, scheduled for Nov. 8, was postponed to Nov. 17 because of the absence of Paul W. Kesten, executive vice-president, as well as of William S. Paley, president. It was announced last week. Mr. Kesten left several weeks ago on a trip to England to discuss network affairs with Mr. Paley. CBS president is expected to leave to serve as chief of radio, Psychological Warfare Division, SHAPE. He will act on the year-end dividend payable Dec. 8 as of record Nov. 24, 1944.

Audition's 10th Season

SHERWIN-WILLIAMS Co., Cleveland, for the tenth season sponsors the Metropolitan Opera Auditions of the Air, to be broadcast on 160 Blue stations Sundays 5:30-6 p.m., beginning Nov. 28. Firm has retained the period through summer and fall with World of Song. Agency is Warwick & Legler, New York.

ADVERTISING RESEARCH Foundation has moved from its present offices at 330 W. 42d St., in New York, to larger quarters at 11 W. 42d St.
DEEP-FREEZE EXPERT of the animal kingdom, the Polar Bear is EXCLUSIVE because its entire life is spent on ice ... and because of great love for its young. Crack swimmer, long of body with shaggy yellow-white hair, the Polar Bear inhabits North Pole regions, keeps warm and dry with well-oiled skin, feeds on both land and aquatic animals.

FIRST WITH FM in the Kansas City Area, K-O-Z-Y is EXCLUSIVE because it is Today's Voice of Tomorrow for Particular People in a Preferential Market ... where “double-talk” broadcasting is “second-guess” campaigning ... because EXCLUSIVE FM PROGRAMMING for EXCLUSIVE FM LISTENING makes Everything KOZY in Kansas City. Write Today for Rate Card 3.

EVERETT L. DILLARD
General Manager

ELIZABETH WHITEHEAD
Station Director

FM Radio Station KOZY
PORTER BUILDING • KANSAS CITY, MISSOURI

FM Pioneer in the Kansas City Area
November 4 to November 10, Inclusive

Actions of the
FEDERAL COMMUNICATIONS COMMISSION

Decisions

Applications

NOVEMBER 4

KTYW Yakima, Wash.—Granted license covering move transmitter and studio antenna changes.

KKFJ San Francisco—Granted license covering move transmitter and studio antenna changes.

South Bend Broadcasting Corp., South Bend, Ind.—Granted license covering CP new standard station (WHOT).

WLBX Lincoln, Neb.—Granted license covering CP new standard station.

WIGB Philadelphia—Granted CP move old transmitter to new site for transmitter coverage.

WBC meat Philadelphia—Granted CP move old transmitter to new site for transmitter coverage.

KNOE Monroe, La.—Granted license to cover CP new standard station (KNOE).

WYFA Tampa—Placed grant license covering CP change assignment.

KWOS Duluth, Minn.—Granted CP new standard station (KLMN).


Portland Broadcasting Co. System, Portland, Ore.—Same.

Press Publishing Co., Sheboygan, Wis.—Same.

Red Shepherd, Lawton, Okla.—Same.

KOMO, KJR Seattle—Placed hearing application for new commercial television station.

Yankeek Network Inc., Hartford, Conn.—Same.

Board of Education of City of St. Louis—Placed in pending file application new non-commercial educational station.

NOVEMBER 5

Nashville Radio Corp.—Nashville, Tenn.—Same.

Warren—Same.

Chevrolet—Same.

Tagalong—Same.

WORR Detroit—Same.

American Colonial Broadcasting Corp., Harrison, N.J.—Same.

Radio broadcasting Co., Arvada, Colo.—Same.

KSEW Minneapolis—Same.

KRCR Riea, Pa.—Same.

City of Sebring, Fla.—Same.

KWBV Longview, Wash.—Same.

KGBJ Youngstown—Same.

KFWR Mayaguez, P.R.—Same.

KQGQ Scranton—Pa.—Same.

WSAM Saginaw, Mich.—Same.

KQWJ Dixon, Ill.—Same.

KQFJ Fort Worth, Tex.—Same.

KQTR Portland, Ore.—Same.

KQDC Dallas—Same.

KQV Quincy, Ill.—Same.

KQLU Grand Forks—Same.

KQDG Sterling, Colo.—Same.

KQCD Denver—Same.

KQZ New York—Same.

KQFJ Fort Worth, Tex.—Same.

KQGQ Scranton—Pa.—Same.

KQHJ San Francisco—Same.

KQWJ Dixon, Ill.—Same.

KQFJ Fort Worth, Tex.—Same.

KQGQ Scranton—Pa.—Same.

WSAM Saginaw, Mich.—Same.

KQWJ Dixon, Ill.—Same.

KQFJ Fort Worth, Tex.—Same.

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WSAM Saginaw, Mich.—Same.

KQWJ Dixon, Ill.—Same.

KQFJ Fort Worth, Tex.—Same.

KQGQ Scranton—Pa.—Same.
Announcer. Experienced, also capable of routine studio work, 6 kw network affiliate at major midwestern market. Opportunity for advancement. Salary commensurate with ability. Must have agency experience, excellent references, good contacts and strong sales ability. Give complete information in first letter. Our executive staff is familiar with this advertisement. All applications will be kept in strictest confidence. Box 612, BROADCASTING.

WANTED

Announcer-wanted. Must have first class radiotelephone license and be capable of operating news and commercials. Good experience, draft status and salary requirements. First letter, Radio Station KSEI, Pocatello, Idaho.

Two announcers. Good opportunity for experienced men on NBC affiliate. $40.00 base weekly, plus overtime at time and one-half. Want permanent men who are sober and ambitious. Write or call Manager, WFOJ, Hattiesburg, Miss.

SITUATIONS WANTED

Announcer, Draft exempt, young, single. Wishes opportunity with small progressive station. Experienced with newscasters, commercials and dramatics. Free to locate anywhere. Box 661, BROADCASTING.

Top salesman with regional station in three states is half million dollar, desire to transfer or command business of regional, or local station. Box 865, BROADCASTING.


EXPERIENCED radio announcer. 100% commercial. Now doing news commentary and dramatics. Included in background, sports coverage, production, and script writing. Write Box 868, BROADCASTING.

Station owners—Young man, draft exempt, 6 years experience in all phases of radio. Seeks management of small station, with opportunity to make money according to profits, with small basic salary. Know sales production, and net operation thoroughly. Good record, backed by references. Employed now, but available on contract. Send first letter to Box 869, BROADCASTING.

Announcer, 25. Available immediately, draft exempt, 3 years solid experience. Please send salary, commercial hours. Box 872, BROADCASTING.

Announcer-program director. 25 years old. 15 years experience in sales, production, play-by-play sports, commercials, special events. Available immediately. Box 874, BROADCASTING.

Operator with first class license would like position in Midwest. Write Box 875, BROADCASTING.

WANTED TO BUY

Will pay cash for 250 watt transmitter, FCC approved Box 880, BROADCASTING.

250 watt transmitter, frequency monitor and modulation monitor. "Radio," P. O. Box 1254, Montgomery, Ala.

Wanted—Broadcasting equipment such as pre-amplifiers, control gear, and any other equipment except transmitter. Write or wire price of item you have. E. A. Homes, Jr. 611 S. 83rd St. Birmingham, Ala.

Wanted—Any FCC approved frequency monitor. Also, approved modulation monitor. Wire KOMA for complete details. Wanted to buy for cash—1 visual frequency monitor, 1 modulation monitor 1 volumetric limiting amplifier with tubes, 1 watt monitor amplifier with tubes, 1 studio speech input complete with tubes, 2 modulation turntables with lateral pickups. The above is for a 250 watt A. M. transmitter. Central Louisiana Broadcasting Corp., Box 1465, Alexandria, La.

WANTED—Any type vertical antenna. Phone Central 6596 Chicago, Mr. Clifford.

WANTED—Frequency monitor and modulation monitor. Phone Central 6596. Chicago, Mr. Clifford.

FOR SALE

Complete recording studio with new soundproof studio. Western Electric amplifiers, also Presto portable 6C turntable. Box 847, BROADCASTING.

For sale—Western Electric 8-B 1,000 watt transmitter. Box 849, BROADCASTING.

For sale—250 watt broadcast transmitter. Will meet FCC requirements. 150 foot tuned tower complete with lighting equipment and frequency monitor, $3,500. Will not sell separately. Box 878, BROADCASTING.

ServIce directory

You don't need one to buy Andrey Type 737 7/8 DIAMETER COAXIAL CABLE

Soft Temper, in 100 ft. coils

Surplus material, released by the War Production Board for sale without priority

ANDREY CO.

363 East 75th St.

Chicago 19

BROADCASTING • Broadcast Advertising

Classified Advertisements

PAYABLE IN ADVANCE—Minimum $1.00. Situation Wanted 10c per word.

All others, 13c 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 Noroton Press Bldg., Westport, Conn.

Help Wanted

Announcer-wanted. Must have first class radiotelephone license and be capable of operating news and commercials. Good experience, draft status and salary requirements. First letter, Radio Station KSEI, Pocatello, Idaho.

Two announcers. Good opportunity for experienced men on NBC affiliate. $40.00 base weekly, plus overtime at time and one-half. Want permanent men who are sober and ambitious. Write or call Manager, WFOJ, Hattiesburg, Miss.

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WANTED

5 kw transmitter

1 antenna, any height

with lights

1 250 watt transmitter

Box 876, BROADCASTING
Extensive Broadcast Activity Planned for War Bond Drive

BROADCASTERS, both network and independent, are drawing up final plans to take part in the Sixth War Loan Drive for $14,000,000,000 Nov. 20-Dec. 16. Specially prepared Treasury materials, most of it sponsored, has already been scheduled and sold by many stations. It will be supplemented by extensive independent activities and promotion to sell individuals their $4,000,000,000 quota of E Bonds. Additional support will be received through special sailing by the OWI allocation plan.

The major networks will present half-hour programs on the eve of the drive. Blue will be first on the schedule at 8:30 p.m. with a dramatic program written and produced by Ben Hecht. NBC will be second with a program featuring two talks with American Pilgrimage, to be written by Bill Robson, with pickups from the homes of servicemen overseas. Mutual will air the fourth quarter-hour. Concluding the presentation all four nets will combine for a message from the President officially opening the Loan.

New York Rally

The following evening, Nov. 20, a number of top network programs will be broadcast from a Bond rally at Madison Square Garden, New York, starting off with the Sun Oil news commentary by Lowell Thomas on NBC 6:45-7 p.m. and followed by Lehne & Fink's Blind Date on the Blue 8:30-9; Gabriel Heatter for Kreml on Mutual 9:9:15; Coca-Cola Spotlight Band, Blue 9:30-9:55; Mars Candy Dr. LQ, NBC 10:30-11. Other radio entertainers will also make appearances. NBC that same evening 11:30-12 midnight plans to carry a pickup from a Stars on Parade rally at Constitution Hall, Washington, entire show of which will be aired locally by WWDG. Without a direct trip to "Japan" as NBC's special Bond Day, Nov. 23, Thanksgiving Day, the network will devote 20 hours of broadcast time to the campaign. Military leaders, entertainers, civic leaders and clergymen will present Bond appeals. At least once an hour on the hour the sound of a doorbell will be heard to indicate a special Bond appeal, as NBC's salute to the nation's 5,000,000 volunteer Bond salesmen. Other features, among other pickups, will include a report on how men overseas are spending Thanksgiving.

Blue Network Bond Day is set for Dec. 1 and Mutual Dec. 16. Mutual theme is to be "Buy a Bond for Christmas". Dec. 7 is date chosen by CBS as its Bond Day. That network will present War Bond scripts on all of its sustaining programs. Pickups will include in-terest in new utilities overseas. Typical program story is slated to include many major battles of World War II and their respective veterans. Working on this project is Bob Shayon, staff producer.

In addition to a program near the end of the drive to show the nature of the enemy, CBS has scheduled four Monday shows 11:30-12 midnight in cooperation with the American Hotel Assn. Each broadcast will be dedicated to a basic industry's war contribution. Four Friday 7:15-7:30 p.m. programs featuring name talent back from overseas tours is also tentatively slated by CBS.

With Gabriel Heatter as mc, Mutual in its opening Bond broadcast Nov. 19 9-9:30 p.m. will present Jane Cowl, Sgt. Joe Louis, and an enactment of Norman Corwin's "We Hold These Truths" by Walter Hampden.

Navy participation in the Sixth Loan is highlighted by a "Pacific Theatre" presentation of exhibits and a group of network broadcasts from the Navy Pier in Chicago, Nov. 18 through Dec. 3. All four nets plan pickups and originations from the radio theatre on the pier constructed for the exhibit. Coordinating the programs for the Navy are Lt. (jg) George J. Zachary and Lt. George Christ.

An appeal to advertisers and agencies was made by George P. Ludlam, chief, OWI Domestic Radio Bureau, to adhere to regular OWI allocations, despite eagerness of producers to devote programs to the Sixth War Loan. The Bureau is especially concerned that an appropriate time be given the Army nurse recruitment, Merchant Marine and Don't Travel campaigns.

Silent Partners

THOSE who serve in silence no longer do so in anonymity on WDBR Hartford. After each local show the announcer not only identifies himself but also tells the names of those working in the control room and at the transmitter. Besides giving the unknowns a break it proved a good morale-builder for the staff.

Blue Names Samuels

FRANK SAULMERS, San Francisco sales manager for the Blue Network and former sales manager for KGO, Blue owned and operated outlet in San Francisco, has been appointed sales manager for the Blue western division, according to a joint announcement last week by Don Searle, Pacific Coast general manager, and C. P. Jaeger, general manager of the network. Under the new title, effective immediately, Mr. Samuels succeeds Tracy Moore. As general manager of Mr. Samuels' former duties is Byron Nelson, San Francisco representative for the Blue who previously had represented KGO.

Elgin Talent

TWO-HOUR program, Elgin Show, sponsored Thanksgiving Day on CBS beginning with Elgin, Ill., will have the following lineup on the network show: Don Ameche, m.c., Edgar Bergen & Charlie McCarthy, Ken Carpenter, Frances Langford, Spike Jones & his City Slickers, Ed Gardner, Elsie Janis, Alan Jones, Susanna Foster, Piano Roy, Charioteers and Lou Silvers' Gypsy Band. Broadcast will be short-waved to troops overseas.

One-Market Plan Advantages Cited

Stanton Says CBS FM Plan Offers Wider Coverage

URGING that the FCC consider the "single-market" plan for FM as proposed by Paul W. Kesten CBS executive vice-president [CBS News], Dr. P. G. Stanton, CBS vice-president, in a supplementary statement filed for the Commission's allocation hearings record, said the single-market plan has "the social and economic advantages "which point toward a more democratic and co-structive future for FM".

Market areas under the CBS plan would be designated from Census Bureau statistics, rather than those outlined by consumer organizations and advertising agencies. The single-market plan (1) provides a larger rural area coverage and (2) a superior signal in each of the important centers of population, according to Dr. Stanton's statement.

More Channels Seen

Technically the CBS plan "insures the maximum signal where it is needed most—in the densest, populated, built-up urban areas," as an ideal supplement. Rural service is increased, not compromised. "By restricting the use of 50 kw stations a greater number of channels is made available in the same market to the single-market plan," he continued. Such a system also reduces the effect of long-distance interference from adjacent or co-channels.

Socially, the single-market principle insures the maximum amount of local public service broadcasting facilities for the urban areas but (1) provides each central city with its own FM stations. Equivalent competition is assured by making it possible, Dr. Stanton points out, for any FM broadcaster to have a coverage area as large as any other in a given market.

"This plan prevents the development of two networks in facilities with the market without sacrificing, in fact, by improving both signal level and coverage area," the statement asserted. "It distributes the advertiser's dollar to more and more stations and thereby provides more employment. This proposal puts each broadcaster in a given market on an equal competitive footing. Furthermore, it places the competitive emphasis on programming and public service which, in the final analysis, are the end products of broadcasting.

Accompanying the statement was a map showing how CBS proposes to cover 88.7% of the U. S. population with a network of 200 stations, based on the single-market plan.

NEW 5 kw transmitters have been ordered from RCA by CEWS Kingston, WQXL Tallahassee, and WKEX Fairland Lake, Ont. for late 1945 delivery, Roy Thomson, operator of the stations, has announced.

"And Now Fans, Moneysbags Greets Your Again to Shower Wealth On You Lucky Folk"
Real Estate Developer

J. C. Nichols, whose expert guidance has made Kansas City nationally known for its beautiful residential areas, says this of radio, "With my life devoted to the betterment of the American home and community, it is no wonder that I have such a deep respect for radio. Its influence is one of perpetuating the home as the hub of our daily existence."

The influence of radio does give to home-life added incentive. By the mere twist of a dial, top-billing entertainment stars make all the home a stage. News as it happens, even in far distant lands, is a never ending panorama. Such radio stations as KMBC of Kansas City seek constantly for added ways in which to improve its service to listeners. The expense of making this possible is KMBC's investment for an ever broadened position of responsibility to the home and the community in the post-war life of tomorrow.

KMBC
OF KANSAS CITY
FREE & PETERS, Inc.

Of Course, KMBC-FM—An Extra Service at No Extra Cost!

DEDICATED
IN BEHALF OF
AMERICAN
BROADCASTING
TO THE HOME AND THE COMMUNITY

SINCE 1928 — THE BASIC CBS STATION FOR MISSOURI AND KANSAS
Colorado's Best Is America's Finest

Canned Goods

The time it takes to switch labels is all Colorado's canning industry will need to convert from wartime to peacetime production. Not one of Colorado's 27 canning factories will become an industrial war relic when the war ends.

Colorado's mountain grown fruits and vegetables long have ranked as America's finest. They are richer in flavor and higher in vitamin and mineral content. Many thousands of cases are being processed this year and, besides, 24,000 carloads of fresh fruits and vegetables have been shipped from the state during the first nine months of 1944.

The Colorado canning industry, like the huge fruit and vegetable growing industry it depends on, like the agricultural, livestock raising, mining and manufacturing industries, is a basic and permanent asset of the Denver region whose full potential has been demonstrated under the stimulus of war.

Today's prosperity and high buying power in the Denver market is no war-blown bubble which will vanish with the first pin-prick of peace. The economy of the Denver market is anchored in permanent foundations.

Sales effort, therefore, in the Denver market can be counted on to pay off today and tomorrow. More advertisers, local and national are buying more time on KLZ than on any other Denver station. KLZ makes their advertising pay, because KLZ delivers the Denver market.

KLZ • DENVER
CBS Network • 560 Kilocycles
Affiliated in Management with the Oklahoma Publishing Co. and WKY, Oklahoma City
REPRESENTED NATIONALLY BY THE KATZ AGENCY

KLZ Delivers the Denver Market