IN 5 MINUTES
this book can tell you more
about IOWA RADIO than
you could learn in a YEAR
of personal investigation

The 1944 Iowa Radio Audience Survey

answers practically every question you could ask if you should set out to interview representative numbers of listeners in every Iowa county, to decide which stations, what programs, what times would give you utmost radio results in this State.

Compiled from many thousands of interviews and questionnaires, conducted by Dr. Forest L. Whan along recognized sampling patterns, the 1944 Iowa Radio Audience Survey gives you the whole, authentic picture of Iowa listenership.

It includes maps, charts and Pictographs which give you the answers at a glance. It does not require hours of laborious study. It will become one of the most constantly-used and informative books in your radio library. It is a MUST for every fact-minded advertising or merchandising man who has any interest in Iowa radio.

It's difficult to advertise the 1944 Survey without sounding too enthusiastic. But just take our word that it's all we say, and write for your copy today or ask Free & Peters. You'll be glad you did. It's free, and there is no obligation, of course.

WHO
for IOWA PLUS!

DES MOINES . . . 50,000 WATTS
B. J. PALMER, President
J. O. MALAND, Manager

FREE & PETERS, INC. . . National Representatives
Hear are the REAL facts of Radio Listening in Oklahoma

Up until now there were no authoritative, comprehensive data on radio listening in Oklahoma; no complete picture of station coverage; no impartial measurement of listener preference; no thorough knowledge of program preferences. Local or sectional studies, such as there may have been, could give only fragments of the complete story which program people and time buyers must know to do the best possible job in Oklahoma.

Today there is an encyclopedia of radio listening information: "The Oklahoma Radio Audience of 1944." It is authoritative and impartial, based on 6,422 interviews in cities, villages and on farms all over the state. The study was conducted and results tabulated under the direct supervision of Dr. F. L. Whan of the University of Wichita whose work in radio research and listener measurement is widely and favorably known in the industry.

While this study sifted out hundreds of interesting and valuable facts, the one big, outstanding fact which overshadows all others is the decisive dominance of WKY in the listening habits of Oklahoma people.

This is the one big fact which should interest advertisers who want to do the best possible job of delivering their sales messages to Oklahoma listeners.

The facts of listening in Oklahoma are yours, if you have a copy of "The Oklahoma Radio Audience of 1944". Send for a copy.
Eager for the latest news . . . anxious for the best in entertainment, thousands of people in Middle Tennessee and Southern Kentucky tune to WSIX for choice programs selected from the BLUE Network and the MUTUAL Broadcasting System.

There is good fishing in this gigantic pool of listener interest for advertisers doing business throughout the Nashville market. Never before have WSIX listeners had so much money to spend for the things they want. It's wise to fish when the fishing is good, so be sure you are casting in the right direction . . . in the center of the rich middle Tennessee section. For availabilities and rate information, write or wire to WSIX or

THE KATZ AGENCY, INC., National Representatives
ANN: (With Emphasis) TIME BUYERS ... DO YOU KNOW THE
3 REASONS WHY WLIR IS PAYING OFF ON THE CASH REGISTER?
FIRST... Latest Hooperatings give WLIR a 20-percent
greater share of New York's audience since January!

BIZ: CASH REGISTER RINGS
SECOND... "Pulse of New York" finds 69-percent of WLIR's
listeners are middle-income... 75-percent are women... and
66-percent are over 30 years old. WLIR's audience gets a
big rating for buying power!

BIZ: CASH REGISTER RINGS
THIRD... This audience is not consistently reached by other
stations. "Pulse" finds 61-percent of WLIR's listeners
do not tune in any other station 15-minutes before or after
listening to WLIR... because they know that only WLIR
consistently gives them distinctive programs of the "Popular
Classics with a Blend of the Modern".

BIZ: CASH REGISTER RINGS
SO, TIME BUYERS, THOSE ARE THE 3 REASONS WHY WLIR IS PAYING
OFF ON THE CASH REGISTER... 1- GROWING AUDIENCE... 2- WITH
MORE BUYING POWER... 3- NOT REACHED BY OTHER NEW YORK STATIONS.

BIZ: CASH REGISTER RINGS 3 TIMES
TO INCREASE YOUR LISTENING AUDIENCE USE NEWSPAPER SPOT ANNOUNCEMENTS

Radio directors, agency executives and publicity men agree that to win new listeners, a network show needs pre-program build-up. Why not use Newspaper Spot Announcements (Reader Notices) to announce stars, to remind the audience of time and station, and in general to high-light the program.

Reader Notices are not only effective, but are economical. For example, if you have a program on CBS, NBC, Blue or Mutual, you can buy a three line reader notice in every daily Newspaper in the basic cities for the following:

<table>
<thead>
<tr>
<th>Network</th>
<th>Cost</th>
<th>Newspapers</th>
<th>Circulation</th>
</tr>
</thead>
<tbody>
<tr>
<td>CBS</td>
<td>$764.96</td>
<td>71</td>
<td>18,731,012</td>
</tr>
<tr>
<td>Blue</td>
<td>802.61</td>
<td>98</td>
<td>19,910,278</td>
</tr>
<tr>
<td>Mutual</td>
<td>842.39</td>
<td>98</td>
<td>21,043,452</td>
</tr>
<tr>
<td>NBC</td>
<td>754.75</td>
<td>69</td>
<td>19,232,488</td>
</tr>
</tbody>
</table>

A survey reveals low cost of Reader Notices in newspapers.

SPOT ANNOUNCEMENTS
focus Reader Attention, because of their location adjacent to or immediately following important news stories.—Advt.

* A copy of the booklet "Newspaper Spot Announcements," a study of first page and inside page reader notice rates of the daily newspapers of the United States or a copy of the detailed costs of using Reader Notices in the basic cities of the four networks, may be obtained without cost by writing to the Promotion Department, Kelly-Smith Company, 420 Lexington Ave., New York 17, New York.

KELLY-SMITH COMPANY

National Newspaper Representatives
Chicago New York Detroit
Boston Philadelphia Atlanta
San Francisco

Broadcasting * Broadcast Advertising
December 4, 1944 * Page 5
Today—
When You Think of
NEW ORLEANS
... You Think of
The Air Capital of the South

CHICAGO & SOUTHERN
DELTA
EASTERN
NATIONAL
PAN-AMERICAN

... AND

WWL
NEW ORLEANS

The Greatest Selling Power
In The South’s Greatest City
50,000 WATTS
CLEAR CHANNEL

WWL Dominates the NEW Deep South—
Headed for PERMANENT Prosperity

CBS AFFILIATE—REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.
"Here's Your Fan Mail Soldier-"

And it was really mail, too... 300 letters the first day and 500 letters the next... but let's start the story at the beginning.

There was a lonesome soldier returned from the front for hospitalization. A West Virginia soldier he was, and the State of Washington is pretty nice, but he was lonesome for the hills of West Virginia. He wrote his Sis in Malden, W. Va. about it... she told a friend who wrote WCHS...

Miss 580 told her listeners that very afternoon at 4:30 and two days later a Nurse said to that homesick West Virginian... "Here's your fan mail, soldier". It must have made that lad feel pretty good because he thought the "Women's 580 Club" should be changed to the "Sunshine Club"... "because of the sunshine those letters brought me."

A little story... but another example of audience response.

WCHS
CHARLESTON, W. VA.
5000 on 580 - CBS

JOHN A. KENNEDY, Pres.
( on leave U. S. Navy)

HOWARD L. CHERNOFF
Managing Director

Represented by the Branham Co.
The Case of
Walter (National Institution) Winchell

[IT PROVES A POINT THAT STATISTICIANS CAN ARGUE ABOUT FROM HERE TO BREAKFAST]

The newest Hooper report lists no "first 15" for the period ending November 15: it seems there was an election.

However, Mr. Hooper lists as the "first 4" in his preceding report:

- Bob Hope (NBC) . . . . 25.8
- Fibber McGee and Molly (NBC) . . . . 25.6
- Walter Winchell (Blue) . . . . 25.3
- Lux Radio Theatre (CBS) . . . . 23.1

Some folks whose interests don't lie in promoting the Blue Network have been known to suggest that Mr. Winchell is a radio "freak." His consistent appearance near the top of the heap is rumored to be the result of a combination of circumstances likely to happen about as frequently as the blooming of a century plant.

All of that, Gentlemen, is just smoke in your eyes.

The truth of the matter is that Walter Winchell proves a very potent point for the Blue Network.

The point can't readily be disputed.

The point is that in the major markets of the nation, where radio competition is keenest, Walter Winchell proves the Blue can do as well as any network.

Research men, reach for your coverage maps! Physicists, snatch pencils and start to calculate! Geographically-minded salesmen, cook up things about topography! But bear in mind that no matter what you "prove," there sit the listeners to the Blue on Sunday at 9 PM—5½-million families of 'em.

Now look at these figures from the last CAB report. This covers 81 towns of 50,000 and over—a mighty big chunk of the U. S. market.

<table>
<thead>
<tr>
<th>Program</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bob Hope (NBC)</td>
<td>23.5</td>
</tr>
<tr>
<td>Fibber McGee and Molly (NBC)</td>
<td>22.3</td>
</tr>
<tr>
<td>Walter Winchell (Blue)</td>
<td>19.7</td>
</tr>
<tr>
<td>Charlie McCarthy (NBC)</td>
<td>18.9</td>
</tr>
<tr>
<td>Joan Davis—Jack Haley (NBC)</td>
<td>18.2</td>
</tr>
<tr>
<td>Lux Radio Theatre (CBS)</td>
<td>17.6</td>
</tr>
</tbody>
</table>

You know what that means? It means that almost as many folks are gathered around radios in these 81 towns listening to a Blue Program as listen to NBC's best. More than listen to CBS's best. These are listeners. People. People who buy things. Not statistics, not topographical aberrations, not electronic phenomena—but people. More than you can reach by any means but radio, and as many as any radio network can reach in these vital markets.

Well, it proves again that the Blue can do it. The facilities are there. In the last analysis the only thing that divides the major market audiences of the three top networks is the twist of the dial. That means programs. So—GIVE US THE SHOWS. WE HAVE THE FACILITIES TO DELIVER YOU THE LISTENERS—FOR LESS MONEY. WE DO IT WITH WALTER WINECHELL. WE DO IT WITH DREW PEARSON (IN SPITE OF YOU KNOW WHAT). WE DO IT EVERY WEEKDAY MORNING.

See what we mean?

THIS IS THE Blue NETWORK

AMERICAN BROADCASTING COMPANY, INC.
Governor-Elect Lausche was interviewed by WGAR special-events broadcaster Sid Anforn immediately after election had been conceded by Mr. Lausche's opponent.

Frances P. Bolton, re-elected as Congresswoman from Ohio's 22nd district, thanked voters in a remote control pickup from WGAR's mobile unit which visited the candidates.

Busy broadcasters were Carl George and Dave Bayelor, part of the staff of 48 WGAR people who were on duty from 15 to 20 hours at a stretch collecting, editing, analyzing and airing returns.

Manager John F. Patt of WGAR personally directed his staff in coverage of national and state results, a performance that listeners praised as the most informative and understandable election broadcasting in Northwestern Ohio.

Re-elected by Ohioans, Congressman George H. Bender found a WGAR microphone on the desk and Tom Armstrong and Bob Porter of The Friendly Station at his headquarters, ready to carry his comments the moment the vote total showed him the choice.
At Deadline . . .

EDWARD R. MURROW, CBS European chief and president of the Assn. of American Correspondents in London, arrived in New York last Friday for a sabbatical and conferences with CBS officials.

INCREASE of 10% in announcers' fees for local commercials, retroactive to Nov. 1, was agreed upon last Friday by AFRA and five major Chicago stations, WBBM WMAQ WENR WLS WGN, subject to approval by the WLB.

NOV. 30 Hooper ratings: Bob Hope, first; Fibber McGee & Molly, second; Radio Theatre, third; followed respectively by Mr. District Attorney, Abbott & Costello, Bing Crosby, Joan Davis with Jack Haley, Charlie McCarthy, Jack Benny, Screen Guild Players, Dinah Shore, Walter Winchell, Eddie Cantor, Bob Burns and Aldrich Family.

SELLERS of SALES

NORMAN ERNEST HEYNE, among the top Chicago time-buyers, has excelled at producing, singing, writing, piano playing and running. At one time it appeared more likely that his professional career would be spent behind a pulpit than behind a desk. He forsook the ministry, for which he had completed five years of study at Concordia Junior College, to enter Northwestern University—ostensibly for an education, but more intently concerned with his future as a football player. Concordia offered Mr. Heyne a full scholarship for his physical talents and these he determined to expend for the glory of the Purple. Northwestern's coach and Mr. Heyne differed on this point, and after several leisurely games on the bench, Mr. Heyne took up track.

He became so proficient as an athlete that he was called upon as a campus personality to lend his charm to certain social functions. Among these was a college night entertainment at the Sherman Hotel's College Inn. Mr. Heyne was selected to sing "Penthouse Serenade".

He stood square before the audience—and uttered not a sound. Mike fright.

Mr. Heyne accepted this reverse with reluctance. He decided to overcome Mike fright. He organized a College Night program at the Blackhawk Restaurant and, as part of the evening's festivities, produced a vocal trio—with Heyne as tenor.

This trio attracted the attention of bandleader Hal Kemp who retained them in his orchestra and although it's a long way around Robin Hood's barn, that's how Mr. Heyne became a time-buyer.

For two years after graduation from Northwestern (1932), Mr. Heyne and his fellow trio members worked as professional entertainers.

In 1935, Mr. Heyne left the trio to join Schwimmer & Scott, Chicago, as copy writer. In that same year, he married his childhood sweetheart, Mildred Chisholm. He remained with Schwimmer & Scott until 1943, then moved over to Ruthrauff & Ryan, as radio director.

Mr. Heyne likes his commercials simple and direct. ("Mommy, I want a Salerno Butter Cookie!") He believes television will be more generally accepted in a shorter period than it took radio to make the grade, once the wartime restrictions are lifted.

For Ruthrauff & Ryan, Mr. Heyne handles, among other accounts: Quaker Oats, Griesedieck Brewery, Garrett Wine, Bendix Home Appliances, Consolidated Biscuit and Roundy, Fechham and Dexter Co.
Bill Hinds, Bette Smiley, Paul Shannon, Bernie Armstrong and his Orchestra... and a variety of supporting acts make this 45 minute, 5-day-a-week strip on KDKA (12:15 -1:00 P. M.) a show that every advertiser should know about... and use!

We can't tell the whole story here, but “Brunch with Bill” is different! One-minute announcements are pointed-up and presented on a fabric of exquisite background material.

Basic, time-tested fun combinations are shot through with enough frantic antics to insure a smart show in today’s tempo, yet the commercial is given straight, with sincerity and punch.

Don't let our pictures fool you. There is a fair amount of expert fooling (the high-rating kind) but every minute is rehearsed and the entire 45 minutes is produced... That, and 50,000 watt coverage is why “Brunch With Bill” produces consumer demand for any product.

Proof and details from your NBC Spot Salesman.
"Frankly, Miss Love, I would never have taken 5:30 a.m., if F&P hadn't vouched for it!"

- When any F&P Colonel recommends something to you, you can bet your bottom dollar it makes sense. Not that we're little angels who are too good to be true—it's just that most of our business is repeat orders, and we'd be downright foolish to sell you any junk.

We know that in spot broadcasting, as everywhere else, honesty is really the best policy.

FREE & PETERS, INC.
Pioneer Radio Station Representatives

Since May, 1932

FREE & PETERS, INC.
Pioneer Radio Station Representatives

Since May, 1932

EXCLUSIVE REPRESENTATIVES:

WGR-WKBW
WCKY
WDAY
WISH
WKZO
KABC
WLVE
WTSM
WABD
KSD
WFBL
WHO
WOC
KMA
WCBM
WCSC
KWEF
WORJ
KOB
CBS
KRXZ
KOMA
KTOP
KJOY
KIRO
KFAI
and WRIGHT-SONOVOX, Inc.

SOUTHEAST:
BUFFALO
CINCINNATI
DULUTH
FARGO
INDIANAPOLIS
KALAMAZOO
KANSAS CITY
LOUISVILLE
MINNEAPOLIS-ST. PAUL
PEORIA
ST. LOUIS
SYRACUSE

SOUTHWEST:
ALBUQUERQUE
CORPUS CHRISTI
HOUSTON
OKLAHOMA CITY
TULSA

PACIFIC COAST:
PORTLAND
SEATTLE
SAN FRANCISCO

CHICAGO: 180 N. Michigan
Franklin 6373
NEW YORK: 444 Madison Ave.
Plaza 5-4130
SAN FRANCISCO: 111 Sutter
Sutter 4353
HOLLYWOOD: 6331 Hollywood
Hollywood 2151
ATLANTA: 322 Palmer Bldg.
Main 5667

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Swezey, Carlin Named MBS V-Ps

Kobak General Manager And President With Swezey Aide

IN HIS FIRST moves toward reorganization of the Mutual high command, Edgar Kobak, president and general manager, and Phillips Carlin, former program vice-president of the Blue, to a similar post with Mutual. Mr. Carlin takes over Dec. 11 and Mr. Swezey the following week.

While the Carlin appointment came as no surprise, Mr. Swezey's designation had not been forecast. Although general counsel of the Blue and on the legal staff of NBC prior to the separation of the networks, Mr. Swezey had been active in operating affairs of the Blue. In his Mutual post, he will be engaged entirely in operations and will forego legal activities. Emanuel Dannetti is New York general counsel of Mutual.

Mr. Kobak, who assumed the Mutual helm Nov. 20 after having served consecutively as executive vice-president of the Blue, has taken the title of general manager along with the presidency. Thus, Mr. Swezey will function as his chief assistant and as second man in the organization.

Mr. Swezey served as both counsel and secretary of the Blue from its organization as an independent entity in February 1942. He will move to Mutual as soon as he has finished several pending legal matters for the Blue, such as the WJZ-KOB hearing on the 770 kc channel, now scheduled for Dec. 11 in Washington. Before joining NBC, he had served with various government departments, including the RFC and Federal Home Loan Bank Board. A 1928 graduate of Harvard, and a Harvard Law School graduate of 1931, he began his private practice in Boston with the firm of Warner, Stackpole & Bradlee.

Mr. Carlin resigned his Blue post last month as vice-president in charge of program operations, a post he had held since the Blue was separated from NBC two years ago. Hubbell Robinson Jr., Young & Rubicam radio executive, previously had joined the Blue as vice-president in charge of programming and production. Adolph Opfinger continues in his capacity as program director of Mutual, functioning under Mr. Carlin.

In addition, John Whitmore, news chief, and Tom Slater, director of special events, will report to Mr. Carlin.

In his first conference call to affiliated stations last Tuesday, Mr. Kobak said no other changes in the Mutual executive structure are planned.

December 4, 1944 • Page 13

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**BROADCASTING** • Broadcast Advertising

**VOL. 27, No. 23**

WASHINGTON, D. C., DECEMBER 4, 1944

$5.00 A YEAR—15c A COPY

**WJZ Bans Chain-Break Spots, 8-10 p.m.**

New Policy, Effective Now, Follows WWJ Move Against Transcriptions

WITH THE no-transcribed spot edit of WWJ Detroit still ringing in their ears, radio advertisers and agencies are being notified by WJZ, Blue Network key in New York, that all chain-break announcements except time signals will be eliminated from the peak evening listening period between 8 and 10 p.m.

Coming on the heels of the announcement by Harry Bannister, WWJ manager, that the station will remove all transcribed announcements from its schedules Feb. 1, John McNell, WJZ manager, loosed another bolt buster in the commercial cleanup campaign with disclosure of new standards of program acceptance. It is presumed the WJZ action, which will cost the station between $150,000 and $200,000 annually, will be followed by other owned and operated stations of the Blue and probably permeate major market stations on a gradual basis, as commercial commitments permit.

Higher Standards

Mr. McNell said elimination of the chain breaks other than time signals between 8 and 10 p.m. is effective immediately, with present sponsors in those time brackets to be asked to vacate on two weeks' notice.

Along with the chain-break cancellation WJZ also is inaugurating new and higher standards of acceptance for chain-break announcements at all other times of the broadcast day. Mr. McNell informed all WJZ department heads in a memorandum issued last week. Announcement to agencies and clients was expected last weekend.

Meanwhile, there were repercussions aplenty to the WJZ reaction, supplementing the deluge last week [BROADCASTING, Nov. 27]. Mr. Bannister reported the new policy had met "with enthusiastic acclaim from everyone excepting a few advertising agencies and a few broadcasters". Other reaction to the move, however, has been varied, with many agency executives running quite a temperature. Others applauded the spirit that motivated WWJ, but deplored the method.

Mr. Bannister has accepted an invitation to discuss the new WWJ policy before the Chicago Radio Management Club during a luncheon meeting Wednesday. Fireworks aplenty are expected, with an open session in which questions will be put to the WWJ manager.

The action was a lively topic wherever broadcasters congregated. Misgivings were expressed by perhaps a majority of the broadcasters over any policy which would result in a wholesale loss of business. There were some expressions of fear that spot business might be diverted to other media, while others felt the move was healthy because it should tend to replace many spot accounts with programs, transcribed or live.

Mr. Bannister reported that aside from trade reaction, audience reaction was "little short of terrific". The public generally, he said, enthusiastically applauded the move publicized in the Detroit News, parent of WWJ.

Alluding to agency and broadcaster criticism, Mr. Bannister said it followed the same general line—that it would be better to discriminate and select as between "good" and "bad" announcements, rather than to draw a sharp line between live and transcribed announcements.

"These people all overlook the fact that supposedly all worthwhile radio stations have always employed selective casting," he said. "They have accepted what was regarded as good and rejected many bad announcements, and it has been under such a policy that present stations have developed, so quite evidently our problem is not one to be solved by discrimination and selectivity. Nor is it possible to say, as many of them do, that live announcements can be just as bad as some transcriptions."

"Our decision to accept only live copy announcements does not mean that we'll hesitate to turn down live copy if it is in bad taste or contrary to public interest. I feel that the elimination of transcribed announcements will return to WWJ the full control over announcements which every station should have if it is to function under our present laws as Congress intended. Having that full control, the station can then see to it that only public interest broadcasting is included in its schedule."

Chain-Break Requirements

In his memorandum to WJZ department heads, Mr. McNell stated:

"Each chain break will be scrutinized by the WJZ program department and accepted only if it meets with the following requirements:

1. They must be in harmony with adjacent programs.

2. They must be pleasant to hear.

3. They may be moved or dropped at any time in the interests of good programming.

4. The above terms are purposely left somewhat vague, because (Continued on page 68)
Two Firms Cancel Vitamin Schedules

Move Believed Isolated; Others Readjust Radio Plans

WITHDRAWAL of two widely advertised vitamin products (Stams and Stab-B) from the market by Standard Brands and removal of the Frank Sinatra Show from CBS for Lever Bros.’ Vimms, along with unconfirmed reports that this product might also vanish from the advertising picture, has been attributed to isolated cases, with no indication that they foretold a sudden or general retrenchment of production and advertising of vitamins for consumers via radio.

Check on several major national vitamin advertisers, including Standard Brands, McKesson & Robbins, Grove Labs., and Vita-plus division of Vick Chemical Co. does reveal, however, that in some cases, there has been a gradual readjustment of broadcast advertising, including shift of emphasis to other products of the companies during the past year or two at least. In a number of cases, vitamin sales had been introduced and ballyhooed with top speed.

Bad Publicity Blamed

Whatever changes have been effected are reportedly attributed to increased production, distribution, seasonal policy or technique. While admitting that vitamin sales have generally decreased, spokesmen denied that this or such factors as the recent Duke U. and other instances where vitamins’ effectiveness has been challenged, had or would have any adverse effect.

Sales decline was attributed variously to “bad publicity” for vitamins, indifference of druggists with too much like, low standards of potency for certain brands, the impression that “ethical” products are superior to advertised brands, and to a natural levelling off of sales after the abnormally high peak first attained.

Lever Bros., Cambridge, on Dec. 6 will discontinue sponsorship of the Frank Sinatra Show for Vimms on 143 CBS stations, heard Monday to Friday, 8:30-9 p.m. Produced by Manhattan Corp., of America, New York, show has a Hooper rating of 11.5 in its new spot. Firm is understood to be dropping all advertising for Vimms and may possibly discontinue marketing of the product because of poor sales. These reports, however, were denied by the agency, Walter Thompson Co., New York. Lever Bros.’ promotion of Vimms in addition to sponsorship of Frank Sinatra since January 1945, has included several spot campaigns conducted in 1942 when BDDO, New York, handled the account. J. Walter Thompson last week would make no statement on Vimms and the program or possible sponsor. One report was that Standard Brands might sponsor the Sinatra Show for yeast, replacing One Man’s Family on NBC, Sunday, 7-9 p.m. Kenyon & Eckhardt, New York, handles account for Standard Brands.

Lever Bros. for Swan Soap, will shift Burns and Allen on Jan. 1 from its current spot on CBS, Tuesday, 9:30-9 p.m. to the Monday night Vimms period, but will retain the Tuesday night time slot, according to a spokesman for Young & Rubicam, New York, agency for Swan Soap.

Spots on Regular Program

According to a spokesman for Standard Brands, who said that radio vitamins, placed through Stams had been discontinued, air advertising for Stams, handled by Ted Bates Inc., has been confined to a past season announcements on the company’s regular program for coffee on NBC, Charlie McCarthy, and on various local spots (new shows). CBS. Shift from initial concentrated spot radio drive took place last June with achievement of national distribution. The Changing World goes off CBS Dec. 27, with no replacement planned. Stan-B, handled by H. W. Kastor & Sons, also shifted last summer from Agricultural Implement Workers of America, UAW-CIO to a sheaf of applications filed with the FCC last week.

Proposing to concentrate on educational features, “including the science, economics, politics and social sciences”, the CIO states the history and current problems of the labor movement will be included as part of its educational program and also that “both industry and consumer will receive adequate representation in thorough discussions of their mutual problems”.

The applications state that all groups and classes will be afforded such a “freedom of speech and opportunities for discussion as to be unparalleled” in the history of radio. In addition to the educational segment, which will include approximately 25% of the programming, news, discussions, music, sports, interfraternal and other features would be presented.

Almost completely lacking in technical information, facilities as requested for the various cities were listed as follows: Detroit—43,100 kw 22,750 sq. mi.; Flint—45,900 kw 9,045 sq. mi.; Chicago—45,500 kw 14,600 sq. mi.; Newark—43,100 kw 18,750 sq. mi.; Los Angeles—43,900 kw 32,100 sq. mi.; Cleveland—45,100 kw 17,500 sq. mi. No estimate was given as to cost of the proposed stations.

United Auto Workers FCC Application Requests Six Educational FM Stations

Harold N. Graves Named KIRO V-P

Official of Revenue Bureau Station Financial Head

SECOND high Government official within a month to accept a position with KIRO Seattle, Harold N. Graves has reported effective Dec. 15, as Assistant Commissioner of Internal Revenue to become Vice-president in charge of finances and personnel under Paul Appleby, Assistant Director of the Bureau of the Budget, resigned effective Dec. 4 to become vice-president and general manager of the Queen City Broadcasting Co., which owns KIRO.

36 Years’ Service

In acceptance of his resignation, President Roosevelt wrote, “I wish to commend you for the excellent service you have rendered the Government and for the faithful manner in which you have held in the Government service and for your outstanding achievements as assistant commissioner of internal revenue.

Mr. Graves

Ford Starts Series

FORD MOTOR Co., Dearborn, Mich., will begin a musical series featuring new and young music artists Dec. 8 on 183 Blue stations, Friday, 8-8:15 p.m. Titled Stars of the Future, new program will have permanent stars, Lawrence Brooks and Frances Greer, singers, as well as guest stars each week. Robert Russell Bennett, music director, will direct and arrange the series. Ford will continue Early American Dance Music, Sunday, 11-11:30 p.m. and the Greenfield Village Chapel Service, Sunday, 8-8:30 p.m. on the Blue stations. Ford Agency is J. Walter Thompson Co., Chicago.

KGW Renews on WQXR

KGW Portland, Ore., which began station promotion on WQXR New York last August, has renewed its deal for two-thumbs-up week-long engagements for 13 weeks. Arden X. Pangborn, KGW managing director, in a letter to H. K. Boice, vice-president of sales for WQXR, has commended the station for its successful promotion of KGW.
World to Syndicate Name Talent Discs

10 Features Ready For Release to Stations

ENTRY OF World Broadcasting System, pioneer transcription service, into the direct field of syndicated program production offering recorded name talent for national, regional or local sponsorship, will be announced this week. The new service will be known as World Features.

A year in the making, the innovation grows out of World's association with Decca Records Inc., of which it became a subsidiary in July 1943. Announcement will come with the release to stations, agencies and advertisers of an illustrated brochure setting forth the nature of the service and first offering of a group of 10 complete features ready for release.

Available first to World library subscribers in each market, each series will be sold on an exclusive market basis. Where World library stations do not subscribe to a particular series, it will be offered other stations or advertisers and agencies. Non-station purchasers will be sold subject to prior station sales, for broadcast in uncontracted markets within the same price ranges.

Based on Market Size

The World Features rate will be based on market size. It is understood the rate structure provides for a scale ranging from $70 to $200, based on market size, for a 26-time, 5-minute open-end series. For a series covering 156 quarter-hour programs, the range is from $425 to $1375.

The new service will not disturb the WBS operations in the transcribed program library and tailor-made transcription fields, in which it has pioneered since 1929. WBS library service has some 300 subscribers, of which 250 are in the United States.

P. L. Deutsch, WBS president, said it had been his conviction for a long time that there is "a need for high caliber, transcribed radio shows that would fit even limited advertising budgets of national, regional and local advertisers." With World's Decca association, he said, it is now able to draw on the years of experience Decca has had in gauging public performances in entertainment.

Breaks With Tradition

Citing Decca's success in "breaking away from outmoded traditions" and in "discovering public preference," Mr. Deutsch said that with this experience to draw on, World Features has been planned with the listening audience's mind. "We feel strongly that while a radio show must obviously meet the requirements of advertisers and the radio industry, our first obligation is to the listening public."

Work on the new service was begun immediately after World's acquisition by Decca, he said. Through this association, World has been given access to "an impressive array of star talent, top-flight writers, directors and producers"—a direct result of Decca's widespread operations in the field of entertainment. A. J. Kendrick, vice-president and general manager of World, is directing World Features activity. Bernard Zisser is production manager of World Features and George Cover of World Features announcement brochure, in which its new service is described, shows photos of some of the artists who perform for World.

DePue Jr. is in charge of sales.

All of the first 10 features are complete and ready to broadcast. The features now being released are of two types. Several are open-end programs and others in the form which World has labelled "Andi-Flex." The latter are those for which the recorded music is accompanied by pre-prepared scripts and which through their flexibility permit introduction of commercials at any time during the broadcast.

Examples are Casa Cugat, Latin American music with the Cugat orchestra, chorus and vocalists; Jam Session, authentic jazz by 116 top performers in the jazz world; and Songs of Praise, devotional music by the Hamilton Quartet, with George Broadbent at the organ. World has produced 156 quarter-hour programs in each of those series.

The open-end 15-minute programs include 156 episodes of Mandrake the Magician, radio adapta tion of King Feature syndicate adventure strip, sponsored in 416 newspapers; 26 Rhythm Range programs of cowboy music presented by Cottonseed Clark and his cowpony 256 regular and 13 special holiday programs of song and story by Irene Wicker, the Singing Lady; 13 programs based on the Hix United Feature Syndicate newspaper feature Strange as It Seems, now appearing in 200 newspapers.

Specific Projects

Open-end features also include three series of five-minute shows: 104 of Art Baker's biographies of famous folk under the title Footprints on the Sands of Time; 26 Fireside Tales, exciting stories dramatized by Frank Graham; 26 stories told by Maureen O'Sullivan, motion picture star.

In addition to its own features, World has plans to develop a plan for "the economical production of special open-end shows patterned to the individual requirements of advertisers or their agencies for specific markets." Through syndication of such programs in all other markets, World said it absorbs part of the cost, "combining the advantages of tailor-made shows with the economy of a syndicated feature."

Mr. Deutsch stated World now had other features in production in addition to the ten now ready. "We have made far-reaching plans for the future," said Mr. Deutsch. "With our unexcelled studio facilities and, now the almost inexhaustible reservoir of talent, writers, directors, and producers made available to us through Decca, we are in a position to produce each new World Feature as a continuing operation. Our effort will be to supply varied, top talent programs designed along the lines of popular appeal and priced within the budgets of all advertisers."

Electronic Corp. Expands

ELECTRONIC, Corp. of America, New York, as part of its promotion for postwar radio sets, on Dec. 4 was to start William S. Galimore, commentator, in a five-weekly program in WJZ, New York, having shifted him from WHN New York, with new seven, which he and Jane Campell, who reports the Walter Rochard, manager of RCA Communications' International Photo-Radio service, accompanied the party on the Hawaiian tour.

December 4, 1944
House Probe of FCC Is Closed to Public

Sirica, Charging 'Whitewash', Resigns

By BILL BAILEY

FINIS to the Congressional probe of the FCC in effect, if not in fact, was written last week when the House Select Committee to Investi-
gate the FCC voted 3-2 to terminate public hearings into the sale of WMCA New York by Donald Flamm to Edward J. Noble, now Blue Network chairman. The inquiry continued, however, behind closed doors.

John J. Sirica, Committee general counsel, in open session Tues-
day, denounced the Committee ac-
tion and resigned, declaring he could not live with his conscience were he to be a "party to this whitewash" of public tiềnos. "I have followed the footsteps of his predecessor, Eugene L. Carey, who likewise charged a "whitewash" and re-
signed after the Committee, by a 3-2 vote, post-
pone hearings in the WMCA case pending litigation in the New York Supreme Court.

Hearings Slowed Down

Chairman Lea (D-Cal.), immediately upon Mr. Sirica's resignation, designated Robert B. Barker, chief investigator, as acting general counsel. The Committee on Friday formally appointed Barker general counsel, effective Dec. 1.

After the Committee went into executive session the hearings slowed down considerably, it was reported, comprising themselves of taking more active part in exami-
nation of witnesses and delving into minute details. Only two wit-
esses were called to testify in the closed chamber Tuesday, William Weism-
man, former general counsel for Mr. Flamm, and Irwin Stengut, New York State Assemblyman and member of the Committee, told that he has been asked to have complained to the White House about the WMCA sale.

Other witnesses heard behind closed doors included Col. Talford Taylor, former FCC general counsel who was flown from the Euro-

nean Theatre of Operations to testi-
y; Charles R. Denny, present FCC general counsel; Mr. Flamm; Les-
ie E. Roberts, former public rela-
tions counsel of WMCA who has told the Committee a story of con-
spiracy" to "fringe" Mr. Flamm into selling his station; and Marion K. Gilliam, Asbury Park, N. J., for-
mer 60% owner of WMCA with Mr. Flamm, who sold his interest to the Flamm in 1932.

Reports gained circulation on Capitol Hill that the new Con-
gress would demand a "thorough and exhaustive" investigation of the WMCA sale, having heard that the probe accomplished little except bring about a re-
duction of $3,000,000 in the 1945 appropriation. Those sources in-
ferred that Mr. Carey would be brought back to Washington to conduct the job he had been doing in New York from 1943. Reached by BROADCASTING, however, Mr. Carey declared he was "perfectly happy" practicing law and felt that he could not accept the appoint-
ment of general counsel of a new investiga-
ting committee. He said he planned to organize a law firm with Mr. Sirica, declaring: "I thoroughly sympathize and agree with Mr. Sirica's position. A lawyer of integrity and honesty could do nothing else."

In many respects the drama en-
acted in the House Committee chambers last Tuesday was a par-
allel to that of last February when charges of "whitewash" and "Ad-
ministration pressure" were heard.

In the first instance Rep. Hart (D-N.Y.) moved to postpone hear-
ings. Under Frank Curran's cap-
tory for Mr. Noble, telegraphed the Committee, requesting a delay until after Mr. Flamm's suit in the New York Supreme Court against Mr. Noble was settled. Following a letter from Mr. Wood last Monday, requesting that the Committee hold executive sessions, Rep. Hart moved that his request be granted, with the proviso that any information relating to the FCC hearings be held "at the con-
closure of hearings".

The committee chairman, who voted with Reps. Hart and Mag-
nuson (D-Wash.) last February to discontinue hearings, last week broke the job to Rep. Wigglesworth (R-Mass.), in opposition to Reps. Hart, Priest (D-Tenn) and Miller (R-Mo.). Rep. Miller's action was the biggest surprise inasmuch as he had pronounced the majority members for what he termed a "whitewash" and had taken the fight to the floor of the House. The Committee was then forced to open hearings in the WMCA case.

See 'National Scandal'

In the session last Tuesday Rep. Miller charged that the investiga-
tion had become a "private fishing, expedition" and that he was not convinced "by the showing made thus far" that the inquiry into WMCA related "materially to any event of the FCC."

Rep. Wigglesworth, who with Rep. Miller bitterly fought post-
ponement of the WMCA hearing last February, asserted that Mr. Hart and Mr. Miller were "united in their demand for withholding the facts from the Congress and the people."

"I agree with the recent state-
mement of the chairman to the effect that a vote to terminate public hearings at this time may well create a national scandal," said the Congressman who for three years has pressed for a complete probe of the WMCA sale, both in Appropriations Committee hear-
ings and in the Select Committee.

Mr. Wigglesworth charged that the Committee and its staff, since the beginning of the probe, have "met with constant obstruction, intimidation and underhanded tac-
tics from those in high places in the attempt to cover its work and suppress the truth." He as-
serted that every time the Com-
mittee had attempted to take up the sale last February, "pressure has been brought to bear from Administration and other sources in the attempt to suppress the case entirely or to postpone indefinitely the presentation of the facts to the Congress and to the people."

"Every time that pressure has proved successful in withholding from the Congress and the people unsavory facts said to involve high Administration officials and big business interests. The strength and character of this pressure is in itself the strongest possible prima facie evidence, in my judgment, that there is something in the 'Denmark' which cannot stand the light of honest investigation."

Counsel Praised

Statements came thick and fast both during the brief open session before the doors were closed and following the close of the hearings members made statements, in ad-
tion to Mr. Sirica. Others in-
cluded Mr. Noble, Philip Handel-
man, attorney for Mr. Flamm, and FCC Chairman E. K. Jett. During the upheaval Mr. Handel-
man and Mr. Denny attempted to make statements but were over-
ruled by Chairman Lea.

In his parting words Mr. Sirica paid tribute to Chairman Lea, he said, had been accused of "whitewashing the probe." "I can say that I never believed you wanted to whitewash," said the retiring general counsel. "I cer-
tainly accept my own con-
science that John Sirica is a party to any whitewash." Rep. Miller objected to what he termed an "impertinent remark" but Mr. Sirica continued, addressing the chairman, "I want to thank you publicly for the trust you have placed in me. I can agree with the majority of the Committee, therefore I am tendering to you today my resignation."

Rep. Hart paid his respects to the general counsel as a "highly honorable gentleman," asserting that he regretted "the decision he has made" and hoped that Mr. Sirica would stay. He denied any "suppression of facts" and declared that "nobody has at-
tempted to intimidate me; no-
body has attempted to exert pres-
sure on me."

Rep. Priest, who was appointed

(Continued on page 66)
Booby trap

That gadget up there, in the language of the British Army, is a German anti-personnel bomb. The troops call it a booby trap.

It looks innocent... but it can kick your head off.

Radio time buyers can take a tip from that bomb. Some radio station buys look good, sound good... but the high cost, low sales results often kick the bottom out of a sound campaign.

In the 6th largest market we offer you a radio station that delivers more sales results per dollar than any of the other four stations in town.

The station we are talking about is W-I-T-H, the successful independent. There are some hard-boiled, sales producing facts about W-I-T-H for you to look at... before you buy any time in Baltimore. We'll be glad to show them to you.

WITH
Baltimore, Md.

Tom Tinsley, President  •  Represented Nationally by Headley-Reed

December 4, 1944  •  Page 17
Bill to Curb Petrillo Before Senate

GETS UNANIMOUS VOTE;
SYMPATHY STRIKE IN NASHVILLE Sought

THE FIRST legislative boomerang to James C. Petrillo's victory in the recent strikes was the action taken by the Senate Interstate Commerce Committee when the Senate Interstate Commerce Committee unanimously reported out a bill (S-1957) by Sen. James Vandenheuvel (D., N. Y.) prohibiting the AFM leader from interfering with the broadcasting of non-commercial cultural programs by educational or other non-profit organizations.

Action in the bill, which had lain dormant since its introduction last May, was a surprise even to the author of the legislation.

It is understood that committee members were moved by the public reaction to surrender of the recording companies to Petrillo's demands, and took the position that Congress must now act and for all put a stop to the musician leader's operations.

Will Seek Action

Sen. Vandenheuvel announced he would press for action on the bill before the present session of Congress expires on Jan. 3, 1945. In view of the Senate committee's unanimous approval of the message by the Senate and later by the House was anticipated by its supporters.

The congressional development followed within less than a week the National Labor Relations Board decision which prevents Mr. Petrillo from carrying out his make-work plans to force radio stations to hire musicians to play records.

The Board safeguarded the jurisdiction of the National Association of Broadcast Engineers & Technicians (NABET) which had opposed the efforts of the AFM to take over all journalistic functions of the technicians at NBC and Blue-owned stations. Mr. Petrillo was permitted to retain his jurisdiction in important technical, physical and specialized considerations [Broadcasting, Nov. 27].

Meanwhile, Mr. Petrillo continued to make news on other fronts. An effort of the Washington, D. C., local of the AFM to terminate the 95-piece band of the Metropolitan Police Department and to prevent the authorization of a $11,500 appropriation for maintenance drew a strong attack on Mr. Petrillo from Rep. F. Edward Hart (D.-La.), a member of the House District Committee.

"If James Petrillo and his musicians' union get away with this window dressing in the Nation's capital, it will not be long before the rest of the country's municipal bands become victims of the union," he warned a subcommittee hearing on the authorization.

When Mr. Hebert was accused by Paul Schwartz, president of the local, of having "hated" for the AFM, he replied: "No, I do not. There is no one stronger for the union for and I am a great believer in collective bargaining but I'll be damned if we will tolerate racketeers in unions."

In sharpness for the union, Lee Potter, a Washington musician, suggested that members of the subcommittee might be allowing their "hard feeling" against Petrillo to prejudicing their attitude toward the local. Referring specifically to the recording case and its attendant publicity, he charged that some retail stores raise their prices slightly to provide for benefits to employees and that customers do not mind this because they are sympathetic to the merchants who take care of their help. But because of the antiguon which has been built up against Petrillo, he continued, there is resentment on the part of consumers to paying a few cents more per record, to provide benefits for a musicians "who have been kicked around" and have been compelled in peace time to take jobs even in shoe parlors to earn a livelihood.

The subcommittee unanimously reported the bill to the full committee with the recommendation that any amendments which the union wished to offer could be submitted to the full membership. Members of the subcommittee in addition to Rep. Hart, Rep. John L. McMillan, chairman, (D.-S. C.), Thomas D'Alesandro Jr. (D.-Md.), James C. Auchinloss (R.-N. J.), and Sid Simpson (R.-Ill.) voted.

Nashville Strike

In Nashville, Mr. Petrillo's aid was enlisted to resume a strike of transmitter engineers which had put WSIX off the air for three days. The walkout, which occurred a week ago Thursday [Broadcasting, Nov. 27], was called by the International Brotherhood of Elec- trical Workers (AFL) as the result of a dispute over wages and hours. It was reported that the management had recovered transmitter equipment missing when the engineers walked out and had obtained non-union workers to operate the station.

D. M. Morris, representative of the Radio Broadcast Technicians' branch of the IBEW, announced he had called on the international headquarters of the IBEW to appeal to Mr. Petrillo to call a sympathy strike at the station. An offer was made to the entire Mutual network, forcing the system to discontinue musical programs to WSIX. As a result, the station had no music, other than recorded, for weeks until the dispute was settled.

Approved by Fly

On the NLRB platter-turning decision, Mr. Petrillo apparently had nothing to say officially, at least, although he was reported to be "mad as hell." A network spokesman simply declared: "Now that the NLRB has rendered its decision in the platter-turning case, we are starting negotiations with NABET for a new contract."

These negotiations will begin Tuesday at NBC headquarters in New York.

NABET's contract with NBC and Blue expired June 1 but continued under its terms until July 27 when the union gave 30-day notice of termination to reopen contracts, calling for higher wage rates and guarantees of jurisdiction in multistation turntables. Since Aug. 27, operations have continued on a day-to-day basis, awaiting the NLRB decision on jurisdiction.

The Vandenheuvel bill, an outgrowth of hearings held before the Clark subcommittee of the Senate. WMFF TransferAsked

APPLICATION was filed with the FCC last week by WMFF Plattsburg, N. Y. for transfer of control from Edward F. Bragg to George F. Bissell, president and manager, through Mr. Bissell's holding company, for $24,000. Mr. Bissell, president and holder of 96% interest in WENT Governors Island, holds 98% of the shares of the total 326 shares in WMFF.

Committee on Interstate Commerce on the Petrillo ban against NBC broadcasts of symphony concerts by the students of the National Institute of Music, Inc., May file a bill which would amend the Federal Communications Act of 1934. Its purpose, according to the author, is to keep "James C. Petrillo, out off the necks of the school children of the country."

The Committee, in reporting the bill, authority of the letter dated July 1, 1944, from former FCC Chairman James Lawrence Fly in reply to a request from Chairman Burdick (D., Mont.) for comment. Mr. Fly wrote:

"It appears that the proposed amendment designed to meet the occurrence of incidents similar to that which happened here, perhaps a few years ago. At that time, as you will recall, we were forced to cancel a network of NBC by the National High School Symphony Orchestra from the National Music Camp at Interlochen was cancelled because NBC thought that the broadcasts by amateur musicians might result in confusion by professional. Insofar as the proposed bill is concerned, the reasonableness of such an incident, it represents a desirable objective and merits consideration by your committee."

Text of Bill

The bill provides that:

The Communications Act of 1934, as amended, is further amended in section 329, of such Act, a new section as follows:

"Sec. 329. It shall be unlawful for any person, or any person representing an organization or group, to interfere with, or to cause to interfere with, a station or any broadcasting station to participate in any commercial solicitation, of any nature or purpose to prevent or to interfere with the broadcasting of any noncommercial educational or cultural programs, unless such interference is in furtherance of the group's interest in a broadcast license, and such interference is part of a general action for other purposes."

BEAMING APPROVAL of Buster Brown show, broadcast Saturdays on WMFF from noon to 2 p.m., stars Smollett and McMillin (seated), (I to r): Arthur Jacobson, NBC central division production manager; Frank J. Cornel, advertising manager of Brown Shoe Co., sponsor; Norman LeVally, account executive of Leo J. Bennett, agency; Frank N. Mastin, Brown Shoe Co. sales representative; Ted Schott, manager of Brown Shoe; R. B. Brown, director of sales for Brown Shoe.

BROADCASTING • Broadcast Advertising
"GIVE ME LIBERTY...."

From old St. John's Church in Richmond Patrick Henry's challenge of "Give me Liberty....
or give me Death" went ringing through the pages of history. Today, 169 years later, the bells of this same church ring in Sunday morning services on WRVA. Such associations form the character which makes WRVA a living and breathing part of Virginia.... an institution unique and great in radio.

50,000 WATTS . . . NIGHT AND DAY
STUDIOS IN RICHMOND AND NORFOLK
Our association with WRVA, Richmond, extends over a ten-year period. We are proud to have played a part, as National representatives, in the deserved growth and success of WRVA which today is one of the most outstanding and effective stations of the South.
SALUTE TO WARTIME PLANTS

Gimbel Store Finds Factories Cooperative

In Philadelphia Campaign

Mr. Kaufmann, executive head of Gimbel Bros., Philadelphia, evolved the idea of a vocal salute to Philadelphia industries in appreciation for their untiring and invaluable contribution to the war. RCA Victor, SKF Industries, Philco Corp., and Bendix Aviation are among the companies which have been or will be saluted in Gimbel Bros."Victory Caravan". In this article, Mr. Kaufmann describes the format developed for the first "Victory Caravan" salute to John G. Pew Jr.'s Sun Shipbuilding & Drydock Co.

By ARTHUR J. KAUFMANN
Executive Head
Gimbel Bros., Philadelphia

COOPERATION of the Sun Shipbuilding & Drydock Co. in promoting our first Victory Caravan was readily obtained after I wrote John G. Pew Jr., Sun Shipbuilding president, outlining the idea for the series and inviting Mr. Pew's plant to be the first saluted. The Sun Shipbuilding personnel relations manager was quick to see the value in promoting goodwill among Sun workers, particularly as the talent would be composed of Sun employees.

The production staff of WIP acts as a clearing house in the screening of talent from the employee staff of the war industries saluted on the Caravan. Every employee who wishes to try out for the show is given a fair opportunity for an audition. A surprisingly high quality of entertainment has been screened thus far by the WIP production staff.

Many Attend

To accommodate a larger audience, after the Aug. 9 Sun Shipbuilding premiere proved successful, we decided to move the Victory Caravan from the WIP studios, where only a limited number of persons could be seated, to the Gimbel Store Auditorium where we could seat 700 or 800 people. The promotion department of WIP supplies tickets each week to the industry participating.

WIP has prepared a special promotion kit consisting of color display cards for theatre lobbies showing Sun personnel participating in the program, payroll envelope stuffers for plants paying in cash, copy for the plant PA system, talent pictures and copy of the house organ editor. In addition, advertisements are run in Philadelphia papers, as well as in local papers in the communities in which employees participate in the show live.

Some plants request special promotion materials included in the WIP kit, as did SKF Industries when the Victory Caravan saluted the large ballbearings factory. SKF wanted a special advertisement made up for the back cover of its house organ. WIP forwarded a complete plate to the SKF Industries house organ editor.

When Cramp Shipbuilding participated in one of our "salutes", the company utilized 12,000 attractive payroll envelope stuffers.

The local newspaper promotion angle has worked out quite satisfactorily for us, as local editors are quick to see the value of an item about a local resident being on the radio. Two papers which have given us outstanding cooperation in this regard so far are the Lebanon Courier and the Norristown Times Herald.

One of the most important rules to follow in getting out our type of promotional material is to deliver the promotion pieces to the industrial plant in ample time for advance display. The best way to build a good sponsor-station-plant relationship is to make certain that the busy plant executive is not bothered by the mechanics of your promotional campaign.

Plants saluted are utilizing transcriptions by WIP, playing the discs over the PA system in each plant, so that all employees may hear them.

KOV MANAGEMENT PLANS EXPANSION

OPERATION of KQV Pittsburgh, basic Blue Network outlet there, by the Allegheny Broadcasting Co., was announced last week. New business offices are in the Union Trust Bldg. in downtown Pittsburgh, and plans are being made to construct new studios and install new equipment as soon as material is available.

The new owners, four Pittsburgh businessmen [BROADCASTING, Aug. 21], have given the new vice-president and general manager of KQV, G. S. (Pete) Wassmer, authority to expend considerable funds on an audience promotion campaign. Mr. Wassmer has named James Murray, formerly of KDKA Pittsburgh, and more recently sales promotion manager of W2Z New York, as KQV sales manager, and Ben Edson, formerly with KMPC Hollywood, as publicity director and head of the special events department of the newly acquired Blue outlet.

Until the new studios are in operation, KQV will continue operation from its present quarters in Pittsburgh's Chamber of Commerce Bldg.

NRDGA Course

THE RETAIL advertising course of the National Retail Dry Goods Assn. has been accepted for use by servicemen's rehabilitation centers by the office of the Surgeon General. Course, which offers specific facts for the beginner on radio advertising and other media, has been presented in several cities. More than 2,000 textbooks, 60 film strips together with an art course are to be distributed to the general hospitals for use in the education conditioning program.

Mr. Blank is our cliche exterminator. Someone, early in radio history thought up a lot of ways of saying things and everybody got in the habit of saying them that way as though they were gospel.

We got tired of hearing things said in the same dull old way, so we hired Mr. Blank to weed out our surplus cliche. He's made remarkable progress in our flowering garden of words.

He swept out all our old, dead words, and supplied our announcers with a bright new shiny set.

We think our shows have a new sparkle as a result.

"Words, words, words," says Mr. Blank. "Amazing, the things you can do with words."

One of the things Blank does with them is called showmanship. Another one is called salesmanship for your product.

* Mr. Blank has a word for everything but himself.
Denver's 33-Year-Old Rubber Industry

IS HERE TO STAY!

By July of next year, the facilities of Denver's 33-year-old rubber plant, the sixth largest in the U. S., will have been nearly doubled. A $6,000,000 expansion program, originally planned over a 4-year period, will be crowded into one year. The post-war market for the products of this plant—tires, tubes, hose, belts, and countless moulded rubber goods—will most certainly keep it out of the museum of industrial war relics long after peace comes.

Denver's rubber industry is just one of many fixed assets of this region which account for its stability and economic soundness. Mining, agriculture, livestock raising, manufacturing, and the tourist industry are all permanent and sound assets of this region which make it a sound market in which to invest sales effort both for immediate and future profit.

The soundness of KLZ as a sales-promoting medium in the Denver market is decisively indicated by the fact that more advertisers, local and national, buy more time on KLZ than on any other Denver station. With this significant fact in mind, you may lay all other data, charts, and facts end to end...and leave them there.

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
Radio's Part in Sixth Loan To Exceed All Other Drives

Treasury Official Lauds Stations and Networks For Initiative, Response to Bond Problems

RADIO'S contribution to the Sixth War Loan Drive will far exceed that of any previous campaign in dollar value or otherwise, it was predicted last week by Robert J. Smith, chief of the Radio Section, Treasury War Finance Division.

He commended broadcasters for their initiative and willingness in offering facilities, talent and executive and other personnel toward solution of War Bond sales problems posed by the Treasury Dept. for the Sixth Loan.

CBS Day Dec. 7

"This is evidenced by the interest and spontaneous manner in which broadcasters on their own have come to us with programming and promotion ideas for their station or network, in answer to our statements of objectives for the Sixth Loan," said Mr. Smith. He also commented that the ratings for the kickoff network programs Nov. 19 "compared favorably" with their competitive programs and that their cumulative effect brought ratings on the President's message which are higher than any of those for his addresses during the political campaign.

Plans for the network Bond day of CBS on Dec. 7, as proposed last week, call for Sixth Loan promotion on every program of the day, with most of the copy woven into the regular scripts. Worldwide pickups are slated for Finish the Job, Sixth Loan feature spotted at 8:55 p.m., and produced and directed by Robert Louis Shayon who also did some of the writing along with Bob Shiel.

Broadcast will present a chronological survey of the war up to the present with wounded servicemen and families of servicemen killed in action participating. Some evening, 11:30-12 CBS will broadcast And Some Shall Return, built around the poem "What Did You Do Today, My Friend?" written by Dean Chatlain, former Army lieutenant who amputated his own foot while under enemy fire in Tunisia. Musical setting of poem is to be sung by Lawrence Tibbett. The man who has received as many awards as Gen. Douglas MacArthur, Capt. Maurice Britt, also will be on the program.

The following day CBS plans to air The Dead Tell No Lies, 7:15-7:30 p.m., drama stressing the seriousness of war, and on Dec. 15 a drama is scheduled by Max Yanowski. Time for the latter has not been set.

Now being sent by the WFD Music Promotion Unit to stations on the West Coast is a new recording "Buy a Bond for a Soldier for Christmas", presented by Renzo Cesana, and sung by Bob Hannon with music of Dave Broekman's Treasury orchestra.

Mutual on Nov. 30, 4:30-4:45 p.m., presented a special St. Andrews Day program for the Sixth Loan featuring the Marine Corps Bagpipe Band, organized in Londonerry, Ireland, on a bet that the Marines "couldn't do it." Band consists of 37 members and is under direction of Field Music Sgt. Carleton E. Hyland. Dorothy Thompson's program, heard 4 p.m. Sunday on the Blue, during the Sixth Loan will center about questions concerning War Bond sales.

WLS Chicago reported that its activities for Independents Bond Day, Nov. 28, included a series of 15 one-minute War Bond announcements by station talent and heads of various WLS departments, promotion on nearly every program and station break of the Sixth War Loan exhibits at the Chicago Navy Pier, and a Sixth Loan edition of the daily noontime Dinner Bell program which featured a wire recording of the U.S. Marine Corps "Mock Invasion of Chicago" made the previous Sunday and an interview with Col. A. Pierce, officer in charge of the Marine exhibit. Also Julian Bentley's 12:30 p.m., 2:45 p.m. and 6:30 p.m. newscasts were originated in behalf of the Drive from the Radio Electronics Exhibit at the Navy Pier.

Eight members of the Treasury Dept., representing Sixth War Loan committees, were to compose New York and Chicago teams on the Dec. 3 Quiz of Two Cities show.

COINCIDENTAL homecomings unexpectedly brought the engineering staff of WGTW Wilson, N. C. together again. Without even knowing the others were in the state, Warren Wooten (1), present chief engineer; Chief Warrant Officer W. H. Malone (center), back from the Pacific and C. O. Hudson (r), WGTW's first chief engineer now with the FCC, arrived at the station just 30 minutes apart.

Shreveport

Prosperity from Industry

Reason for this tri-state area's rise in prominence and continued prosperity over a period of many years is its great diversity of industry. A listing of the various industries would include petroleum, natural gas, lumber mills, iron and steel foundries and chemical plants. As a result of the war, plants and refineries have been constructed for producing ammonia, plastics, butadiene, aviation gas, ordnance items and precision instruments. Add all these together and you have a market possessing tremendous selling possibilities...a market you can cover completely and effectively with one single medium-KWKH.
Hires Replacing Heidt
CHARLES E. HIRES Co., Phila-
delphia, will discontinue in Jan-
uary Heidt Time for Hires on 136-
Blue stations Monday, 7-7:30 p.m.
A new program, featuring Don
Pringle, scriptwriter, and Wendell
Niles, freelance announcer, as a
comedy team will serve as a re-
placement, either continuing in the
same spot, or moving to another
period on the Blue. Horace Heidt's
program will go off around Jan. 15.
Agency is N. W. Ayer & Son, New
York.

TWENTY-TWO YEARS ago when
Sydney R. Montague was a Royal
Canadian Northwest Mounted po-
lieutenant stationed in the Far North
where mail reached him only once
a year, he formed lifelong indebted-
ness to an announcer who delivered
messages and letters via a special
KDKA-WXAA Pittsburgh program.
Now an internationally known lec-
turer, Mr. Montague finally found
that announcer when he recognized
the voice of E. D. Harvey of the
WKY Oklahoma City production
staff with whom he is rehearsing
WKY's Sixth War Loan video show.

FCC Pleas Filed
For KROW, KPAS
Transactions Seen Eliminating
'Duopoly' Interests

APPLICATIONS for the sale of
KROW to Mr. S. McFarland by
Wesley L. Dunn, controlling stockholder,
for $250,000, and his acquisition of a
25% interest in KPAS Pasadena,
now are pending before the FCC
by virtue of transfers formally
completed [BROADCASTING, Oct. 30].

KROW, independent operating on
980 kc with 1,000 w fulltime, would
be sold by stockholders of Educa-
tional Broadcasting Co., to stock-
holders of KROW Inc., who include
Sheldon F. Sackett, Oregon pub-
lisher and broadcaster, who ac-
quires 65% and Philip G. Lasky,
vice-president and general manager
of KROW for the past five years,
who procures 35%. The price of
$250,000 set forth in the appli-
cation is exclusive net quick assets
on the transfer date set by the
Commission.

Duopoly Transfer
Mr. Dunn, who is the principal
stockholder, also of KSFO San
Francisco, has contracted to pur-
chase the 25% interest in KPAS
held by J. Frank Burke for about
$100,000. Loyal K. King, general
manager of KPAS and a stock-
holder in the station, will continue
in that capacity. He is a son-in-
law of Mr. Burke.

The transactions were devised to
eliminate 'duopoly' interests of both
Messrs. Dunn and Burke. By
vesting himself of his KROW in-
terest, Mr. Dunn would operate
only KSFO and the two inter-
national shortwave stations
KWID and KWIX, in the San Francis-
co-Oakland area. Mr. Burke also
operates KFVD Los Angeles and is
required to divest himself of his
interest in one station or the other
under the FCC's multiple own-
ership regulations. KPAS operates
with 10,000 w on 1110 kc unlimited
time.

Mr. Sackett is principal stock-
holder of KVAN Vancouver and
KOOS Coos Bay, Ore. He is also
editor and publisher of the Coos
Bay Daily Times. Mr. Lasky, prior
to becoming general manager and
shareholder in KROW, was for five
years manager of KSFO and for
eight years prior to that manager of
KDYL Salt Lake City.

Canadian Stations
NEW low-powered Canadian sta-
tions have been authorized to op-
erate by the Radio Branch, De-
partment of Transport, Ottawa.
CAB Windsor, N. S., has been li-
censed to Avarid M. Bishop, to op-
erate with 100 w on 1450 kc; CJSO
Sorel, Que., to Henri Gendron and
Arthur Prevost with 100 w on
1400 kc; CKPA Port Alberni, B. C.,
to Neil Jordan with 250 w on 1320
ke and CJEM Edmundston, N. B.,
to Edmundston Radio Ltd., with
200 w on 1240 kc.

WAB Worcester presented a
composite picture of radio's part in
the Sixth Loan Nov. 21 at the
Worcester Retail Bond Rally din-
ner, attended by more than 200 per-
sons from local retail stores. Spec-
sial script written by WAB staff
members was presented, inter-
spersed with excerpts from each of
the Treasury transcribed series de-
oted to the current Drive.

Rush Hughes has incorporat-
ed War Bond time signals into his reg-
ular KWK St. Louis programs with
"---------- Central War Bond
Buying Time". Similar version by
KFYR Bismarck, N. D. is "Moun-
tain Bond Buying Time is...",
followed with the Morse code "V".

KCKN GOES STEADY

"THIS IS MUTUAL"
At 6 P. M. KCKN be-
comes a BASIC station of the Mutual
Broadcasting System.

* * *
24 HOURS A DAY
KCKN is the only Kan-
sas City station broad-
casting day and night
—all night.

There's nothing wrong with farmers and small town folk—it's just that they're so few and far between compared to the
great concentration of in-the-money, eager-to-buy listeners
that comprise Greater Kansas City.
KCKN believes this nine hundred million dollar market is
worthy of ALL its attention. KCKN programs specifically
and exclusively for city listeners—and offers you the MASS
MARKET BUYING POWER of Greater Kansas City
without the rate penalty of ourstate coverage.

Wise or phone your nearest Capper office for availabilities.

The Voice of Greater Kansas City
BEN LUDY, GENERAL MANAGER, KCKN, KANSAS CITY.. WIBW, TOPEKA
ELLIS ATTEBERRY, MANAGER, KCKN, KANSAS CITY

CAPPER PUBLICATIONS, Inc.
NEW YORK 17: 420 LEXINGTON AVENUE
MOMARKE 4-3280
SAN FRANCISCO 4: 1207 RUSH STREET
DOUGLAS 2220
KANSAS CITY 6: 300 WALTER BUILDING
VICTOR 3064

Page 24 • December 4, 1944
BROADCASTING • Broadcast Advertising
Hop Picking—Streamlined Model. Modern methods replace slow, tedious, hand picking—one reason why Bank Transactions soared to $1,636,209,742 for the first 9 months of 1944, an increase of 10.2% over the same period in '43. Streamlined to Inland Empire needs, KHQ completely covers this rich area at the cost of just one medium.
FCC Approves Sales of Six Stations, Three Under Multiple Ownership Rule

SALES of a half-dozen stations for an aggregate of approximately $880,000 were approved by the FCC last week. The transactions included:

KEX Portland, Ore. (1190 kc, 5,000 w, Blue outlet), from the Oregonian Publishing Co. to Westinghouse Radio Stations, for $400,000, a duopoly sale by virtue of the Oregonian's ownership of KGW Portland. Commissioners Durr and Walker favored a hearing, but cited no reasons.

Bitner Gets WFEA

WGL Fort Wayne (1450 kc, 250 w, NBC outlet), by Westinghouse to Farnsworth Television & Radio Corp., for $235,000, a duopoly sale by virtue of Westinghouse ownership of WOWO Fort Wayne.

WFEA Manchester, N.H. (1370 kc, 5,000 w, NBC, Yankee, New England networks), sold by Mrs. Adeline Bines for $150,000 to H. M. Bitner, principal owner of WFBM Indianapolis and publisher of the Pittsburgh Sun-Telegraph. Commissioners Walker and Durr favored a hearing, presumably because of the absence of newspaper ownership aspects.

WORD Spartanburg, S.C. (1400 kc, 250 w, Blue outlet), by Spartanburg Advertising Co. to J. M. Bryan, vice-president of Jefferson Standard Life Insurance Co., Greensboro, N.C. and Smith Davis, newspaper and station financier of Cleveland, as co-partners, for $58,500, a duopoly transaction because of Spartanburg Advertising Co.'s ownership of WSFA.

WCAP Asbury Park, N.J. (1310 kc, 500 w, 1/2 time, independent), transfer of control from Georgia A. Burley through sale of 55.3% of stock to Charms Candy Co. of Bloomfield and Asbury Park, for $6,075 cash, plus assumption of liabilities, making an aggregate of approximately $55,000. Approval was subject to whatever determination the Commission might make on pending renewal and modification of license in view of increased time applications of WCAP, WCAM Camden, and WTNJ Trenton, all sharing on the same frequency.

KROS Clinton, Ia. (1340 kc, 250 w, independent), acquisition of control through transfer of 38.2% of outstanding capital stock from Peter Matzen to W. S. Jacobsen, former Iowa Congressman, for $5,500. Mr. Jacobsen has owned 33%, thus increasing his stock interest to 63%.

The Commission also granted voluntary assignment of the license of KLMP Minot, N. D., from John B. Cooley to himself, his wife and Carroll W. Baker, a newly formed partnership. No monetary consideration was involved. Also approved was transfer of KORE Eugene, Ore., on an involuntary basis, from the late Frank L. Hill and Violet C. Hill, co-partners, to Virginia C. Hill Metter, administratrix of the estate of Mr. Hill. There was no monetary consideration.

Spot Sales Plans

JAMESON E. BRINKMEYER, formerly with WTMV East St. Louis, Ill. and with the Chicago sales staff of World Broadcasting System, has joined the Chicago office of Spot Sales Inc. Company. Company reported this as "the first step in the reorganization of our Chicago activities", stating that "other developments will be announced as negotiations now taking place are concluded". Conversations between Donald Davis of WEB Kansas City and Loren Watson of Spot Sales are understood to have resulted in an agreement, to be formalized as soon as contracts have been drawn, whereby Mr. Davis will become a stockholder in the representative firm which then adds WHB to the list of stations it handles.
WTMJ's position as Wisconsin's number one radio station is not confined to any single program, or any one part of the day. Morning, noon and night, most of the listeners most of the time are tuned to WTMJ. In many cases, WTMJ has more listeners than all other stations combined.

This listener loyalty is traceable to WTMJ's intense local programming, full schedule of NBC programs, and its outstanding service to the community.

You, as an advertiser or agency representative cannot plan on doing a radio job in Wisconsin, without WTMJ, for WTMJ delivers most listeners per program, most listeners per dollar.
Gillel Safety Again to Air Major New Year Games

GILLETT SAFETY RAZOR Corp., Boston, again will sponsor four of the major New Year's Day football events on three networks using 1,400 broadcast stations during the day. A network of more than 200 stations carry Mutual coverage of the Cotton Bowl games from Dallas at 2 p.m. Bill Slater will handle the play-by-play and Charles Jordan, South- west sportscaster, the color. Gillette also will sponsor the Shriner's East-West College All-Star game from San Francisco on more than 200 Mutual stations, 4:45 p.m., with Ernie Smith describing the Western classic and Mal Ven- ter handling color.

The Orange Bowl game in Miami will be carried on 142 CBS stations at 1:45 p.m. Ted Husing, CBS sportscaster, will be assisted by Jimmie Dolan. From New Orleans, the Blue will cover the Sugar Bowl event on 191 stations, Harry Wiemer handling play-by-play, and Bill Bremel the color. Agency is Mason Inc., New York.

Decca Dividend

DECCA RECORDS Inc., New York, at a meeting of the board of directors last week declared an extra dividend of 30c per share on preferred stock. The dividend, the color. Agency is Mason Inc., New York.

KTRI Interest Sold

APPLICATION has been filed with the FCC for transfer of control of Sioux City Broadcasting Co., licensees of KTRI Sioux City, Ia., from the Tribune Co. to Eugene H. Kelly, Eugene F. Kelly and John C. Kelly through purchase of 125 shares common stock (50%) for $17,375. Reason for the shift is liquidation of the Tribune Co. of which John C. Kelly is president, Eugene H. Kelly, secretary-treasurer, and Eugene F. Kelly, vice- president. Both John C. and Eugene F. Kelly are also vice-presidents of the Journal-Tribune Co., publisher of the Sioux City Tribune. Eugene H. Kelly, president of KTRI, would receive 63 shares of the stock. John C. Kelly, KTRI vice-president and director, would receive 31 shares, as also would Eugene F. Kelly. Other 50% interest in KTRI is held by Dietrick Dirks, general manager.

Pond's Expands

POND'S EXTRACT CO., New York, expanding stations using transcription second and chain- break spot announcements for face creams, last week added KNX KRTM KPAS KJSP to its list, emphasizing for the first time, Pond's society-beauty endorsements, used in newspaper and magazine advertising, with promotion varying from nine to 26 times weekly per station. Current station list includes KFRC KMOX WSBM KMOX KWW KFAS KGO KFRC KJBS KKOD KSD KMPC KJH KMTV KNX KPO KQW KSFO KEX KGW KINO KGA KQH. Agency is J. Walter Thompson Co., New York.

Correction

DR. MATTHEW N. CHAPPELL, who became consulting vice-president of Elliott-Haynes, Toronto, on Dec. 1, will divide his time between there and New York, where he continues as a consultant to C. E. Hooper Inc. in the field of radio audience measurements and as an associate of Carl W. Dreyer in psychological research in the field of printed media and is not moving to Canada as was reported erroneously in last week's BROADCAST- ing.

KFUN Las Vegas, Nev. M. has announced the appointment of the William G. Rambeau Co., Chicago, as station representative.

BLUE NETWORK WEJY YOUNGSTOWN OHIO

28th METROPOLITAN DISTRICT

MORE LISTENERS PER DOLLAR

Ask HEADLEY-REED

New York, Chicago, Detroit, Atlanta, San Francisco

Page 28 • December 4, 1944
The act of knitting does not require conscious thought.
It's an acquired habit.

The people of Southern New England have acquired the habit of relying upon WTIC because WTIC supplies them with the type of radio entertainment they like.

And, it's important to please these people because they possess a buying income that is 60% in excess of the national average. They have the ability to buy your product.

You can reach them—and sell them—through the medium of WTIC's 50,000 WATTS.

**IN SOUTHERN NEW ENGLAND**

**PEOPLE ARE IN THE Habit OF LISTENING TO WTIC**
To encourage music appreciation, weekly half-hour symphony for youth will be broad- cast over 250 mutual stations for 13 weeks starting Jan. 8, Saturday 1-90-2 p.m. (SWF). Originating from Los Angeles Philharmonic auditorium, the full 55-piece orchestra will be used with Alfred Wallenstein conducting. With questions supplied by children, a five-minute participating interlude will be added feature. Mr. Wallenstein will act as musical moderator. Study material and program information is to be supplied musical supervisors in each city by MBS. Broadcast of series was arranged through cooperation of Harvey S. Mudd and Wilfred Davis, president and general manager respectively of Southern California Symphony Assn., and Lewis Allen, vice-president and general manager of Don Lee Broadcasting System.

Potential Announcers

Aspiring radio announcers are auditioning in a new program, So You Want to Be a Radio Announcer now heard on WNEW New York. Participants in the weekly quarter-hour program, Tuesday 7:45-8 p.m., are required to read news reports, give commercials, pronounce difficult names of classical composers and, as a highlight, give an ad-lib account of a news story, full or half. A picture of a cartoon will be shown on a small screen in the studio.

Junior League Series

In cooperation with the Junior League, WTFT Raleigh, N. C. is scheduling a 13-week series titled Books Bring Adventure, quarter-hour transcribed dramatizations of adventure stories. Resumes of the programs have been put into an illustrated leaflet mailed to all PTA groups in the WTFT coverage area.

Oaks Proposals

In response to a general request from the U. S. State Department for wide circulation of the Dumbarton Oaks proposals for international organization, World Wide Broadcasting Foundation is devoting a half-hour or more programs to the topic in its quarter-hour recorded series Beyond Victory. Programs are being aired on the 73 stations, carrying the regular series offered free as a public service by WJJD in cooperation with the Carnegie Endowment for International Peace, and the Commission to Study the Organization of Peace. First program broadcast on most stations last week presented Dr. James T. Shotwell, Commission chairman.

Family Names

New sustaining program aired weekly by CKAC Montreal presents history of family names, tracing back to earliest times story behind various names. To promote new half-hour show, CKAC postcards by mail all those persons listed in the phone book having names being dramatized the following week.

Community Fun

Series titled Community Fun starts this month on the Trans-Canada network of the CBC and will include talks on better ways to promote community activities such as Christmas parties, young people's clubs, community centers, story hours, celebrations.

Public Affairs

Public affairs will be discussed by prominent authorities in the fields of education, government and journalism in a series of seven programs which began Nov. 29 on WMCA New York. Weekly quarter-hour series, Program for America, scheduled to run through Jan. 9, will be under auspices of Freedom House, New York, organization devoted to democratic education, inter-racial and inter-faith cooperation.

WSTV Bowling Show

Nightly program giving highlights of bowling games rolled in the same evening is now aired by WSTV Steve benville, O, under sponsorship of the Stevebenville Bowling Palace three weekly. Bowlers are named and "pin-by-pin" accounts given of scoring.

CKAC Program

New program, Les Houetiers de CKAC, is heard each Saturday on CKAC Montreal. Program consists of contests between vocal artists, scriptwriters, comedians and singers, with $1000 in prizes donated by La Presse, owner of CKAC.

WJJD Series

TEN QUARTER-HOUR public service shows dealing with the need for revision of Illinois State constitution began on WJJD Chicago Nov. 22 in cooperation with the Illinois League of Women Voters.

which is the better station?

You can't judge a station's effectiveness by looking at its tower—or its "potential market."

Many stations in huge markets have fewer actual listeners and a higher cost-per-listener than WDBJ in Roanoke and Southwest Virginia. Because most huge markets have several stations that divide the audience—but WDBJ is the only station that satisfactorily covers Southwest Virginia.

Write for all the facts—or ask Free & Peters!
WHY PORTLAND, OREGON PEOPLE PREFER KGW

WAYNE MORSE

UNITED STATES SENATOR FROM OREGON

SAYS...“Radio has become a great factor in American politics. It helps make Democracy work, both in its role as medium of information prior to the election and as a vehicle for the quick dissemination of eagerly awaited news as the ballots are counted. As I have observed it, station KGW gives its listeners splendid service in both of these important departments.”

All KGW station facilities and all hands were devoted to getting the big story on the air, accurately and fast, the night of November 7. Above, right, KGW Election News Editor Don Kneass scans some new totals brought in by Newscaster Bob Thomas from the tallying room of The Oregonian, great newspaper of the west. Below, Tom Swafford, production manager, Arden X. Pangborn, managing director, and H. Q. Cox, assistant manager, check national ballot figures.

THE STATION WITH EAR APPEAL

KGW

PORTLAND, OREGON

REPRESENTED NATIONALLY

BY EDWARD PETRY & CO. INC.
Latest Hooper Ratings Reveal Steady Daytime Listening Gain; Sets in Use Up

November listening averages on daytime programs released by C. E. Hooper Inc., New York, while showing a drop from last year’s report, show an increase from the most recent report on three counts — audience ratings; sets-in-use and available audience. Figure for the latter classification stands at 70.5, up 0.8 from the last report, down 1.4 from a year ago. Sets-in-use rating is up 0.7 from the last report, down 0.3 from a year ago, and the average audience rating of 4.6 is up 0.33 from the last report, down 0.3 from a year ago.

Breakfast at Sarat’s (Kellogg) placed first in the list of “Top Ten” weekly programs, followed by When A Girl Marries, second and Ma Perkins (CBS), third. Right to Happiness ranks fourth followed by Young Widdor Brown, Big Sister, Pepper Young’s Family, Portia Faces Life, Stella Dallas and Life Can Be Beautiful.

Life Can Be Beautiful has the largest number of women listeners per set (1.37); Baukhage Talking the most men (0.62) and Jack Armstrong the most children listeners (1.35).

Top ranking programs in terms of listeners per listening set are as follows:

<table>
<thead>
<tr>
<th>Women</th>
<th>Men</th>
<th>Children</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Terry &amp; pirates...</td>
<td>0.50</td>
<td>0.32</td>
</tr>
<tr>
<td>2. Jack Armstrong...</td>
<td>0.39</td>
<td>0.26</td>
</tr>
<tr>
<td>3. Let’s Pretend...</td>
<td>0.68</td>
<td>0.56</td>
</tr>
<tr>
<td>4. Tom Mix...</td>
<td>0.56</td>
<td>0.56</td>
</tr>
<tr>
<td>5. Blackode Hollywood...</td>
<td>0.26</td>
<td>0.26</td>
</tr>
</tbody>
</table>

Bob Hope ranked first with a 30.1 rating and Fibber McGee & Molly second (25.2) in a special interviewing survey conducted by Hooper on programs broadcast after 8 p.m. Nov. 14 to make up for previous cancellation of Nov. 7 ratings because of election coverage.

Top-ranking Tuesday shows, not included in the weekday list are Theatre of Today, first; and Stars Over Hollywood, second. Aunt Jenny has the highest sponsor identification index—70.8.

Distinguished World Figures

The parade continues of United Nations celebrities to Worcester. History making Yess! went standard? As one of the Danish representatives to WTAG’s “Worcester and the World” programs, Mr. C. H. W. Hasselriis, chief of the Danish Information Office, of Friends of Denmark, Inc., summed up this already famous series of broadcasts as the most outstanding radio presentation ever attempted by a station in this country, to build a better understanding of the different United Nations. The press all over the world has hailed “Worcester and the World”. OWI bases a number of short wave broadcasts on WTAG’s weekly programs.

Mark WTAG for the calibre of its producing talents — for its far-in-front hold on the major Worcester market as verified by high Hooper ratings. Worcester is the key to this major Central New England market, stable because of its great diversity of industry and well prepared, therefore, for reconversion to peace-time manufacturing at continued high wage earning levels. There’s but one true to this responsive, active audience, and that’s from the INSIDE — through WTAG.

Pearce for Tums

LEWIS-HOWE Co., St. Louis, on Dec. 9 will replace its Tums program Correction Please, with “Col. J. C. Flippin and Jack Shilkret’s orchestra on 53 CBS stations, Sat., 10:15-10:30 p.m. with a comedy program Here Comes Elmer. New show features Al Pearce and Arlene Harris as a comedy team, a quartet and an orchestra. Show is produced by William Morris Agency, New York, and placed by Roche Williams & Geary, New York.

10% Increase Granted by Nets to Coast AFRA

With concessions made by both sides on minor provisions, the American Federation of Radio Artists and the major networks, after a three-day Hollywood session, signed a two-year agreement covering 11 Western stations.

Providing increases of 10% in all wage brackets for local and regional commercials, the schedule also retroactive to Nov. 1, subject to War Labor Board approval. AFRA receives full reheat by pay for audition, but decreased its demand for a straight national scale applicable to local and regions. Working conditions also allowed by the national AFRA contract recently consummated in New York [Broadcasting, Nov. 13].

Hurlbut to Inspect Radio in Pacific

To coordinate Marine battle broadcasting operations in the Pacific, 1st Lt. James W. Hurlbut, USMC, former publicity director of WISV (now WTOP) Washington, is on his way to that theatre for an indefinite period. Lt. Hurlbut, who has been attached to the public relations division, Marine Corps headquarters, Washington, will inspect combat recording facilities throughout the Pacific.

Maj. Robert Payne and Capt. Larry Hays, former producer of the Halls of Montecasino show, now on Marine outposts, will confer with Lt. Hurlbut in establishing recording teams to go in with assault troops. To expedite these battle broadcasts, film, wire and photo recorders are being sent to the field along with power units for their operation.

‘Mopping Up’ Recordings

Recordings of “mopping up” operations on an island in the Marianas were flown to Marine Corps headquarters in Washington last week. Sgt. Alvin M. Joseph Jr., Marine Corps Combat correspondent, formerly with WOR New York, Transradio Press and WOR radio branch, made the recordings on film. Moving with the Marines as they blew up a cave harboring Japs, and tracked down the stragglers through jungles and swamps, Sgt. Joseph made a series of recordings describing the operations and catching the action on film. Also included are interviews with Marines who had encounters with some of the Japs left on the island. The recordings have been made at a 15-minute recorded broadcast.

United Fruit Campaign

UNITED FRUIT CO., Boston, Mass., last week started a 52-week campaign to raise the fruit, produce and care of bananas in some 40 markets, using one-minute and chain-break transcribed singing singles, 15 times a week, on 1,000 stations. Campaign is the largest radio advertising United Fruit has undertaken to date. Plans call for a continuous increase of stations. Discs were made by Muzak Transcriptions Inc., New York. Agency is BBDO New York.
In Birmingham, WAPI is the station with the PERSONALITIES

There is nothing people like more than people. We learned that truism a long while ago and we've built our entire program planning around it. Today, the WAPI program schedule is packed with interesting, colorful personalities. Their unusual talent and skill at entertaining, informing and helping our listeners have established even more firmly WAPI's long reputation as the station in Birmingham.

Live talent predominates on the WAPI local program schedule—live shows carefully patterned to meet the listening tastes of Alabama audiences. Shows like the Alabama Hayloft Jamboree, with Ralph Rogers; the Model Electric Kitchen, with WAPI's hostess, Delmar Bradley; the inspirational talks of Dr. Henry M. Edmonds; Jimmie Willson's Organ Quiz, with Stanleigh Malotte behind the console—these are all built around well-liked WAPI personalities, followed day-after-day and week-after-week by WAPI listeners.

Backing up these personalities are the fine studio facilities and production skill of the WAPI staff, pitched to the same high standards as those of the Columbia Network—whose voice in Birmingham WAPI is proud to be.

Small wonder that Alabama listeners instinctively think of WAPI as the leader in Birmingham radio—or that we consistently do a better job for advertisers. That's why both local and national clients show an unwavering preference for WAPI. (We're the only station in the city patronized by all six of Birmingham's biggest department stores. And national advertisers give us more spot business than any of our competitors.)

WAPI personalities, programs and reputation are ready to go to work for you. Just how well and how soon, you can find out by getting in touch with us or Radio Sales.
DISCUSSING PLANS for 1945 are station representatives and executives of Westinghouse Radio Stations at their one-day advertising and promotion conference in Philadelphia. Clockwise around the table are Harry Goodwin, sales promotion manager of WBZ Boston; Lee B. Walles, general manager of WRS Inc.; George Beckinhaugh, Guy Fry and R. T. Thompson of Gray & Rogers Adv. Agency; F. P. Nelson, manager of television and shortwave, WRS Inc.; Joseph E. Baudino, manager of KDKA Pittsburgh; Paul Mills, sales manager of WOWO Fort Wayne; B. A. McDonald, sales manager of WRS Inc.; J. M. McKibbin Jr., assistant to the vice-president of Westinghouse E & M Co.; Edmund H. Rogers, of Gray & Rogers; Frank Webb, sales manager of WZ; Jerome B. Gray of Gray & Rogers; Wm. Y. E. Rambo, sales promotion manager of KYW; Gordon Hawkins, program supervisor and W. B. McGill, advertising manager of WRS Inc.

CKWX Joins Net
CKWX Vancouver, joined the Mutual network Dec. 1, becoming the first western Canadian regular United States network outlet. Congratulatory programs were aired over the station from MBS and Don Lee-MBS networks, and reciprocated by program from CKWX to the MBS network. While all American networks have for years been piped regularly into Ontario and Quebec stations, 21-year-old CKWX is the first Canadian station to carry American network programs in western Canada as an affiliated station. CKWX is soon to increase power to 5 kw.

REPRESENTATION in radio and other advertising by the Langendorf United Bakersies Inc., San Francisco, that it has been appointed official baker for the Dionne quintuplets and that its Holsum brand bread is part of their daily diet was charged false in a complaint issued last week by the Federal Trade Commission.

WHOM ELIMINATING FOREIGN PROGRAMS
A major change in programming is going into effect at WHOM Jersey City, under the new Cowles ownership beginning today (Dec. 4) when foreign language broadcasts will be reduced from about 90% of the overall schedule to 50% as a preliminary step towards gradual elimination of all but English-language programs. The move clears the late afternoon and evening period starting at 5 p.m. for new, women's shows and musical replacements.

Main program of the early evening hours will be a two-hour Sunset Roundup, 6-8 p.m. featuring Lee Mortimer, columnist and amusement editor, N. Y. Daily Mirror; Joe Cummiskey, PM sports editor and columnist and Alvis Havrilla, former NBC announcer. The revamped section opens at 5 p.m. with Buy Roads to Romance participating program conducted by Josephine McQuillin, formerly of WJNO Palm Beach and Woman's Home Companion, who has been named WHOM women's director. Ronald Cochran, formerly news editor of KWK St. Louis and KRNT Des Moines, offers a news commentary 5:15 p.m. followed by Craig Holden, singer. Dale Morgan, special events director, then broadcasts The Inquiring Microphone from New York hotels. The 2:30-5 p.m. block will be directed to localized groups with The Staten Island Hour and Jersey Caravan. The 10:30-midnight period of swing sessions is to be changed to news and other types of programs.

KOJ Joins NBC
KOJ Reno will become affiliated with NBC next May 15, as a supplementary station to the Pacific Coast network, making a total of 150 NBC stations. Owned by McClatchy Broadcasting Co. of Nevada, KOJ operates unlimited time on 630 kc with 1,000 w power.

The Valley of Paradise

SOUTH'S 24-Hour Station

WHBQ

Bob Albury, General Manager

Your MUTUAL Friend

MEMPHIS, TENNESSEE

Represented by RAMBEAU

Memphis is the South's largest producer of drugs and chemicals.

EARS

(per advertising dollar)

are assured on WHBQ than on any other Memphis station.

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

RIVERSIDE - SAN DIEGO -

Send for free coverage map
LOCATING the Optical Axis of Raw Quartz above through the eye of the Conoscope, prior to preliminary cutting operation, is the First of Series of Exacting Steps in CRECO's Manufacture of Precision Crystals for War Service. CRECO applies this same Faultless Formula to any Radio-Engineering Problem that requires Utmost Accuracy . . . and CRECO is Ready Now to Process a Limited Number of Standard, FM and Television Applications.

Write, Wire or Call

COMMERCIAL RADIO EQUIPMENT COMPANY

EVERETT L. DILLARD, General Manager
International Bldg.
WASHINGTON, D. C.

Crossroads-of-the-World
HOLLYWOOD, CAL.

"BE SURE OF TOMORROW . . . BUY WAR BONDS TODAY"
Paris & Pear Plans

PARIS & PEARS, New York, last week secured radio options on Father Brown, a G. K. Chesterton character, for a proposed network series with either Walter Huston or Spencer Tracy in the title role. F&P also is preparing a network series based on Preston Sturges' "Great McGinty," possibly with Erna Flynn. Announcement as to sponsors of both programs is expected to be made shortly.

Dept. Store on KYW

STRAWBRIDGE & CLYBY, Phila- delphia, has started sponsorship of Har- mony Hall on KYW Philadelphia for 22 weeks. A variety program, 46 artists par- ticipate on the show which consists of classical and popular music. Chappis is un- der direction of J. Austin "Bill" Trog, pres- ident of the department store.

Pheasants Awarded

HELEN GILL, timebuyer of Krexon & Bilchek, New York, won three pheasants last Wednesday through a drawing at the conclusion of a pheasant luncheon given the New York advertising fraternity by the combined clubs of North Dakota press, radio and outdoor advertising media and the state's Chamber of Commerce. Sponsoring group included KDJR KFYT KILO KLPM WDAY, all North Dakota, and the North Central Broadcasting Sys- tem. Color photo picture of the state's resources was shown, with comment by Ralph E. Weeks, agricultural agent. Some 900 New Yorkers attended the two lunches at the Waldorf-Astoria.

Ad Men Discuss Video

APPROXIMATELY 25 art directors of Chicago advertising agencies met Nov. 30 at WBBB Chicago to study television post- war advertising and to view four quarter- hour video shows. Harald Jensen, president of the Art Directors Club of Chicago, ex- plained to the group that television will present many new problems when used as an advertising medium. Among them will be that of presenting 15 miniature pictures instead of only one or two as usually are used in present advertising spots.

WMOR Progress

WMOR Hamilton, O., one of the country's newest stations, during the first three months of operation carried 70 separate remote broadcasts and in next airing 25 live (later) shows weekly, with many of the programs scheduled for daily broad- casts.

Bakery Sponsor

MERRITT BAKERIES, Memphis, has sponsored a variety program, "Herbert J. Eckhardt, HeLene, the Art Directors Clubs of Chicago's first show, which also is proposed on KYW Chicago.

General Television

WACO tests three "Master Race" promotions.

UNUSUAL use of radio is being used by RKO to promote the "Master Race" in Philadelphia. To create a mass attitude in the public mind that would bring the "master race" problem to the fore in ad- vance of the picture opening, RKO is using six 15-minute roundtable discussions on WCAU Philadelphia involving questions dealing with the "master race."

Carnival Tests Three

CORNING GLASS WORKS, Corning, New York, two weeks ago started a market test campaign for Pyrex Ware on WIBX WAGE WFAV, using a musical variety afternoon show and two women's afternoon programs. Test will continue for 13 weeks. Agency is BDID New York.

To Advise Industry

INDUSTRIES COUNSEL Assoc., New York, with offices at 280 Madison Avenue, was organized last week to service industry in the field of public relations, mar- ket and product research, product design, engineering analyses of plant facilities, the development of sales and distribution systems and labor relations. Rupert S. Stern, president of the firm, formerly was a director of T. C. Stern & Co., New York, public rela- tions firm which was dissolved in 1942. Other officers include Leon Loeb, vice-president; Waldo Schraubstader, vice-president; Jean Stewart, secretary and treasurer; and Jeanne E. Ritzen, executive secretary.

Joint Session Deferred

JOINT CONFERENCE of the Store Management and Display Groups of the National Retail Dry Goods Assn., originally scheduled for Dec. 7-8 at the Barbour-Plaza Hotel, New York, will be held instead as part of the an- nual four-day conference of the associ- ation, Jan. 8-12 at the Hotel Penn- silvania. As previously arranged, an entire day will be devoted to the role of television in displays.

BOSTON

Television Studio Production Facilities Are Available Now

Be Prepared

THE GENERAL TELEVISION CORPORATION

invites you to use its complete television studio and viewing room facilities for television production work

Mondays through Fridays

Agencies—Learn Television Production Technique
Advertisers—Learn to adapt your product or service to the new art
Theatrical Agencies—Audition your talent now
Schools—Teach your students practical television in our studios

For studio and viewing room facilities
Phone Commonwealth 6410-6411
70 Brookline Avenue, Boston 15, Massachusetts

"First In New England"

Thompson L. Guersey, Pres.
We keep the chairs nailed down!

We've done it out of necessity, you understand, not choice. And all because of radio's most entertaining and erudite program, Author Meets the Critics.

Every week* we invite the author of one of America's newest and most controversial books to the WHN studios at the Hotel Great Northern. We also invite three critics... not literary critics necessarily, but three people well versed in the topic of the tome. First the critics voice their opinions. After that the author has his say. And then the four of them set to it hot and heavy. That's why we had to nail down those chairs!

We could say it's all in fun, but it isn't. Author Meets the Critics is really a serious literary program... designed to perform a real service to WHN listeners by bringing them current opinion of current books... but one on which anything is liable to happen.

That's what makes Author Meets the Critics another of WHN's "programs with ideas".

*Mondays at 8:00 P.M.
Perhaps you have wondered -

WHAT HAS "FORT INDUSTRY" TO D

IF IT'S A FORT INDUSTRY STATION YOU CAN BANK ON IT!
BACK in 1927, when new pioneers were struggling to establish broadcasting as a means of public service and a medium of effective advertising, George B. Storer and J. Harold Ryan combined courage and cash to establish Radio Station WSPD at Toledo, Ohio, as the spearhead of an important broadcasting company. In choosing a name for the new company, Messrs. Storer and Ryan selected a famous Northwestern Ohio landmark—Fort Industry.

Fort Industry is symbolic of American courage, of American progress, of American skill and of American integrity. Guarding as it did, in the pioneer days, a land rich in opportunity and garrisoned by a sturdy, courageous and honest company of fighting Americans, Fort Industry was responsible in a large measure for the phenomenal Northwestern Ohio and Southern Michigan development as it is known today.

And so the Fort Industry Company has grown because of the skill, courage and honest effort of the men and women within its ranks—grown to a seven-station organization that listeners and advertisers alike respect and support for their intelligent broadcasting service to the United States of America.

<table>
<thead>
<tr>
<th>Call Letters</th>
<th>Power</th>
<th>City, State</th>
</tr>
</thead>
<tbody>
<tr>
<td>WWVA</td>
<td>50,000 Watts</td>
<td>Wheeling, West Va.</td>
</tr>
<tr>
<td>WAGA</td>
<td>5,000 Watts</td>
<td>Atlanta, Georgia</td>
</tr>
<tr>
<td>WSPD</td>
<td>5,000 Watts</td>
<td>Toledo, Ohio</td>
</tr>
<tr>
<td>WHIZ</td>
<td>250 Watts</td>
<td>Zanesville, Ohio</td>
</tr>
<tr>
<td>WMNN</td>
<td>5,000 Watts</td>
<td>Fairmont, West Va.</td>
</tr>
<tr>
<td>WFTL</td>
<td>10,000 Watts</td>
<td>Miami, Florida</td>
</tr>
</tbody>
</table>
Eugene L. Garvey
John J. Sirica

TO DATE, the House Select Committee to Investigate the FCC must be recorded as the most abysmal bust of the Congressional session. It has worn out its second, and probably last, general counsel. John J. Sirica, like his predecessor, Eugene L. Garvey of New York, has resigned practically on the same note—a vowed refusal to “whitewash” in the WMCA transfer case. Only three of the five, original members are sitting, and there have been staff changes galore.

It is hard to see where any good has come of this inquiry, which has run through $110,000 of taxpayers’ funds during its nearly two-year tenure. The hearing has been abrasive on both sides, with pressures from within and without. Efforts of Chairman Leo to straighten things out now have proved futile.

Any difficulties in FCC stewardship which might have been uncovered are more than offset by the acrimony, mud-slinging and bad public odor. The Committee now has decided to go underground, in executive session.

Evidently the plan now is to take testimony until this Congress adjourns prior to the Christmas holidays. Then, we assume, the Committee will issue a report, and curl up and die.

The big mistake was the effort to prosecute individual cases, pursuing a Philo Vance technique of finding where the bodies were buried. The probable answer is that there were no bodies. The Committee could have centered its inquiry upon broad issues and matters of policy; cases wherein the FCC had denied license privileges on one set of standards and granted them on precisely the same ones. It could have uncovered contradictions in FCC practices and loopholes in the law, looking toward legislation.

The House inquiry has been heaved from the harp. It isn’t stretching it to say that it began as a sort of personal feud between Rep. E. E. Cox, fiery Georgia Democrat, and James Lawrence Fly, equally militant FCC head. First Rep. Cox resigned as chairman of the Committee. Months later Mr. Fly resigned. Thus, the two original duelist are out.

This inquisitorial fiasco gives eloquent testimony to the futility of select committee inquiries. It gives equally eloquent support to long-pending proposals that Congress reorganize and staff itself with experts who know intimately the functions of executive agencies. The report of the Smith Committee of the House, which investigated Federal agencies, points to vague and ambiguous laws as an open invitation to the “bureaucrats”.

There is the Maloney-Monroe resolution of last session, already passed by the Senate, for a bi-partisan joint committee to survey Congressional methods and recommend improvements.

That is the right tack. Members of Congress can’t be experts on everything—particularly when it comes to so complicated and technical a field as radio. They should have their own experts on the permanent rolls. Only in that way can Congress, which writes the laws, keep abreast of its executive agencies, which should administer them.

JAMES WAHL

THREE YEARS ago this week an announcer on KGU Honolulu ad libbed his way into history.

He is James Wahl who, on a memorable Dec. 7th, first announced to the people of the United States, over NBC, the tragic and treacherous air attack of the Japanese. He made his announcement in a seven-minute newscast, working without script. He made it, and was the only one to make it, before wartime censorship regulations were imposed, and consequently took full responsibility for deleting information which might have aided the enemy.

One can speculate that had Jim Wahl failed to consider that element of military security, the course of the war might have been changed.

The Japanese might have learned, within minutes following their attack, the extent of the damage they had wrought and pressed a successful land attack against the Islands.

But Jim Wahl did not tell the whole story. He consulted Ray Coll Sr., editor of The Honolulu Advertiser (the newspaper which owns KGU). They agreed to eliminate from Jim’s broadcast complete details and give only the minimum and obvious damages until official releases came from the Army and Navy.

Shortly after this first newscast—the newly appointed military governor ordered Hawaiian radio stations off the air. When they reopened a week later, Jim again was first on the air with a coast-to-coast hook-up. He gave the follow-up story on the bombing and the reaction of Hawaiian residents to the attack.

After the Dec. 7 broadcast, Jim Wahl became a permanent NBC staff man covering radio events from the frontier of the Pacific war. Until the spring of this year he was the network’s only correspondent in the Central Pacific.

Jim is now NBC base correspondent at Pearl Harbor, combining this assignment with his regular KGU job as news editor. He interviews Pearl Harbor war workers and service men returned from Pacific battle fronts. He puts in plenty of preliminary work on his interviews whether they are with a private or an Admiral. He visits those to be interviewed several times before the broadcast date to coach them on the script. Jim wants to be sure that, to the folks back home, the participants sound natural, and not as if they were reading prepared dialog.

On Hawaiian wave length, Jim Wahl is KGU’s ace announcer, and for the past eight years.

(Continued on page 48)
KOIN's Million Dollar Club members...each responsible for at least $1 Million in War Bonds... still on the job... finishing the job! Let's look at the record after 96 consecutive broadcast meetings:

<table>
<thead>
<tr>
<th>Date</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1st War Loan</td>
<td>Victory Harvest—11 great SRO shows in 11 Oregon cities—makes Oregon War Bond conscious.</td>
</tr>
<tr>
<td>2nd War Loan</td>
<td>People's Payroll Party &quot;sold&quot; Oregon workers on value of consistent payroll savings for War Bonds.</td>
</tr>
<tr>
<td>3rd War Loan</td>
<td>KOIN Million Dollar Club originates kick-off to statewide radio network. Raises $4 million in War Bonds on special KOIN Million Dollar Day. Daily on-the-scene broadcasts builds capacity bond-buying crowds for Portland's nationally-famous &quot;Invasion Exposition&quot;.</td>
</tr>
<tr>
<td>4th War Loan</td>
<td>KOIN Million Dollar Club again originates kick-off to statewide radio network. KOIN-CBS Day reaps $81/2 million in personal pledges. Closes drive with headlined &quot;over-the-top&quot; broadcast from state capital. &quot;D-Day Plus 1&quot; broadcast spurs Oregon listeners to backing the Invasion with War Bonds. Special broadcast from Hood River, Oregon, saluting Million Dollar Club members who made Hood River nation's leading county in War Bond purchases.</td>
</tr>
<tr>
<td>5th War Loan</td>
<td>The KOIN Million Dollar Club membership of 220 holds pace-setting meeting of state and county chairmen and figures who organize the Sixth War Loan. Throughout the drive, the Club’s Tuesday night broadcasts are again doing their part in keeping Oregon on top nationally in War Bonds!</td>
</tr>
</tbody>
</table>

KOIN's growing Million Dollar Club buddles for the Big Sixth at banquet in Hotel Benson, Portland.

TED GAMBLE

....National Director
War Finance Division
United States Treasury
and Member of KOIN
MILLION DOLLAR CLUB
says...

"KOIN's Million Dollar Club is one of the finest War Bond radio shows on the air in this country. Week in and week out, it has brought the urgent message of war finance to the people of the Northwest. By providing the talent and absorbing the expense for a first-rate War Bond program, KOIN has set an outstanding example of patriotic service for other radio stations to follow."

KOIN PORTLAND, OREGON
FREE & PETERS, Inc., National Representatives

This is the ear-appeal of the Million Dollar Club—KOIN's own troupe of 27 artists who beam variety, music and bond reminders to Oregon bond buyers!
Our Respects to
(Continued from page 40)
years, the Shell Oil Co. has sponsored him in two daily 15-minute newscasts.
Jim has coined a phrase which has become popular in the Islands. In ending his news programs he rhymes a bit of Hawaiian and English to make a catch closing theme. An Island listener can be positive he has been listening to Wahl when he hears the familiar, "And that's 'pau' for now." Translated, "pau" means, "that's all, there ain't no more."
Jim is really a triple-threat man in radio circles. In addition to his NBC and KGU work he is an instructor in radio broadcasting at the U. of Hawaii.
Once Dug Ditches
He broke into radio with station KOY while attending college in Phoenix, Ariz. in 1932. It was also in 1932—the depth of the depression—that Jim decided to go to Hawaii for radio work. At the time, radio in the Islands was in its infancy—both Honolulu stations were on the air only part of the day.
Jim got a job, but it wasn't in radio. He joined a local stock company which featured Leo Carrillo and Gladys George. The company's tour was short-lived, and Wahl soon found himself unemployed. He plagued the radio stations and finally saw the KGU station manager, Marion A. Mulroney. Mulroney had a full staff, so Jim left an application. He later telephoned Mulroney to say, "If you have an opening you'll find me at the Honolulu Gas Company—I'm digging ditches for gas mains."

Two weeks later KGU put him to work and ended his ditch-digging career.
Jim's first NBC, nationwide broadcast was Hawaii's 1934 birthday greeting to President Roosevelt. Jim stood on the shore of world-famous Waikiki Beach and described a Hawaiian surfboard rider coating over the waves to the beach.
When Wahl isn't wearing his war correspondent's uniform, a studio visitor will find him in his colorful Aloha shirt. His bachelor apartment, high atop Honolulu's Alewa heights, is decorated in typical Hawaiian style and overlooks the city and the blue Pacific.
Although a Californian (Jim was born in Soutia, Cal.), he has caught the Hawaiian lackadaisical spirit and yet has retained enough mainland "drive" to keep him on his toes.
When at 2:10 a.m., March 4, 1942, a lone Jap bomber decided to offer Hawaii a return engagement, Jim displayed his quick thinking and concern for wartime security. At the time, he was in the KGU newsroom completing final arrangements with NBC in San Francisco for an early morning world-wide news round-up. The plane dropped its bomb on Tantalus Heights above Honolulu. With the circuit open, San Francisco heard the crash and asked what it was. Not permitted to tell what the noise really was, Jim answered casually, "Oh, it was just the studio door slamming."
That's Hawai'i's Jim Wahl, who, at 38, is rapidly becoming one of the best known men in Pacific radio. Next time you hear the imitable "pau" for now," you can be certain it's Jim at the "Mike" in Hawaii.
When the United Press on the first of the month started service to stations in Arizona, it became the first agency to supply radio news to all 48 states. This is in key with the primacy and consistent advancement which have distinguished the record of United Press since it entered the radio field in 1935, the first major news service to do so. Every month since then its list of clients has increased. Today, both in the United States and abroad, U. P. supplies news to more stations than do all other agencies combined. First to start, U. P. is still, and more clearly than ever, first in its field.

Why this is so is shown in a new catalogue of the U. P. radio news service, including its many sparkling features. If you would like a copy, just ask the nearest U. P. bureau—giving your name and position in your company—or notify United Press headquarters, 220 East 42nd Street, New York 17, N. Y.
Mowrey Named Blue Supervisor of Television

PAUL B. MOWREY, formerly assistant to Worthington Minor, CBS television manager, has been named supervisor of television of the Blue, the appointment marking the network's first move towards setting up administrative personnel to carry out its previously announced plans to enter the television field. Mr. Mowrey's activities for the present will be concerned with survey and operational work. He will report to Hubell Robinson, Jr., vice-president in charge of programs and production.

Mr. Mowrey had been with CBS since 1938, when he joined the network as studio assistant. He was transferred to sound effects in 1942 and the following year became a program director at WABC, CBS New York outlet. Last July he was named assistant to Mr. Minor and left CBS last October.

BEHIND THE MIKE

PAUL MANNING, news reporter of WOR New York, will return to the Eastern area sometime in December, continuing from there his regular Sunday WOR broadcasts for Serry Coat, New York.

JACK SKINNER, formerly with the NBC and CBS press departments, last week joined Mutual as assistant to JIM O'BRYON, publicity director. Mr. Skinner, who has served as newspaper and magazine writer as well as radio publicist, recently returned from maneuvers with the N. Y. Guard where he served as assistant public relations officer and military policy-instruction instructor.

GENE HAMILTON has returned to the Blue announcing staff, having received a medical discharge from the Army.

MARGARET W. SIMPSON, continuity editor of WWNC Asheville, N. C., is making a tour of western North Carolina high schools, addressing senior classes on "Training for Radio."

HUGH CONOVER, freelance announcer handling Right to Happiness on NBC and Life Can Be Beautiful on CBS, both sponsored by Procter & Gamble, has entered the armed forces.

SANFORD MEISNER, former assistant director of Television Workshop and a Broadway producer for ten years, has been named associate producer of the Workshop, in charge of all production activity, including dramatic work and out-of-town tours. He succeeds Tony Ferreira, who has resigned to devote his time to freelance producing and directing.

HELEN FARRELL MOUNT, for eight years secretary to G. Lloyd Egner, head of NBC's Radio Recording Division, has returned to radio after three years absence, as executive secretary of the Radio Directors Guild, New York.

BILLY BERNSTEIN, former announcer and public relations director of WJLA Washington, D.C., has joined the announcing staff of WAGN Newark, N. J. Blaine has also added to its announcing staff R. B. DROWN, formerly of WOLF Syracuse.

FRED RAPHAEL, program director of WJEN New York for years and head of MGM's eastern music department, resides both posts Dec. 15 to move to Los Angeles, where he will represent Shapiro Bernstein & Co., and a group of eastern music companies to sell synchronization rights to the publishers there.

The accolade of "the sweetest music this side of heaven" has just been given the Lombardo group. The Royal Canadians, subscribing to the playing of popular music in a slow, unobtrusive manner, have recorded many BMI-licensed tunes. Featured with the band are Carmen Lombardo and Rose Marie Lombardo.

Now Lt. Col. Boardman

MAJ. TRUE BOARDMAN, formerly with KLH Los Angeles and the CBS Silver Theatre writer, last week was promoted to lieutenant colonel. Col. Boardman is with the Armed Forces Radio Service, Army Service Forces. He has been instructing air radio operations in the Caribbean, Alaska, the Northwestern Service Command and stations on the Gilberts and Marshalls in the Pacific.

BUD MEYER, formerly newspaper editor of KLQ Denver; NEWELL MCMAHON, former newspaper reporter; BARBARA CAREY, previously with the News-City Tribune; and JANE BACHTELBERG, have been transferred to the WSB staff of KBE San Francisco. Other new members include INA SHIPLEY and ADAM BEIT. Staff is headed by CHARLES COONEY.

JOHN S. MacKERRER, program director, producer and manager of WMON Fairmont, W. Va., has joined the production department of WMAL Washington. ALBERT BERNSTEIN, Washington news staff will be as editor-commentator on WMAL Washington.

MILES OLSN, WAZO Kalamazo announcer, is the father of a girl.

RHODA FRIEDMAN of WREX Warren, O., has been made assistant to the continuity director of WJW Cleveland. RICHARD RUSSELL, actress and writer, has started her first show over WOW as director of women's activities.

HUBERT MITCHELL of KLAK Little Rock, Ark., and KAREL SUCO of KOGO Alhambra have joined the announcing staff of WMJS Memphis.

ED PHILLIPS has been added to the announcing staff of KEVO Missoula, Mont.

FRED DARWIN of WPEN Philadelphia is now on the announcing staff of WABD, Wyoming, Mont.

HAL KNUTSON, former announcer at KOTA Sioux City, has been rehired by the Army and has rejoined the station's announcing staff. JOHN SIMPSON, from the Beck School for Radio, Minneapolis, is a new member of the KOTA announcing staff.

CHARLES SEBERT, former announcer of KBEK Sioux City, and news editor of WGPS Rock Island, Ill., has joined the announcing staff of WLS Chicago.

TANNIS MURRAY has joined the Canadian Broadcasting Corp., and freelance writer, has joined the publicity department of the Blue Network.

JACK BANNON, former publicist director of WNEW New York, now publicist-related for U. S. Maritime Service, has been promoted to Lt. Commander, and transferred for two months from Washington to New York where he is assisting in the reorganization of the public relations setup of the USNS.

OLIVER DANIEL, producer of musical programs and film with the Blue shortly as a producer, his assignments to include the "Columbia Symphony" program.

RANDY MEBANE, former assistant to IRWIN ROBINSON director of public relations, War Advertising Council, has rejoined the CBS promotion department on the staff of THOMAS D. CONNOLLY, manager of station promotion and merchandising.

JUDY and BETTY GREENE have joined the WABD, Wyoming, Mont. news staff and announcing-control staff respectively.

DON DURBIN is a new addition to the announcing staff of KWK St. Louis.

TOM MEANS has been appointed director of publicity and promotion for WOL Washington. He formerly had been associated with WCBS Charleston, S. C. and with CBS, serving as an assistant to DICK DUNN, sales promotion director for CBS radio stations.

ARTHUR REILLY, ROBERT PARKER, MAJ. JAMES E. EDMONDS and JACK HALL, as news analysts, are members of the station's World Front panel, are making personal appearances on a number of public discussions in the WOL four-wide format.

DOUG NIXON of CBB Vancouver has transferred from the network to the production department to handle talks. PAT LEWIS has joined the CBB news staff.

JOE MCCAURAN of WIP Philadelphia is the father of a boy.

(Continued on page 18)

Number 10 Lullaby Lane
I Don't Want to Set the World on Fire
POPOCATETPIL
DEEP IN THE HEART OF TEXAS
HOW DO I KNOW IT'S REAL

These are but five of the many BMI-licensed titles recorded by Lombardo.
Under a recent ruling of the War Production Board radio station owners may buy up to $500.00 worth of new capital equipment, using their AA-1 MRO CMP-5 priority.

Here is a piece of equipment that will make a vast improvement in the quality of your instantaneous recordings. And it can be delivered to you promptly.

It is the Presto 88-A amplifier, designed especially for use with Presto 1-C and similar high fidelity cutting heads.

Maximum power output is 50 watts with 4% distortion, measured by the inter-modulation method. Feedback circuits maintain the output impedance essentially constant when driving a cutting head, thus reducing overall distortion. Three frequency response curves are available on a selector switch. (1) Flat response, 30 to 15,000 c.p.s. ± 1 db. (2) NBC ortho-

Designed for relay rack mounting; panel height 14"; input, 500 ohms; output, optional, 15 ohms or 500 ohms; gain, maximum, 85 db. Shipment 4 to 5 weeks after receipt of order placed with your electronic distributor.

Buy Bonds. Keep on Buying.
Keep 'Em Flying.
Announcing

the limited presentation edition of the mural wall chart

THE STORY OF ADVERTISING
IS THE STORY OF HUMAN PROGRESS

PUBLISHED BY STANDARD RATE & DATA SERVICE
IN COMMEMORATION OF ITS SILVER ANNIVERSARY
1919 - 944

Advertising is more than a profession;
it is more than an art;
it is a service to mankind.

To mark the 25th anniversary of Standard Rate & Data Service, we have sought to portray this conception of advertising in graphic and historic form which will serve as a permanent record of the part played by advertising...especially American advertising...in world progress.

By adopting this decorative wall chart design, in which art, romance and history, science and trade are interwoven, we believe the facts have been set forth in a way to interest the greatest number of people and to impress upon them the vital importance of advertising in the American Way of Life.

E. Willis Jones, nationally known art director and authority on typographic design, was commissioned to design and to collaborate in the production of the chart. The handsome mural-like illustrations were created by the artist, Joseph Feher, widely known for his ability to combine decorative effect with clarity of detail. The "story" was provided by Alexander McQueen, long a student of the romance of advertising, who scanned the records of five hundred years and almost a thousand books in many languages.

The thorough research, experimental designs and production took almost a year.

One of the many interesting aspects of the chart is the presence of famous names in history connected with advertising's early days. Shakespeare, Franklin, Washington, Paul Revere, P. T. Barnum, James Whitcomb Riley and many others played a part in the cavalcade of human progress portrayed in "The Story of Advertising."

The chart is organized into seven eras beginning about 1400, and is arranged to help the reader note advertising's relationship to progress in transportation, freedom of the press, advances in science and invention, progress in national education, and a wealth of other interesting facts.
THE STORY OF Advertising

In every age and land—nearly in our own—advertising has led to the enjoyment of now of the good things of life by more of the people. Here chronicled in pictures and in words are signs of progress through five hundred years. Advertising was shared among the fields men for each period later.

IS THE STORY OF HUMAN Progress

Actual size of the chart is 25\(\times\)24\(\frac{1}{4}\) inches. Printed in 4 special colors and black.

GIFT COPIES of this limited edition are now being sent to STANDARD RATE & DATA SERVICE subscribers and advertisers. A gift copy will also be mailed to any advertising or media executive whose request is received before our limited reserve supply is exhausted.

OTHER COPIES. Standard Rate & Data Service has published this special limited edition as a 25th anniversary gift presentation to its subscribers and advertisers.

It was early indicated that this limited edition would be insufficient to take care of an unknown, but probably large number of requests for extra copies and also to meet the demand for the chart which would exist among large groups outside Standard Rate & Data's field but who are allied with, or otherwise interested in advertising.

To make additional copies available to anyone who might desire them at a nominal price, another edition was printed simultaneously. That edition, together with all distribution rights, has been turned over to the chart's designer, E. Willis Jones, 75 E. Wacker Drive, Chicago, who will place it on sale in leading bookstores.

Standard Rate & Data Service will not benefit financially in any way from this extra distribution. It will however, in company with all in the advertising business, benefit greatly through the increased interest and appreciation of advertising which it is hoped this general distribution of the chart will accomplish.
Robert Hamilton Howell

ROBERT HAMILTON HOWELL, 39, scriptwriter, died of a heart attack in New York Nov. 23. Mr. Howell was the son-in-law of Tom Howard, m.c. of It Pays to Be Ignorant on CBS for Philip Morris & Co. Program was originated and written by Mr. Howell and his wife, who also wrote Sammy Kaye’s Tangle Serenade, sponsored on the Blue by Geo. W. Loft Co. Mr. Howell is survived by his wife.

NICK ALLEN, former bureau manager of WMO Tacoma, and BOB LEVY, former advertising manager of H. S. Crocker Co., San Francisco, are now staff writers in the KGO-Blue San Francisco newsmen.

FLETCHER AUSTIN, formerly of WBT Charlotte, has been commissioned a lieutenant in the Civil Air Patrol.

Ann Erickson, former program and continuity director at WHAI New York, has been promoted to WHAI Greenfield, Conn., as director of program and special promotions. Miss Erickson succeeds her former boss, BOB MOONEY, who has been promoted to WHAI Boston, as program and special promotions director.

SAL CARLTON has been promoted from production supervisor to production manager of WRVA Richmond. MRS. JOHN D. RADDAFLICH, until recently publicity director of WDNC Durham, N. C., has been joined WHAI in a similar capacity. LOU COLE, program director of WWL Woodside, Long Island, has been appointed director of the station’s foreign language service and its radio network, by BOB MANN, formerly on the announcing staff. DICK JESSON, formerly of WPTI Baltimore, has joined the WWL announcing staff.

Murray Adds Four

ARTHUR MURRAY School of Dancing, New York, with 42 local branches throughout the country, on Dec. 3 added WENR WAAF WCFL and WBBM Chicago to an expanding list of 22 station promoting local classes and dancing instruction by mail. Under the supervision of Huber Hoge & Sons, New York, Murray branch managers for the first time are placing their own advertising, using one-minute live and transcribed spot announcements, five-minute and quarter-hour musical participating programs at varying intervals throughout the week.

Pamela Hamilton has been appointed continuity editor of KLZ Denver replacing Barbara Peters who has joined the writing staff. Glenn Bromell of KYV Colorado Springs, has joined the KLZ announcing staff.

Dick Joy, with medical discharge from U. S. Navy, has rejoined Blue Hollywood as announcer and is assigned to Heats Time for Three.

WERR WITMER, announcer of KFO San Francisco, is the father of a girl.

STU MAX, formerly announcer of WDJ Minneapolis, has joined WLGW Minneapolis. JEFF RIMELL, formerly with KYSM Mankato, Minn. and WDGW Minneapolis, has joined WHAI sales and promotion department. DARYL LAUB has been added to the announcing staff.

WALTER CONWAY, assistant sales promotion manager for NBC central division, has resigned effective Dec. 15. to join Expectation Inc., Chicago, as radio director.

WATSON HUMBOLDT, former production manager of KGO San Francisco, has been shifted to Blue Hollywood as production manager. DAVE DRUMMOND, former network Hollywood producer, has assumed Mr. Humboldt’s duties.

EDA McCARTHY, former program manager and continuity director at WHAI Greenfield, Mass., has joined NBC New York, to handle contact and research on the Home Is Where You Make It series. ROSS MILLER, chief announcer, succeeds her at WHAI. Newest addition to the WHAI announcing staff is BRITTY CRAIG, graduate of Land Powers School, Boston, who has done graduate dramatic work at WEIR Boston for three years.

DICK BRONSON, chief announcer at WHHT Hartford for two years, has been named program manager. HARRIET HINZ, former traffic manager of the station, will assist BOB MOONEY, radio director for the Connecticut War Finance Committee, will be promotion manager of WHBT.

SAM CARLE has been promoted from production supervisor to production manager of WRVA Richmond. MRS. JOHN D. RADDAFLICH, until recently publicity director of WDNC Durham, N. C., has been joined WHAI in a similar capacity. LOU COLE, program director of WWL Woodside, Long Island, has been appointed director of the station’s foreign language service and its radio network, by BOB MANN, formerly on the announcing staff. DICK JESSON, formerly of WPTI Baltimore, has joined the WWL announcing staff.

Murray Adds Four

ARTHUR MURRAY School of Dancing, New York, with 42 local branches throughout the country, on Dec. 3 added WENR WAAF WCFL and WBBM Chicago to an expanding list of 22 station promoting local classes and dancing instruction by mail. Under the supervision of Huber Hoge & Sons, New York, Murray branch managers for the first time are placing their own advertising, using one-minute live and transcribed spot announcements, five-minute and quarter-hour musical participating programs at varying intervals throughout the week.

PAMLA HAMILTON has been appointed continuity editor of KLZ Denver replacing BARBARA PETERS who has joined the writing staff. GLENN BROMELL of KYV Colorado Springs, has joined the KLZ announcing staff.

DICK JOY, with medical discharge from U. S. Navy, has rejoined Blue Hollywood as announcer and is assigned to Heats Time for Three.

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Nancy Craig, WJZ's "Woman of Tomorrow," sure sells the women of today—everything from hosiery to postwar kitchens! Currently selling for a list of participants that includes B. Altman, leading New York Fifth Avenue department store; Berkshire Hosiery; Minwax; Hercules household products and others, Nancy has built sales for more than fifty sponsors in her six years on WJZ. And here's what they say about her:

"...consider her our top salesman..."
"...a privilege to have her as a spokesman..."
"...the response was really overwhelming..."

In a recent offer of a free booklet describing tomorrow's kitchens, Nancy pulled inquiries at a cost of only 15¢ per! In another offer, more than 13,000 requests swamped a sponsor after Nancy's first few announcements! Her own mail has frequently topped 40,000 a month. Can you beat it? We think you can—with Nancy Craig selling your products, because WJZ's stronger, clearer signal now raps louder on some 7,000,000 additional doors for "The Woman of Tomorrow!" And because WJZ's new plug with subway car cards reaches 162,000 riders a month!

For full details on your participation in Nancy Craig's selling show, contact BLUE SPOT SALES or the Sales Department of
WIND
CHICAGO
5000 WATTS 560KC

THE ONLY
CHICAGO
STATION
WITH 24
HOUR NEWS
SERVICE
UP—PA—INS

EXCLUSIVE
CHICAGO BEARS FOOTBALL

EXCLUSIVE
BLACK HAWKS HOCKEY

EXCLUSIVE
24 HOURS NEWS SERVICE

EXCLUSIVE
CHICAGO CUBS
BASEBALL FOR 1945

National Representative
John E. Pearson Co.
250 PARK AVE., NEW YORK

Agencies

KENNETH E. MOORE, former advertising manager of Paramount Co., has joined Fuller & Smith & Ross, New York, as account executive.

MYRON ELGES, for the past five months account executive of Hillman-Shane-Breyer, Los Angeles agency, has rejoined Blue Hollywood in a similar capacity. He replaces GEORGE GRANT, resigned.

AL. RINKER, Hollywood producer of the Bow Co., is the father of a girl.

LOIS JACOBSON, former staff producer at WGN Chicago and freelance producer, joins 1. W. Thompson Co., Chicago, to handle local productions.

MARGARET GREENAMYER, former production manager of Vogue-Papine Ave., Chicago, is now with Golden & Gross, Chicago.

LIA V. VARRELL, former executive assistant to the advertising manager of Steel Products, International Division, Newark, is now with National Export Adv., New York, as account executive.

DOROTHY LAWRENCE, copywriter formerly of Kenyon & Richardson, New York, has joined McGraw-Kirkwood, New York, where she will handle food copy.

CLIFFORD LUBERT has rejoined McCormick-Erickson, New York, as radio producer, following honorable discharge from the Army. While in service he completed advanced communications courses.

THE VOICE OF MISSISSIPPI

AIR TRANSPORTATION IN MISSISSIPPI

Five new intrastate applications for post-war airlines have been filed with the Mississippi Public Service Commission.

This assures industry, business and pleasure in every Mississippi community rapid, efficient air transportation after the war.

But in the air TODAY is WJDX—

the voice of Mississippi—now serving industry, business and pleasure.

****

For Maximum Results in Mississippi—now and after-the-war—include WJDX—Mississippi’s DOMINANT sales force

OFFERED AND OPERATED BY
LAMAR
LIFE INSURANCE COMPANY
JACKSON, MISSISSIPPI

BREAKFAST PREMIERE of NBC Albers Homemakers Hour has found this sponsor-agency-network sextet in high good humor after initial broadcast. Albers Bros. Milling Co., Seattle, sponsors five-weekly series on NBC Pacific stations. Program enthusiasts (1 to 1) are Sidney N. Strotz, NBC West Coast division vice-president; E. B. Walberg, district sales manager for Albers Bros. Milling Co.; Don Belding, board chairman and Los Angeles manager of Foote, Cone & Belding; Bert Izzard, Richard McKee, advertising manager and vice-president, respectively, of millling firm; Elliott Bogart, San Francisco account executive of FC&B.

JAMES SHIELDS, formerly of the Blue production staff, has joined Argus & Co., New York, as writer and director. His writing assignments will include the The Listening Post, sponsored by the Saturday Evening Post on the Blue.

JAMES D. ALBERGE, former assistant professor of English at Fordham U., has been appointed assistant account executive and copy writer at Donahue & Co., New York.


JACK SMOCK, Los Angeles executive of Foote, Cone & Belding on the Union Oil Co. account, has been named an agency vice-president.

DON CLARK, for the past two years Hollywood producer of Ruthrauff & Ryan, has joined BBDO as Hollywood supervising producer.

DOUGLAS CARLSON, who formerly did time-sharing and script work for William H. Weinstroeb & Co., New York, has joined Sterling Adv. New York, as assistant radio director. She also has been associated with the Bow Co., New York, in time-buying and production capacity.

ALEXANDER (Sandie) STRONACH, with Young & Bochner, New York since 1938, has been named talent supervisor of the radio department, reporting to Robert M. Keating, executive head of the talent department.

TOM FIZDALE & Co., publicity and public relations firm, last week moved its main office from 486 Madison Ave., New York to larger space in the Lincoln Bldg., 60 East 42nd St. (New York 17). Telephone is Murray Hill 2-5666.

NBC for the eighteenth consecutive year will broadcast play-by-play account of annual Rose Bowl football game from Pasadena, Calif., on Jan. 1.

Bill Stern is sportscaster.

New York Merger

DORLAND INTER NATIONAL and Pettingell & Fenton, New York, last week merged into an agency handling domestic and export advertising, concentrating on the latter. New firm, with headquarters at 424 Park Ave., New York, has 44 foreign offices and branches. Newly-elected officers of Dorland International-Pettingell & Fenton, include Howard S. Hadden, chairman of the board; Atherton Pettingell, president; Fleur Fenton, executive vice-president; Walter S. Maas, executive vice-president; Charles B. Straus, vice-president; Arthur E. Conolly, vice-president; Esther K. Fagan, treasurer and Mary Zales, secretary. Included among the accounts are A. S. Beck Shoe Co., New York, and the export advertising of E. R. Subb & Sons (dental cream) and American Safety Razor Corp., Brooklyn.

Telephone is Eldorado 5-2685.

Byron Keating

BYRON KEATING, 59, president of the Cincinnati advertising agency bearing his name, died of a heart attack Nov. 24 at his summer home near Glyndon Springs, Minn., where he had been on a brief vacation.

In Cincinnati, Harold Klaus, vice-president of the Byron Keating Co., said there was no immediate statement on the future of the agency, since its control had rested solely with the founder. Mr. Keating, whose 35-year career in advertising included service with Lord & Thomas, founded the agency two months ago. There are no immediate survivors.

KORY ROBBERS

RADIO'S LONGEST LIST OF SATISFIED SPONSORS

Huddie's Bread . . . WRAY Carrier's Bread . . . WJHL
New Boy Bread . . . WHIS Hi-Grade Bread . . . WEOA
Ruby's Bread . . . WRIC Bangor Bread . . . WLBZ

(TO BE CONTINUED)

FROM THE HOUSE OF HITS
FREDERICK W. ZIV
COMPANY

2428 RADING AVE., CINCINNATI, OHIO
NEW YORK
ESMERALDA COPE HAS TWO JOBS...

Esmeralda Cope is one of many hundreds of women workers in the Detrola Radio Division who now are building land mine detectors, FM signal generators and other electronic war equipment. This job continues until Victory. But without detracting from this primary task, many of these workers are being acquainted also with their post-war assignments on the same production lines. Thus they will be ready to build hundreds of thousands of fine radio receivers, automatic record changers, television receivers and other products to enrich the life of a world at peace. Yes, Esmeralda Cope has two jobs. And International Detrola's creed of highest quality rules them both.

BUY WAR BONDS TILL VICTORY

DETROLA RADIO
DIVISION OF INTERNATIONAL DETROLA CORPORATION - HEAD OFFICE AT CHATFIELD, DETROIT 8, MICH.
C. RUSSELL FELDMANN PRESIDENT
These Two Stations Provide the Only Full Coverage of This Rich Pennsylvania Area

MAISON BLANCHE Co., large New Orleans department store, on Nov. 26 started sponsoring Famous Stories—Under the Muses Blanches Christmas Trees. Monday, Wednesday and Friday, 4:45 p.m. on WQJQ. Program started immediately after conclusion of the Yankee Network program The Answer Man on WRAN Toronto. Half-hour half-hour program on KCAG Los Angeles is heard Monday through Saturday.

PURITY BAKERY Corp., Chicago, effective Dec. 11, renewed participation of Record Reviews, on WGN Chicago, Mon., Thurs., Sat. Contract for 13 weeks was placed with Campbell-Mithun, Minneapolis.

DURKEE FAMOUS FOODS, Chicago, on Dec. 13, will begin sponsoring of the quarter-hour cooperative mutual show, featuring Cedric Foster, commentator, on WGN Chicago. Agency is C. Wendel Muench & Co., Chicago.

UNIVERSAL ENTERPRISES, Los Angeles, (Standard Brand points), on Nov. 26, started weekly newscast on RECA Los Angeles. Contract is for 40 weeks, thru Advertiser Week End Adv. Los Angeles.

HAIMOFF JEWELLERS, Los Angeles, in a cooperative campaign, started weekly half-hourly recorded musical program on KPAC Los Angeles; Contract is for five weeks. Advertiser West End Adv., Los Angeles, has the account.

LOMA LINDA PUD Co., Arizona Cal. (food products), has appointed E. Williams, Chicago, Los Angeles, to handle advertising, Plans call for radio.

SANITARIUM REGISTRY, Los Angeles (professional service agency), new to radio, on Nov. 28, started a weekly quarter-hourly syndicated musical program on KFAC Los Angeles, Contract is for 13 weeks. Agency is Alice Walsh Co., Los Angeles.

LAURA SCUDDER Food Products Inc., Monterey Park, Cal. (pumpkin butter), in a 10-week campaign which started in late November is using an approximate total of 150 spot announcements weekly on 16 California stations. List includes KFOX, KEDD, KIFS, KBP, KVOE KEMS KERN KFRE KMKL ZXW W-KING KFRE. Agency is Davis & Beaven Adv., Los Angeles.

CAIRSON, PIRE SCOTT & Co., Chicago, effective Dec. 3, renewed sponsorship of the quarter-hour Distinguished Guest Hour, Sunday, WGN Chicago. The 44-week contract was placed by Smith, Benson & McChlaine, Chicago.

CHAMBERLAIN Sales Corp., Des Moines (hand lotion), has appointed BBDO, Chicago, Cleveland advertising campaign. Firm on Dec. 1, was to start early-week announcements.

IDAHO Canning Co., Boise, Ida., is sponsoring a Sun Valley Lodge Party on KIDO Boise in behalf of Idaho prunes, corn and peas. Entirely mythical program uses transcriptions of screen personalities who presumably stop off at the lodge and "entertain." Program is heard Monday through Friday 9:15-9:30 a.m. Contract is for 52 weeks.

GENERAL FOODS Corp., New York, has appointed Benton & Bowles, New York, to handle advertising for Yule Co. Sales spot has been used from time to time in future media plans have not yet been formulated.

TRADE SALES Division of Interchemical Corp., Fairlawn, N. J., has appointed Sherman K. Ellis & Co., New York, to handle advertising for Sentry Canvas Paints and Mi-Do-Rid. Media plans include spot radio, to begin soon.

G. W. ONTHANK Co., Des Moines, has appointed George P. Buente Inc., New York, to handle national advertising for waxes and polishes. Campaign using newspapers and spot announcements will be on New York stations will begin soon, Gaither-Bradford & Co., Chicago, handles Midwest and western advertising.

FELIX M. COSTE, vice-president in charge of production of Coca-Cola, New York, has moved his New York office from 50 East St., to Cola Cola offices at 515 Madison Ave.

DAWE PRODUCTS Co., Chicago, and its subsidiaries of Fish Oil Extractions and Dawes Vitamin Co., have appointed Western Ad., Agency, Chicago, to handle their advertising. Radio may be used.


ATLANTIC COAL Co., of Boston (Glen Burn anthracite) will sponsor starting December 3 mystery series Building Dreams over WNAC Boston and the Yankee Network. Agency is John C. Dowd Inc., Boston.

THE SHEPPARD Stores, Providence, has announced that its 13th Annual Christmas store program, "The Answer Man on WRAN Providence will be heard Monday through Saturday.

HOLLER WITH RICHARD, Beverly Hills, has appointed Simmonds & Simmonds, Chicago, to handle advertising Radio is being considered. Account was formerly handled by Anderfer Adv., St. Louis.

T. EATON Co., Toronto, (national chain department stores), started current French-language Christmas quarter-hour program on CFB Montreal. Account was placed through.

W. WRIGHT Jr., Co., Toronto (chewing gum), started current newscasts on CKBK Toronto. Account was placed by Jack Murray Ltd., Toronto.

JUNIOR GOLD Securities Corp., Toronto (mining stocks), has added daily newscasts on CKYB Toronto. Account was placed by Harry E. Foster Agencies, Toronto.

DREW EDWARDS Co., San Francisco, (coffee), has appointed Johnsy-Johnsy, on CKFO Winnipeg. Account was placed by McCann-Erickson, San Francisco.

SALERNO-MEGOWIN Biscuit Co., Chicago, on Nov. 20, started Hunt logo and Her Phantag, quarter-hour show four times weekly on WGN Chicago, through Schimmer & Schmitt, Chicago.

CONSOLIDATED Rossie Chemical Corp., Chicago (Krafts drawn room), on Nov. 23, increased number of spot announcements on WMAG Chicago to two-weeks. Contract for 13 weeks was placed by Campbell-Mithun, Chicago.

ATLANTIC COAL Co., Chicago (Tavern Pale beer), effective Dec. 11, will renew Alex Dreier's quarter-hour newscasts Monday thru Friday on WMAQ Chicago. Contract for 13 weeks was placed by Campbell-Mithun, Chicago.

SIDNEY WANZER & Bros., Chicago (daily products), on Nov. 21, began time signal announcements on WENR Chicago three weekly for 6 weeks and on Dec. 4, will begin time signals on WMAQ Chicago for 6-weeks. Agency is Geo. H. Hartman Co., Chicago.

WESTERN STOVE Co., Culver City, Cal. (heating stoves), in addition to six weekly quarter-hour recorded musical programs, has started a quarter-hour six a.m. News on KNX Hollywood. Contracts are for 13 weeks. Firm also sponsors daily quarter-hour newscast on KECA with participation in Chicago program. Jamboree on KFI. Agency is Mays & Bennett Adv., Los Angeles.

POINTER THE WAY TO GREATER SALES

National Representatives

HEADLEY-REED COMPANY

New York, Chicago, Detroit, Atlanta, San Francisco

BOSTON'S BLUE NETWORK PLUS STATION

Radio Advertisers

National Sales Representatives • SPOT SALES, INC., New York • Chicago • San Francisco

Page 52 • December 4, 1944

BROADCASTING • Broadcast Advertising
WHAT—3 great cities, 3 great markets, within a few short air miles of one another?

Then why not reach and sell all three of these great markets with one strong, influential radio station that covers them all?

Here, Mr. Time Buyer, is your answer to your Albany problem—with Troy and Schenectady, two equally important markets, added for good measure. For these cities are one market. And if you are trying to cover them with three different media—well, buy just one station, WTRY, and save money.

P.S. You'll get better coverage, too, with WTRY's strong signal.

980—Middle of the Dial—980
Representatives: Paul H. Raymer Company

WTRY, Albany-Troy-Schenectady • Now Associated with WSYR, WKNE, WELI
KECA Seeks 50 kw On 770 With WJZ
Would Shift Channel to 1-B; Rules Change Involved

IMPROVEMENT of its key station facilities in Los Angeles, whereby KECA, Blue-owned outlet, would operate with 50,000 w on the 770 kc clear channel assigned to WJZ, Blue-owned key in New York, is proposed in applications filed last week with the FCC by the Blue Network Co. Inc. The move would reduce the status of the 770 kc channel from A-1 (clear at night) to a 1-B (duplicated) frequency with both stations using 50,000 w.

May Provoke Litigation

Likelihood that the applications would provoke litigation before the Commission was foreshown in view of the operation of KOB Albuquerque on the 770 kc channel under a "special service authorization". Regular operation of KECA on the frequency with 50,000 w, even employing directional antennas day and night, would preclude operation of the Albuquerque station on the frequency. KOB, regularly assigned to 1030 kc is seeking regular operation on the 770 kc channel. Formerly a Blue Network outlet, KOB now is on NBC.

Approval of the KECA proposal also would entail amendment of the Commission’s regulations, since the 770 kc channel is listed as I-A by international treaty and would be degraded to a 1-B under the KECA applications.

Blue first applied for a construction permit to shift KECA’s frequency from the regional frequency of 799 kc to 770 kc and increase its power from 5,000 to 50,000 w, with a directional antenna for day and night use, and with removal of both studios and transmitter. Then it sought a "special service authorization" to operate immediately on 770 kc with 5,000 w full-time, pending completion of the construction contemplated for the 50,000 w operation.
Engineer Offers Plan to Keep Petrillo From Becoming Broadcasting Dictator

The writer, Kermit A. Slobb, is a studio engineer for the Blue in Chicago. His opinions, written in an open letter to broadcasting executives, are strictly his own, he explains. The letter, dated Nov. 21, was received too late for inclusion in last week's issue which carried the NBRB decision on turntable jurisdiction (see editorial on page 30).

The time has come for action on your part ... action to stop the AFM generally and James Petrillo specifically from becoming a dictator over the American broadcasting industry. Which is the reason for this letter: Complete blame does not lie with Mr. Petrillo ... he knows what he wants and he gets it, which is American to the core. You gentlemen definitely do not know what you want, but you do know you are getting something you don't want.

Engineers' Vow

Mr. Petrillo has recently scored his greatest success to date by signing the last of the recording companies to a huge "alush fund" contract. Broadcast magazine aptly stated in the Nov. 20 issue that the only remaining project Mr. Petrillo wants to complete is to take over the turntables in radio stations all over the country. Broadcasting magazine did not make it clear that the only organization which now remains in Mr. Petrillo's path is a small, independent union of about 700 members, the National Association of Broadcast Engineers & Technicians (NABET).

We can skip all the previous history of NABET, as that information can easily be secured. It will suffice to say that the 700 NABET members throughout the country (which include all of the NBC and Blue engineers) have vowed to stop at nothing to keep Mr. Petrillo from making a grab at something that belongs to them. What a different story could be told if you executives had made the same vow.

Of all the people directly responsible for radio programs, the engineers are paid the least. Right now, they certainly do not hold the re-
spect they rightly deserve, and up to this time, they have always been the underdogs. For example, NBC and Blue executives blithely signed a contract with AFM giving them turntable jurisdiction, while holding a previous contract giving NABET this privilege. In the other networks the situation is no better. IBEW officials have cut the engineers' throats by signing over playing of turntables to the AFM.

The answer to the whole question is simple when you consider it this way. Where did radio broadcasting start? With the engineers, of course! And that is exactly where you gentlemen can stop Mr. Petrillo. If you would stand behind the engineers in this turntable situation, we will surely give Mr. Petrillo his first major setback, and from there his decline is obvious. Defeated by a small independent union, he will never again resume the power he once held.

The members of NABET are prepared to strike should Mr. Petrillo disregard the Government's wishes in the turntable issue, as he has done before. This time therefore, instead of being able to force an issue through threat of striking, the AFM will be a secondary interest in a large strike of their own conception ... the complete shut-down of the NBC and Blue networks and several affiliated stations.

This issue is also squarely before the radio engineers who do not belong to NABET. It is a well-known fact that if all the radio engineers in the country (including members of the four nets and all the independent stations) were to join the same union, that union would be able to get working conditions and salaries comparable with musicians, announcers and actors. New stations are joining NABET every week, and if that swing to a union that is fighting for the engineer and the broadcasting industry were general, Mr. Petrillo would be set back on his heels.

Yes, it's time for action. You can do your part by contacting the nearest NABET representative and getting the facts. Mr. Petrillo can be licked, and NABET is well on the way to doing it! Are you going to help?

Survey Predicts Jobs

More than 5,000 civilian jobs in the radio retailing industry are awaiting radio technicians now in the Signal Corps and Naval Communications, according to preliminary results of a survey made by Emerson Radio & Phonograph Corp., New York. Initial findings are based on returns from 1,300 radio dealers, out of a total of 20,000 to whom a questionnaire was sent. Requirements of individual dealers indicate openings for an average of about four trained men per firm, with the need evenly divided between sales and service personnel.

1,045,717 SANTA CLAUSES

... do their Christmas shopping in the WGY COMMUNITY ... the important metropolitan area of central and eastern New York and western New England where the 1,045,717 radio families keep tuned to WGY more than to any other station.

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

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

Welcome to the OCEANS IN MONTANA -- YES! OCEANS OF RESULTS

WGY
Schenectady, N. Y.
30,000 watts -- NBC-23 years of service
Represented Nationally by NBC Spot Sales

WGY-250

COLUMBIA NETWORK

BUFFALO'S ONLY
50,000 WATT STATION
DAY AND NIGHT
SALES RECORD

Program Based on Article
Ups Safepost Sales

SALES of the Saturday Evening Post jumped to a new all-time high in Central Illinois when J. W. Barr, superintendent of sales for the magazine, staged a program over WCRS Springfield based on an article, "You Take the High Note". The Harmony Kings, all residents of the area, were mentioned in the story, performed on the program and Mayor John W. Kapp of Springfield delivered the commercial. As a result of his novel idea, Mr. Barr was cited for his sales record in the Curtisman, publication of the Curtis Publishing Co.

WCAU Studios Sold

FIRST studios in the country to be designed exclusively for radio, the nine-story WCAU Philadelphia building, opened in 1932 at a cost of $1,350,000, has been sold for $670,000 since it will not be adequate for postwar television. Operations will continue from there, however, until a new building can be constructed. Television engineers are studying possibilities of erecting television studios in the site of a building purchased by the station last year.

BMI has renewed its contract with American Performing Rights Society and El Sindicato de Autores, Compositores y Editores de Musica under which it exclusively licenses in the United States all the music of Mexico.

Postwar Business Gain
Is Forecast by McCluer

POSTWAR SLUMP in business is not anticipated by the NBC Chicago sales department, according to Paul McCluer, sales manager of the NBC central division. Better than 90% of NBC's advertisers have continued their peaktime schedules through the war and we are confident they will remain with us after the war.

"Some clients, in fact, who have retained their radio time despite reductions in their available consumer merchandise during the war are expected to increase their advertising once their goods are again available in sufficient quantities to supply all demands."

As for clients who have purchased air time since the outbreak of the war, McCluer maintained, "In witnessing the addition of new and the return of old customers to our sales lists, we have every expectation that they will remain on our postwar schedule of business."

Romulo Praises Blue
PHILIPPINE invasion coverage by the Blue Network was praised by Brig. Gen. Carlos P. Romulo, Resident Commissioner of the Philippines to the United States, in a letter handed to Arthur Feldman, Blue president. The General expressed his thanks for the Blue's invasion coverage, mentioning both Mr. Feldman and Clete Roberts; also Blue Pacific war correspondents by name. The letter said in part: "The service of both the radio and the press in connection with the Philippine invasion has been excellent. They helped bring us closer to America."

Education Meeting

WTRY Troy and Russell Sage College will sponsor at a one-day conference Dec. 12, an "Institute of Radio Education" to promote radio education in school systems. Speakers will include Dr. Harrison B. Summers, director of Education of the Blue Network and Dr. Kenneth Bartlett, director of the radio division of Syracuse U. Highlight of the conference will be the broadcast of the regular weekly WTRY-Russell Sage program, "How Do You Pronounce It."

TELEFILM Inc., Hollywood, specializing in 16 mm film products, with postwar plans including television activity, has purchased building adja- cent present site at 6035 Hollywood Blvd. and will erect additional sound stages when priorities are obtainable.
SOMETIMES
IT'S BETTER TO BE
BUILT FOR THE JOB!

If you're looking for sales in the San Antonio market area, remember first, that this is the area that KTSA was designed and built to serve . . . efficiently and economically.

Every recognized survey proves how well KTSA does the specific job it was engineered and built to do. It is ready now to deliver the audience and the coverage in the San Antonio market area without waste or duplication.

Incidentally, you might remember, too, that KTSA's 64 county primary coverage area includes 23.11% of all of Texas' enormous effective buying income, and 22.06% of all of Texas' whopping retail sales.
FCC PROBE COUNSEL HAS VARIED CAREER

ROBERT B. BARKER, appointed general counsel of the House Select Committee to Investigate the FCC on Dec. 1, has been in government work nearly a quarter of a century. A native of Del Rio, Tex., he attended George Washington U. and graduated from the National U. Law School in 1925. He is a member of the Bar in Tennessee and has been admitted to practice in State and Federal courts.

Mr. Barker enlisted in the U. S. Marine Corps at 15 in the last World War, served overseas and resumed his education when the war ended. In 1922 he was assistant to the late J. Will Taylor, Republican National Committeeman from Tennessee and Representative from the second Tennessee district. From 1922-1937 he was with the Veterans Administration, later entering private law practice.

In 1938 Mr. Barker was appointed senior investigator of the Dies Committee on Un-American Activities and on March 1, 1943, became an investigator for the House Select Committee to Investigate the FCC under Eugene L. Garey, then general counsel. He resigned the following November and returned to the Committee last April 1 as investigator-attorney when John J. Sirica was named general counsel.

Upon the resignation last Aug. 17 of Harry S. Barger, Mr. Barker was appointed chief investigator, a post he held at the time of his promotion to the general counselship.

RCA EMPLOYEES GET RETIREMENT PLAN

A PLAN to assure RCA employees life incomes upon retirement was proposed last Friday by Col. David Sarnoff, RCA president, on the occasion of the 25th anniversary dinner of the corporation at the Waldorf-Astoria Hotel, New York.

Dr. James Rowland Angell, NBC president, was a consultant when the master at the dinner, read a message from President Roosevelt saluting RCA which he recalled was formed following a suggestion by Navy officials for an American communications company.

Gen. Ingles, Chief Signal Officer, USA, complimented RCA personnel on their contribution to the war effort, stressing the close relationship of RCA and its associated companies with the Signal Corps, mentioning particularly Col. Sarnoff’s work.

Rear Adm. Joseph R. Redman, USN, Director of Naval Communications, told of the Navy’s part in the beginning and formation of RCA.

Hope Awarded Medal

BOB HOPE, NBC comedian sponsored by the PepsiCoat Co., on Jan. 17 will receive the Poor Richard Club’s award for outstanding achievement of 1944. Gold medal will be presented at the annual award dinner in Philadelphia.

WPB Sees Higher Tube Production

First Quarter of ’45 Output Placed at 6,000,000

TENTATIVE schedule for the first quarter of 1945 calls for the production of 2,000,000 radio tubes a month, an increase of about 500,000 a month over past authorization, the War Production Board announced last week. However, WPB said, the anticipated monthly output can be met “only if increased labor is obtained and military demands do not increase.”

The Board added that if 6,000 more female workers could be obtained, production of receiving tubes both for military and civilian programs could be stepped up, allowing an increase in civilian replacement tubes up to 4,000,000 a month. “If conditions are anticipated correctly,” it said, this volume may be reached within four months after V-E Day.

Ken Church Appointed WCKY Executive Head

APPOINTMENT of Kenneth W. Church, for the past two years manager of WKRC Cincinnati, as executive vice-president of WCKY in the same city, was announced last Friday by L. B. Wilson, owner and operator of the CBS outlet. Mr. Church succeeds Fred A. Palmer, who has resigned to establish an advertising agency and public relations firm in Cincinnati.

Herman E. Fast, sales manager of WKRC for the past several years, has been appointed general manager, succeeding Mr. Church.

Mr. Church, for a decade commercial manager of KMOX St. Louis, joined WKRC in 1941 as director of national sales and promotion. In September 1942, when Hubert Taft Jr. was commissioned in the Army Air Forces, Mr. Church became general manager. A native of Ohio, Mr. Church had worked on the St. Louis Globe-Democrat and Dispatch, and for a time was manager of the Globe-Democrat radio department.

Mr. Palmer had been at WCKY for nearly four years, after having served as manager of KOY Phoenix. Prior to that time he was associated with stations in Columbus.
THE SPOTLIGHT IS ON... 
THESE 3 AVAILABLE KWK PERIODS

Rush Hughes

"SONG AND DANCE PARADE"
10 a. m. to 12 noon daily

<table>
<thead>
<tr>
<th>PRESENT SPONSOR</th>
<th>TIME</th>
<th>HOOPER RATING</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bond Bread</td>
<td>10:00 a. m. to 10:20 a. m.</td>
<td>4.7</td>
</tr>
<tr>
<td>AVAILABLE</td>
<td>10:20 a. m. to 10:40 a. m.</td>
<td>3.0</td>
</tr>
<tr>
<td>Creamo Margarine</td>
<td>10:40 a. m. to 11:00 a. m. (Mon. Wed. Fri.)</td>
<td>3.7</td>
</tr>
<tr>
<td>AVAILABLE</td>
<td>10:40 a. m. to 11:00 a. m. (Tues. Thurs. Sat.)</td>
<td>3.7</td>
</tr>
<tr>
<td>Old Judge Coffee (News)</td>
<td>11:00 a. m. to 11:05 a. m.</td>
<td>5.8</td>
</tr>
<tr>
<td>Carey's Salt</td>
<td>11:05 a. m. to 11:20 a. m. (Mon. Wed. Fri.)</td>
<td>5.5</td>
</tr>
<tr>
<td>St. Louis Dairy</td>
<td>11:05 a. m. to 11:20 a. m. (Tues. Thurs. Sat.)</td>
<td>5.5</td>
</tr>
<tr>
<td>AVAILABLE</td>
<td>11:20 a. m. to 11:40 a. m.</td>
<td>5.4</td>
</tr>
<tr>
<td>Celanese Corporation of America</td>
<td>11:40 a. m. to 12:00 Noon (Mon. Wed. Fri.)</td>
<td>6.7</td>
</tr>
<tr>
<td>Canada Dry</td>
<td>11:40 a. m. to 12:00 Noon (Tues. Thurs. Sat.)</td>
<td>6.7</td>
</tr>
</tbody>
</table>

Graph shows average ratings for two hour 'Song and Dance Parade' since program started.

IN ST. LOUIS THE TREND IS TO KWK
PAUL H. RAYMER CO., Representative

IN ST. LOUIS THE TREND IS TO KWK
PAUL H. RAYMER CO., Representative

Ratings from C. E. Hooper "Continuing Measurement of Radio Listeners", Monday thru Friday, December 1943 thru April 1944.
FMBl Reaffirms Former Plea For Retention of Present Band

Directors Urge FCC to Expedite Determination Of Allocations in Interest of Postwar Jobs

REAFFIRMING its recommendation that the FM band "be expanded at its present position in the radio spectrum", the board of directors of FMBl at a two-day meeting in Washington last week called upon the FCC to determine the permanent allocation structure of the service "at the earliest possible date consistent with due consideration of all the evidence before it".

In addition, the directors took the following action:

Postponed the annual meeting of FMBl until the FCC makes its allocations on FM and until such time thereafter as transportation conditions permit.

Authorized the establishment of larger headquarters at 1750 Ely Ave., N.W., Washington, and provided for staff expansion.

Added 20 new members to bring the total membership to 125.

Instructed the secretary-treasurer to purchase War Bonds in accordance with the financial capacity of the organization.

The directors' stand on FM allocations, incorporated in the RTBP Panel 5 recommendations for 75 channels of 200 kc width in the 41-56 mc portion of the spectrum, was vigorously set forth at a resolution adopted at its Friday meeting. It pointed out these recommendations were substantially supported before the FCC allocations hearings by receiving set manufacturers, educational institutions, and particularly the expert engineering witnesses who testified, and in the report of the IRAC to the Dept. of State.

Offers Postwar Jobs

"A review of the complete record now before the Commission and an analysis thereof", the directors declared, "does not . . . justify any change in its recommendations."

In urging the FCC to expedite its determination of the FM band, the directors were moved primarily by the importance of providing the greatest amount of employment in the immediate postwar period. The evidence before the FCC, together with that contained in the application for FM stations on file, a resolution declared, "shows that FM broadcasting can contribute the largest share of this [postwar] employment."

A staff of the proper and rapid development of FM broadcasting and the branches of industry which it will support is inevitably dependent upon the permanent provision made by the FCC for this service. The organization's new headquarters will be ready for occupancy Jan. 1, 1945. A lease for the second floor of a three-story converted church, with access to principal Washington buildings, was signed Friday. Plans call for remodeling, furnishing and equipping the five rooms provided. A staff of five, an increase of two, will be employed.

Directors attending the meetings were: Walter J. Damm, president (WTMJ- WFMF); Theodore C. Streibert, vice-president (Mutual); Franklin M. Doolittle (WDBC-FM); Ray H. Manson (Stromberg-Carlson); John Shepard 3d (Yankeee Network); Lee B. Wailes (Westinghouse Radio Stations Inc.) and John V. L. Hogan (WQXR-WQXQ).

Also present were Maj. Edwin E. Armstrong, FM inventor; C. M. Jansky Jr., engineering counsel; Philip G. Louches, legal counsel; and Myles Louches, managing director.

New active members added were:


RCA Dividend

RCA board of directors, meeting Friday, declared dividends of 87 1/2 cents a share on outstanding first preferred stock, for the final quarter of 1944 payable Jan. 2, 1945, to stockholders of record Dec. 11, and 20 cents a share on outstanding common stock, payable Jan. 30 to holders of record Dec. 15.

P&G Changes

PROCTOR & GAMBLE CO., Cincinnati, will expand Jack Kirkwood, Monday-Friday, 8-8:15 p.m. (PWT) from eight West Coast CBS stations to the full network, undetermined and I Love a Mystery, Monday through Friday, 7-7:15 p.m., will be discontinued by April 30. P&G is expected to decide on testing a new show on CBS West Coast or eastern stations in January, agency is Compton Adv., New York.

Vitaplus Convicted

VITAPLUS INC., New York, producer of a tablet advertised to reduce gasoline consumption, and Dr. Sylvain D. Broder, president, were convicted last Friday at the court of special sessions in New York, charged with publishing and broadcasting misleading advertising in violation of Sec. 421 of the Penal Law. Product was advertised on three New York stations, and at one time on 40 stations throughout the country.
SUPPORT

Until the last knock-out blow is delivered to the Axis Powers it is our job at home to continue backing our Armed Forces by buying

MORE WAR BONDS

INTERNATIONAL BUSINESS MACHINES CORPORATION
RYAN LEADS PLANS FOR ANNIVERSARY

Story of RCA Dinner on page 58

THE SILVER anniversary of broadcasting—marking 25 years since radio's advent as a sustained public service—will be observed during the entire year of 1945, under preliminary plans projected last week by J. Harold Ryan, NAB president. All stations and networks will be called upon to commemorate the progress and achievement of the first quarter-century of broadcasting in America, where the art was born. The slogan will be Radio's 25th Anniversary—Pledged to Victory.

The observance campaign will be directed by Mr. Ryan through Willard D. Egolf, NAB public relations director, with Arthur Stringer, NAB member and Lewis H. Avery, director of broadcast advertising, devoting their efforts to coordination of allied radio interests. A preliminary session was held last week with Bond Geddes, executive vice-president and general manager of the Radio Manufacturers Assn., on the cooperative effort.

The 25th anniversary symbol is "XXV," depicting 25 years, but with the "V" for Victory" dominant. A musical signature in being prepared, to combine the now celebrated musical "V" with the "XXV," both adapted from the continental code.

Early Days

The broadcasting silver anniversary follows RCA's observance this year of its 25th anniversary as the first overall entity in the radio field. Its initial operations in 1919, however, pertained to communications. In 1920 both the Detroit News and Westinghouse began regular broadcast station operations, on Aug. 29, 1920, WBO, Detroit, later WBL, and afterward, WWJ began operation, broadcasting daily thereafter.

On Nov. 2, 1920, KDKA Pittsburgh, founded by the late Dr. Frank Conrad, began regular schedule broadcasting with the Harding-Cox Presidential election returns. The station began with regular call letters—KDKA.

Tentative plans for the extensive observance of the anniversary provide for the kick-off on New Year's Day. Proposed are dramatizations on the historical side of radio, re-broadcasts of pioneer programs and personal appearances of veteran performers. All would be geared to the theme of Americanism and victory.

Neal Ivey Co. Formed

NEAL D. IVEY, president of Ivey & Ellington, Philadelphia, resigned last week and announced he would form his own company Jan. 1, the Neal D. Ivey Co., Philadelphia. Announcement will be made shortly of the clients of the new company and the personnel of the organization.

FCC Tentatively Adopts Allocation

Formal Proposals Below 30 Mc Await IRAC Discussions

RACING against time, the FCC last Friday formally notified the State Dept. it had tentatively approved an allocation plan pertaining to frequencies of an international character below 30,000 kc (30 mc), but has not completed its spectrumwide allocation plan to cover all new services, including FM, television, facsimile and related fields. The State Dept. had set a November deadline on international aspects of the allocations, before embarking upon preparation of final American proposals for the next international telecommunications conference.

The FCC announcement came following a lengthy session last Friday—the first meeting of the Commission on bands on allocations since adjournment of the five-week hearing Nov. 2. It has been impeded in its preparatory work by the telephone strike, the House Select Committee inquiry into the FCC and the Upton Close incident.

The announcement stated that detailed allocation of specific channels to various non-Government services may not be completed "for some time" but that the detailed allocation will remain within the international allocation (below 30 mc) which will be proposed after discussion with the Interdepartment Radio Advisory Committee.

Abstract of the FCC announcement, which encompasses the letter to the State Dept. follows:

A large percentage of the frequency spectrum which has been requested by the various non-Government services involves possible conflict with permanent as well as temporary Government assignments. In view of these facts, the Commission, the announcement stated, has declared the allocation plan in international terminology "underdeveloped" as a frequency below 30,000 kc, has deemed it advisable to defer final action in these matters until such time as they may be discussed with the Interdepartment Radio Advisory Committee. It is anticipated that such a plan may be made available at an early date. Meanwhile plans relating to allocation of frequencies above 30,000 kc are proceeding in the same manner and will be submitted to the State Dept. as soon as possible.

Detailed allocation of specific channels to the various non-Government services may not be completed for some time but it is expected that such detailed allocation will remain within the international allocation which will be proposed.
First exclusive manufacturer of short wave radio equipment to receive the coveted Army-Navy "E" Award for the fifth time... the result of the continued and untiring devotion to duty of the company's 1,500 employees.

hallicrafters
THE HALLICRAFTERS COMPANY - MANUFACTURERS OF RADIO AND ELECTRONIC EQUIPMENT - CHICAGO 16, U.S.A.

Builders of the famous SCR-299.
NBC War Clinics To Start Feb. 5
Five Three-Day Sessions Set;
Trammell Heads Speakers
NBC's 1945 War Clinics will get under way Feb. 5-7 at the Waldorf Astoria, New York, with subsequent sessions scheduled for the Biltmore Hotel, Atlanta, Feb. 11-13; Baker Hotel, Dallas, Feb. 15-17; Palmer House, Chicago, Feb. 19-21; and Biltmore Hotel, Los Angeles, Feb. 26-28.

NBC affiliates have been notified of the sessions earlier than usual because of the "prevalent difficulty in securing hotel accommodations," according to Philip I. Merryman, director of facilities development and research. In a memorandum, Mr. Merryman said meetings will generally follow last year's pattern, except for the elimination of the engineering meeting at which NBC's policies on FM and television were announced and discussed [Broadcasting, March 6].

Trammell Heads Speakers
Niles Trammell, network president, will address the opening luncheon meeting. That afternoon Frank E. Mullen, vice-president and general manager, will speak on "Future Tides" and Frank M. Russell, Washington vice-president, on "Governmental Relations." Afternoon session will close with a program forum, with C. L. Menner, vice-president in charge of programs; Dr. J. R. Angell, public service council; William F. Brooks, director of news and special events; and Sheldon B. Hickox Jr., manager of station relations.

Second day begins with a morning session devoted to discussion of affiliates' problems. In the afternoon Roy C. Witzmer, vice-president in charge of sales, will report on the sales outlook for 1945; Charles P. Hammond, director of advertising and promotion, will discuss the network's promotion plans for the coming year; and James H. Nelson, network sales promotion manager, will describe the 1944 county survey. John F. Royal, vice-president in charge of television, will report on NBC's plans for sight-and-sound broadcasting at an FM and television panel the third morning. O. B. Hanson, vice-president and chief engineer, will speak on "Allocations and Other Technical Problems," and Mr. Merryman on "Economics of Network Television" at this session. William S. Hedges, vice-president in charge of stations and director of the clinics, will summarize the three-day program in a concluding speech following the luncheon.

Same schedule will be followed in all cities, except that Mr. Hedges will deliver the opening afternoon address to be made in New York by Mr. Mullen, and that program executives from other NBC divisions will participate in Mr. Menner's program forums in their respective territories.

Named by Campbell
APPOINTMENT of Ralph Nimmons and Raymond Collins as assistant managers of WFAA-KGKO and of Ralph K. Maddox as program supervisor, was announced last Friday by Martin B. Campbell, general manager. Mr. Nimmons, formerly executive program director, assumes charge of the local sales department and assumes duties with national sales. Mr. Collins, technical supervisor, has just returned from an 18 months' leave of absence with Radio Research Laboratories at Harvard, including special research in England. He will supervise studio activities in addition to engineering duties.

It's a Habit in Baltimore

America's foremost National Affairs Reporter
Fulton Lewis, Jr.

When America's "thinking" people want the latest news in a concise, unbiased and authoritative manner, they listen to Fulton Lewis, Jr. Lewis is currently heard on over 240 Mutual stations with more than 130 sponsors. A few choice cities are still available for cooperative sponsorship.

* Call wire or write: WM. B. DOLPH BARR BLDG. WASHINGTON, D.C.
WOW Loses Suit For ASCAP Fees

Nebraska Court Denies Fund Recovery After State Law

JUDGE JAMES FITZGERALD of the Superior Court of Nebraska last week disallowed the triple damage suit filed about a year-and-a-half ago against ASCAP by WOW Omaha and Joseph Malec on behalf of 24 tavern and hotel keepers. Plaintiffs sought to recover license fees aggregating $350,000 paid to ASCAP between the passage of the State's anti-ASCAP law in May 1937 and the expiration of the World War II contract with ASCAP at the end of 1940 for the station, and between June 1937 and May 1941 for the others.

Dual Defense

When the case was tried last June before Judge Fitzgerald, ASCAP presented a dual defense, (1) that its operation did not violate the Nebraska statute and (2) that the payments of the licenses were voluntary. Statute provided that purchase of music at a price specified by the copyright owner authorizes public performance in perpetuity, called for a 25c state registration fee for each composition and agregated existing contracts and methods of paying for copyrighted music.

ASCAP subsequently returned to its members the performing rights of their music as far as Nebraska is concerned and several individual publishers have suits for copyright infringement of their music pending in the Federal Court. These suits are based on the premise that while Nebraska can set up its own rules for the conduct of business within its borders, no state can legally put into effect measures which would nullify the provisions of the copyright act, which is a federal law. If these test cases are decided in favor of the publishers, they are expected to lead to an avalanche of similar suits by copyright owners against new contracts in the state, asking for royalty payments for all performances since the last payments to ASCAP.

BBC Plans Worldwide Radio News Service at War's Close

VIRTUALLY GIVING an official denial to reports that British broadcasting might go commercial in the postwar era, W. J. Haley, director general of the BBC, last Tuesday presented to the Radio Industries Club in London, a well-developed blueprint of a three-program domestic service to be started immediately after the end of the war in Europe, which he said "will put Britain and the United Kingdom as a whole ahead of any other listeners in the world."

There is a conception of broadcasting that envisages it "as something to be exploited, something to make money out of," he said. "For that kind of broadcasting you do not worry about much about coverage. In a country like ours you would just put a station here and there to skim the cream of the most thickly populated communities and let the rest go hang.

Three New Services

"In our British wisdom," he continued, "we decided the other way, where broadcasting is a noncommercial service and in which every listener, no matter where he is in the United Kingdom, has an equal right with every other listener to the best service that can be given. Terming it the "BBC's duty to see the villagers has as good listening as the city dweller," he said that no transmitter in existence can cover all the United Kingdom simultaneously on the medium waves. He added that all the BBC's medium wave transmitters will be used for home service after the end of hostilities in Europe, with service to the troops continued by shortwave only.

Two domestic programs, one regionalized and the other a long wave national service, will be started immediately after the "death of Germany," with a third service, also national, to come "as soon as we get the wavelengths back from their wartime use." He added that all the BBC would do "is of course, be television in which the BBC led the world before the war."

Expressing the BBC's desire to foster Commonwealth broadcasting, Mr. Haley announced that a conference of "all the great Dominion broadcasting corporations" and the BBC will be held in London in February. The heads of the Canadian Broadcasting Corp., Australian Broadcasting Commission, New Zealand National Broadcasting Service, South African Broadcasting Corp. and All India Radio will attend the meeting, he said, expressing the hope that "great benefits will follow to all listeners at home and throughout the Commonwealth."

Polling has not been limited to a day or a month but is still going on, he declared, paying tribute to the "war reporters of both our nations and of the dominions who with resource and intrepidity, doggedness and courage, have made this great work possible, and to the engineers, too, who have undergone the same rigors and hardships and have displayed an equal ingenuity often in difficult possible circumstances in keeping their transmitters going."

Tide Water, Cage Games

TIDE WATER Associated Oil Co., New York, one of the outstanding sponsors of local sports broadcasts in the East, has arranged to present collegiate basketball games on WINS New York from the Daily Square Garden and from out of town when games are played in Philadelphia or Boston. In the latter event, contests will be sponsored on WIBG Philadelphia or WCPB Boston, with direct lines to the New York station. Agency is Lennen & Mitchell, New York.

Hay Leaves WSM

GEORGE D. HAY, veteran audience relations director of WSM Nashville and the first as early as 19 years ago on the Grand Ole Opry, now on NBC Saturday was resigned last week to take his wife to the West Coast for her health. For many years he had been heard on WSM as the "Solen Old Judge" and was made of various Opry units. Mr. Hay, who appeared in the Republic picture, "Roofer Holiday," plans to do movie character parts.

Seek Video CPs

THE CROSLEY Corp., Cincinnati, licensee of WLW, last week filed with the FCC an application for a new commercial television station on Channel 1. Raytheon Mfg. Co., Waltham, Mass. also seeks Channel 1 facilities for a new commercial television outlet for Waltham.

WVO Names Pearson

WVO New York has appointed John E. Pearson Co. as national sales representative. The New York metropolitan area will be handled by the station.
FCC Probe Closed to Public
(Continued from page 10)

Do you want me to leave?" demanded the attorney. He took the
officer by the arm, started out and when he reached the door turned and
said, "I want you to show I'm being forcibly evicted. I'm not under your jurisdic- 
tion. I'm a taxpayer. I pay your salaries." Out the door they walked. Mr. Handelman
promptly returned, however, and took a seat in the rear. The policeman stood
nearby grinning.

In a telegram to the Committee Wednesday Mr. Handelman
demanded that further hearings be
called off until after the litigation
is settled, charging "no guarantee
that the rest of his evidence will
not seep through from your execu-
tive session to the defendant Noble".

I've been in touch with Mr. Lea,
protesting that part of Tues-
day's proceedings had been
omitted from the record. No mention of his "eviction" was
made in the record.

Mr. Handelman sent a telegram to Mr.
Flamm's assistant, "I'm outside the
realm of the Committee's author-
ity as established by Congressional
resolution.

In his formal letter of resigna-
tion Mr. Sirica told Chairman Lea:
"I want you to know that I deeply
appreciate the confidence and trust
you have shown in me and in this
affair. I want you to take for
the very kind words you said about
me. . . . It has been my good for-
tune to have had the assistance of
a very conscientious and capable
staff, and I feel confident that they
will put forth their best efforts in
assisting the Committee to complete
its investigation."

Chairman Lea, accepting the gen-
counsel's resignation, by letter
last Thursday, wrote: "I regret
that our Committee is to be de-
solved of your service and respect
your keen sense of duty which has
impelled you to this ac-
tion. . . . The untiring energy,
diligence, industry and ability with
which you have discharged your
duties have, in my judgment, com-
pletely confirmed the reasons for
which I recommended your ap-
pointment."

In his letter Monday to Chair-
man Lea, Mr. Wood charged Mr.
Sirica with "prejudicial conduct"
and alleged that it had become
"undeniably clear that you
regards yourself and is in truth and
fact acting as Flamm's attorney".

Pointing out that Mr. Noble is a
"well-known citizen of good re-
pute", Mr. Wargo said the Com-
mittee "direct your counsel to
refrain from his one-sided presen-
tation of matters relating to the
civil suit, or that your Committee
hold these hearings in a complete
session with the understanding
that the testimony will be made public
after the civil suit is tried."

Shaw Denies Charges

Donald S. Shaw, former general
manager of WMCA and accused by
Leslie E. Roberts, former public
relations counsel of the station,
with taking part in what Mr. Rob-
erts described as a "conspiracy" to
"scare" Mr. Flamm into selling the
station, emphatically denied the
charges as "utterly false and com-
pletely untrue". He denied that he
divulged any "confidential figures"
to Mr. Noble prior to the contract
signing on Dec. 2, 1940.

Mr. Barker read a transcript of
what purported to be a recorded
telephone conversation between
Messrs. Shaw and Roberts in early
1945, when Milton I. Hauser,
former assistant general counsel un-
der Mr. Garey, questioned them
regarding the WMCA sale. Mr. Barker
pointed to discrepancies in state-
ments given by Mr. Shaw in April

Prell Gets Post

JOHN F. PRELL, World War II
veteran, formerly in the adver-
sising department of the Omaha
World-Herald, which operates
KOWH Omaha, has been placed in
charge of new radio develop-
ments for the newspaper. He will
devote the major portion of his
time to study of television, FM
and other postwar radio services.
The appointment in no way affects
the management of KOWH by D.
C. Corrigan.

When you stop at The Roosevelt
you don't risk getting mornooned
like this. For you'll be within walk-
ing range of Manhattan's Mid-
town activities. Direct passage-
way from Grand Central Terminal
to hotel lobby. A reservation at
The Roosevelt liquidates a lot of
bother.

Rooms with bath from $4.50.

HOTEL Roosevelt
MADISON AVE. AT 45TH ST., NEW YORK
A HILTON HOTEL

- JOHN F. PRELL, World War II veteran, formerly in the advertising department of the Omaha World-Herald, which operates KOWH Omaha, has been placed in charge of new radio developments for the newspaper. He will devote the major portion of his time to study of television, FM and other postwar radio services. The appointment in no way affects the management of KOWH by D. C. Corrigan.

In his statement following Com-
mittee action Mr. Noble said: "I
want the record to show that I
strongly desire that all pertinent
facts to the House investigation
be made public. I want no white-
wash, as has been charged, and
I want an opportunity to answer,
fully and completely, Mr. Flamm's
allegations." He denied he had at-
temted "to block any public hear-
ings."

Chairman Jett, on behalf of the
FCC, said the Commission is on
record as favoring a "prompt and
full investigation" of the WMCA
case. "The manner of conducting
the investigation is of course for
the Select Committee to determine
and the Commission has no
ment concerning this action," he
said. "As far as the Commission
is concerned today, we have been for the two years
of the life of the investigation
the present all the facts we have
concerning the WMCA matter—either
in public or executive session as
the Select Committee sees fit."

Mr. Handelman, charging Rep.
Wart with using "gestapo" meth-
ods, said the Committee "has again
demonstrated the insincerity which
it showed in its previous hearings".
When Mr. Handelman attempted
to make a statement during the last
open hearing, he was ruled out of
termission and told to be seated.
When he continued, Rep. Wart
seated him on the shoulder.
and May 1943 and his current testimony. Mr. Shaw said apparently he was confused at times when questioned by Mr. Hauser.

Mr. Shaw denied charges by Mr. Roberts that he was involved in any “conspiracy”, said he had no conferences with Mr. Noble and his counsel, William J. Dempsey, until after the contract was signed but admitted he told Mr. Noble “after Flamm reneged” that Mr. Flamm could be frightened into carrying out the contract.

John Elmer, president of WCBM Baltimore and former NAB president, testified that one night in late 1940 he was called by both Messrs. Shaw and Hooper regarding the proposed sale of WMCA but told both of them he could offer no advice one way or the other. He said Mr. Shaw asked him to recommend to Mr. Flamm that he sell the station.

David H. Diebler, FCC principal attorney who handled the transaction, testified that “very few” transfers are granted in the short time taken in the WMCB case. He said he was under the impression from what he had heard and read that Col. Telford Taylor, then FCC general counsel, wanted to expedite the Commission action because he understood Mr. Dempsey, himself a former general counsel of the FCC, has procured Col. Taylor’s appointment.

Diebler Denies ‘Pressure’

He said he had no knowledge that “any Commissioner or the general counsel” did anything wrong. Although he testified that he had told Fred R. Walker, former assistant general counsel of the Committee, that a memorandum written by Col. Taylor would tend to “grease the case”, he said he didn’t mean to infer anything sinister about the transaction. Taylor’s recommendations were so drawn as to “expedite” FCC action, he added. He said he had no knowledge that the Commission was pressured into rushing through the transfer.

John A. Curtis, New York broker, testified that he sat at a meeting with Col. Roosevelt regarding the proposed Transcontinental deal and that the plan worked out was that Transcontinental was to lease WMCA for “around $100,000 a year” for “two or three years” with an option to purchase. It was not a firm offer, he said, but a tentative one. Mr. Flamm had testified that Col. Roosevelt initially offered him $1,100,000 for the station prior to the sale to Mr. Noble for $850,000 net, which Mr. Noble said was a $940,000 transaction.

Former Commissioner George H. Payne, who was a member of the Commission during the WMCA transaction, testified that he was “always more or less critical of Mr. Flamm’s use of the type of his programs”. He said the fact that President Roosevelt withdrew his nomination for reappointment in 1945 had no “effect” on his testimony before the Committee.

Mr. Payne related in detail the WMCA transfer, said Commissioner Case was acting chairman in the absence of Chairman Fly, that Commissioner Walker called the White House about the WMCA transfer and later was advised, as he recalled, that the “White House had no interest in the matter” and said to “forget it”. Mr. Payne told the Committee that he “wanted to get rid of Flamm”. He told how later he met Mr. Weissman through Edward J. Flynn and how Mr. Weissman told him of the alleged “conspiracy”. He reported to the Commission on his return to Washington, he said, and it was then that Commissioner Walker called the White House for advice. He said the Commission never took any steps, to his knowledge, to investigate the WMCA sale.

Woods Honored

AMERICAN COUNCIL of Christian Churches has presented Mark Woods, president of the Blue Network, with its 1944 award, a plaque, for his fairness and statesmanship in recognizing the rights of religious minorities”. Group presented Bible Messages as a Friday noon broadcast on the air on “Blue” from Feb. 4 to April 28, 1944.

SERVICE CLASSIC Aired by Gillette

COVERAGE of the Army-Navy game in Baltimore last week for the Armed Forces at home and abroad eclipsed even that of the World Series broadcasts in October. Broadcast marked the first sponsorship of an AFES program. Gillette Safety Razor Corp., through its agency, Maxon Inc., New York, carried the game on 144 CBS stations. All commercials were devoted to War Bond messages.

Marketing the second point-to-point transmission has been used to supplement and augment shortwave coverage of a sports event by the Army forces Radio Service of the Army Service Forces, the broadcast was carried “live” to England, Europe, and the Mediterranean area. The American Forces Network and the Allied Expeditionary Forces program arranged to air the Notre Dame game and the World Series.

Where the time element and shortwave beam coverage did not make a “live” broadcast feasible, tape-playback retransmission was beamed to such areas as Iceland, Greenland, central Africa and the South Atlantic islands. From the West Coast, the program was carried “live” to Alaska, the Aleutians, South and Central America and the Southwest Pacific. For most of the Pacific area, however, the entire game was recorded and rebroadcast several hours after the game so as to arrive at more convenient listening times.

Similar blanket coverage of future sports events is planned because of the enthusiastic reports and letters from overseas service men responding to the broadcasts of such events as the Army-Navy game and the World Series.

NAM Considers

NATIONAL ASSN. of Manufacturers is seriously considering a paid radio campaign to supplement its newspaper advertising in an effort to enlist public support of a program of business action, directed toward higher wages and higher standards of living in the postwar period. Among the matters under investigation is whether and how the NAM could spend money for a propagandizing campaign under the terms of the NAB Code. Final decision on whether or not radio will be used is expected in a week or ten days. NAM has used sustaining radio extensively during the past year with a recorded quarter-hour program Businessmen Look to the Future, offered gratis and now carried on about 280 stations weekly.

Get Hooper Service

STATIONS in Columbus, Indiana, Baltimore, Dayton, Marion and other cities in Ohio and adjacent states heretofore unable to secure the availability of measurements of radio listening and station listening indexes because of contract arrangements between C. E. Hooper Inc. and WLW Cincinnati, will be able to get this service as of Jan. 1, 1945, C. E. Hooper Inc. announced last week.

Hooper proves It's a Bull's-eye!

A Million Prospective People In Our Primary Plus A Hooper of 91.3% by Day and 80.4% by Night

1000 WJHL 910 Watts Johnson City K.C.

Tennessee

REPRESENTED BY HOWARD WILSON CO.

STOVIN & WRIGHT

RADIO STATION REPRESENTATIVES

offices

MONTREAL • WINNIPEG • TORONTO

CHATTANOOGA

IN THE HEART OF TVA

POWER EMPIRE

5,000 WATTS

CBS

DAY AND NIGHT

PAUL H. RAYMER CO.

580 kc. FREQUENCY

and peak-ohm conductivity give WIBW the "most - easily - heard" signal in Kansas and adjoining states.

WIBW The Voice of Kansas in TOPEKA

BROADCASTING • Broadcast Advertising

December 4, 1944 • Page 67
YOU MAKE SALES?
WHEN YOU BUY SPOTS

ask a John Blair man

JOHN BLAIR & COMPANY
REPRESENTING LEADING RADIO STATIONS

"It is a WIZE adverter who uses the Springfield, Ohio Market."

An inquiry will prove it.

WBRY, Waterbury, Conn.

think your Teletype presentations are excellent and most helpful in the sale of the fine Teletype features on the AP radio wire.

E. J. Frey
Station Manager

available through
PRESS ASSOCIATION, INC.
50 Rockefeller Plaza
New York, N. Y.

Page 68 • December 4, 1944

YOU MAKE SALES?
WHEN YOU BUY SPOTS

WJZ Bans Chain-Break Spots
(Continued from page 18)

specific standards can be applied only after considerable experience. The overall standard to be applied at this time will be: Is the chain break a positive factor rather than a negative factor so far as the listener is concerned? It may be that in the future we can work out more exact rules to guide those who prepare copy for these chain breaks. For the present, we must proceed on a trial and error basis.

Tailor-Made Copy
Mr. McNeil said that perhaps copy will have to be tailor-made to fit the spot where it is scheduled or perhaps the client should submit the copy without specifying the time of broadcast, leaving it to the station to put it at the most appropriate time.

"A jingle commercial might be extremely annoying to listeners if it is spotted immediately following a symphony broadcast," he explained, "whereas the same announcement would annoy no one if placed adjacent to a slap-stick commercial."

Unlike WWJ's ban on transcription announcements, WJZ is making no blanket prohibition against recorded chain breaks as long as they meet the general standards it has set. "In most cases it may be preferable to encourage the use of live announcements," Mr. McNeil's memorandum stated, "but an electrical transcription which is short, pleasant to hear and which is recorded with the program about it, should be just as acceptable as a live announcement."

Directing WJZ executives concerned with passing on copy to use the three standards of brevity, pleasant listening and appropriate-ness to adjacent programs as their guide, "as well as your own judgment," he added, "we believe the acceptance of the chain break will make the period more pleasant to listen to." Mr. McNeil urged them to keep in mind that the listeners' interest is paramount.

No Singing Ban

"A chain break," he continued, "is short, if it seems short—no matter how many words it has. It is long if it seems long—no matter how few words it has. It should not burst upon the listeners like a bombshell. It should be in keeping with what precedes it and with what follows it. Excessiveness, repetition of a product name can make a short message seem long and dull. Too insistent an urging on the part of the announcer can be confusing and annoying.

About singing commercials, another highly controversial subject with both broadcasters and listeners, Mr. McNeil issued the following direction: "You are to use your own judgment as to singing commercials, keeping in mind the fact that the listener seems to be a considerable proportion of the listener. There is no reason that a singing commercial cannot be pleasant. If so, there is no good reason to ban it."

WJZ will try not to be arbitrary in the application of its new policy and to consider the advertiser's viewpoint as well as that of the station, Mr. McNeil explained. "But," he stated, "it seems obvious that everything that is broadcast, whether programs or announcements, should add to the pleasure of listening. If an announcement encourages the listener to stay tuned to WJZ, then we feel it would have the opposite effect, we have no business taking it if we are sincerely acting in the best interests of our listeners, our advertisers or ourselves."

More WWJ Reactions

Frank Palmer, Kenyon & Eckhardt, New York, wired Mr. Banister that he agreed with the motives that prompted the ban but strongly disagreed with his method. "The fact that an announcement is transcribed does not necessarily make it objectionable," he said. "Believe sound policy would be discrimination in the selection of announcements regardless whether live or transcribed than flat discrimination against advertisers using transcriptions," he telegraphed. "We will be forced to use other Detroit stations where our clients' campaign requires transcriptions."

Supplementing comments of agency executives, station operators and network officials, published in the last issue of Broadcasting, are these remarks by Chicago agency officials:

Walt Schwimmer, Schwimmer & Scott.

It's a great mistake. There's no question but that the live announcement will not harm a station's business. Job 1945's possess in abundance the one element that makes this ban tenable and that is showmanship. While I agree some ET's have made objectionable announcements, the advantages outweigh any of these faults.

Ron Meteyer, Vice-President and Radio manager.

While I don't agree with the ban, we feel it is the job of the client to guide those advertisers who wish to employ the use of ET's. We have no objection to transfers of announcements. In fact, the ad agency is the one that should insist on such transfers. If an announcement has merit, the client should definitely insist on its use, regardless of whether it is live or a transcription.

Fred Klein, Timbeyser,
Dancer-Fitzgerald-Sample.

Rather than make it a blanket order effecting all transmissions, why not treat each individual announcement separately on its own merits? Why take a lot of good transcribed announcements off the air because there may be one or two of poor quality?

George Leitner, Radio Director.
H. W. Kastor & Sons.

We are very much against it. It is our opinion the reason for transcribed announcements is to be able to furnish a radio advertiser a better announcement. The reason we pay money for transcribed announcements is so we can use his names like Rudy Vallee and Irene Novy and Jack Benny and the like. By eliminating ET's we are going backward instead of forward.

Margaret Wiley, Timebuyer,
Ward-Wilson Advertising.

I don't approve of it. We use a lot of ET's: (1) because we can select A-1 announcers (2) we are not limited in the voice because we can use dialogue which is better for the announcement. The reason we pay money for transcribed announcements is so we can eliminate the blankety-blank noise that comes out of ET's. The stations have called our one-minute ET's and have not been satisfied and we take the order off spot announcements. It is entertainment instead of one-minute of hard selling.

Semler May Lead MBS Billing With New Budget
R. B. SEMLER Inc., New York, moves further towards outstripping its competitors in the shampoo and hair tonic market in radio advertising coverage with the start this week of a five-times weekly newscast commentary program, "The Hope Gospel Broadcast," on Mutual, and a twice-weekly musical variety show on MBS. Both programs will promote Kremml's Tonic and Shampoo and will be heard on the same 170-station hookup which will continue to carry the Alpert-Heatter on Mutual on behalf of both products, Mon., Wed., Fri., 9-9:30 p.m.

Contracts should easily move Semler from second to first place in the list of MBS advertisers in terms of billings, ahead of last year's leader Gospel Broadcasting Assn., and make it top radio advertiser for these types of products, with ten-quarter-weekly plus evening station breaks and announcements in 14 cities and daytime spots in 26 markets. Agency is Erwin Wasey & Co., New York.

KFI Holiday Breaks

CANCELLING all station breaks on Christmas Day, KFI Los Angeles will insert instead Christmas meetings from Southern California GIs in the battle zones. Messages are being sent now in the war theatres with discs to be flown to the station. Besides conveying personal greetings, GIs will tell the soldiers the planned Christmas observance in their sectors. Where time element is a problem, messages will be wired from central points and recorded at KFI studios. Following broadcast, the recordings will be presented to families of the GIs.

Ryan Named

J. HAROLD RYAN, NAB president, has accepted chairmanship of the national radio division in the annual fund raising drive to combat infantile paralysis, according to an announcement made by Basil O'Connor, president of the National Foundation for Infantile Paralysis. Dates for the drive have been set as Jan. 14-31, 1946. In accepting the appointment, Mr. Ryan and Mr. O'Connor of the services of radio in America in the fund raising.

FORT TOP MARKETS!

Central Kentucky
WLAP Lexington, Ky.
Amarillo
KFDA Amarillo, Tex.
The Tri-State
WCMN Ashland, Ky.
Huntington, W. Va.
Knoxville
WBBN Knoxville, Tenn.

Four All Stations owned and operated by Gilmore N. Nunn and J. Lindsey Nunn Represented by The John E. Pearson Co.

Broadcasting • Broadcast Advertising
**Help Wanted**

**Classified Advertisements**

**PAYABLE IN ADVANCE—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Bold face caps 30c per word. Ad must be all light face or all bold face caps. Count 3 words for blind box number. Deadline Monday preceding issue date. Send box replies to Broadcasting Magazine, 250 National Press Blvd., Washington 4, D.C.**

**Help Wanted (Cont'd)**

A good opportunity for man now holding straight announcing position, to become program director with progressive WWF local station, with post war plans. Must have confidence in self and be capable of handlingGPIO. Negotiable. Salary $45.00-$50.00 per week. Write, wire, or call Duane L. Watts, General Manager, WROS, Hastings, Neb.

A male announcer—Wanted connection with station down south with real future! Salary good to start, gets better. Every employer shares profit. You must have good voice, desire to better yourself. No phone. Write Mr. Kenneth St. McMurtry, WJPR, Flemington, N. J.

Producers-director—Splendid record: advertising, drama, music. Box 946, BROADCASTING.

Chief engineer 250 or 6000 watt station. Must be permanent. Experience and references. Box 946, BROADCASTING.

Announcer wanted. Experience helpful, but not necessary. Good future for right man. State all in first letter. Box 956, BROADCASTING.

**Situations Wanted**

Engineer—Desire position as chief of progressive local, on eastern seaboard. First rate equipment, new setup in all departments. Position most attractive. Box 944, BROADCASTING.

Consulting engineer desires position with station or group of stations. Now employed by Washington firm. Box 956, BROADCASTING.

First class licensed engineer desires position in New England. Prefer small studio station. Salary open. Will answer to inquiries to build and announce programs. Age 21. Has held a 1st class license since 1938. Box 956, BROADCASTING.

欲求工作 (Cont'd)

What's doing for American who, despite current international announcing on major network leaves himself cold as announcer but is open to feature writing. Several successful in media, holds two jobs abroad, desires return USA on radio, pictures, or television program at salary depending local living conditions, but $150 minimum to keep 32 year old, EA self and family anywhere but southern locales! Box 946, BROADCASTING.

Director-producer—Splendid record: advertising, drama, music. Box 946, BROADCASTING.

Chief engineer 250 or 6000 watt station. Must be permanent. Experience and references. Box 946, BROADCASTING.

Announcer wanted. Experience helpful, but not necessary. Good future for right man. State all in first letter. Box 956, BROADCASTING.

Wanted at one, by southern CBS affiliate as chief production engineer. Capital city. Basic salary with bonus and tips possible. Good work and living conditions. If you are deferred or discharged from the service, call, wire or write Weldon Berrin, Mgr. WBBM, Chicago, Ill., Ga.

**WANTED**

Desires full time employment. Germany and France. Has considerable experience in all phases of radio. Box 957, BROADCASTING.

Good job at $2500.00. Desires experience and references. Box 956, BROADCASTING.

**Wanted**

Will pay cash for 250 watt transmitter. FCC approved, also any equipment such as control panel, etc. Box 956, BROADCASTING.

1 in 10,000

To get this job, you'll have to be one man in ten thousand. An announcer. An announcer who can slide from a hillbilly band to a world news commentary and play both fiddles convincingly. Then sub, in a pinch, on a sports play by play. A sober, stable, mature family man who has reached the age when he's interested in buying his home and bringing up his kids in a fine school and University town. Preferably a man with a real southern background because this is a southwestern city of 100,000. We offer this man (1.1) a chance to grow with a CBS affiliate whose owners are determined to make it the best, and this means for the right man, permanence and advancement in direct ratio to your abilities; (2.1) Life in a beautiful city, an ideal climate, and among friendly, co-operative people; (3.1) A moderate starting salary due to WLB restrictions; we scrupulously observe WLB and Wage-hour rules but definitely want NO clock-watchers.

If you are this man, write all details, age, present salary, experience, date available, minimum starting salary, etc., in first letter to Box 952, BROADCASTING.

**Wanted (Cont'd)**

One or two turntables, new, used, or Continental. Box 911, BROADCASTING.

Tower—About 150 feet, ground wire, turntable, all for one 250 watt station. Box 953, BROADCASTING.

Cash for FCC approved 250 or 100 watt transmitter, frequency and modulation monitors and other equipment. Box 952, BROADCASTING.

WANTED AT ONCE—TWO VERTICAL RADIATORS, 1 ONE HUNDRED AND FIFTY, AND ONE HUNDRED SEVENTY TO ONE HUNDRED AND NINETY, BOX 951, BROADCASTING.

Wanted to buy-One type TSC recording attachment complete with cutting head assembly and stand. Wire or write WISE, Butler, Pa.

Wanted—any type vertical antenna. Phone Central 6066, Chicago, Mr. Clift.

Frequency monitor and modulation monitor, Phono Central 6595, collect, Chicago, Mr. Clift.

**For Sale**

For sale—Broadcasting station, $6000 watt. Inquire! Box 958, BROADCASTING.

For sale—250 watt RCA transmitter, complete with tubes, formerly used by state police station. Transmitter only. First $250 cash takes it. Box 946, BROADCASTING.

Western Electric transmitter. Formerly used for 100 watts. Available on 20% basis. Water cooler included. Box 956, BROADCASTING.

Controlling interest—New market. Box 977, BROADCASTING.

**Miscellaneous**

Want Friday morning availability for thirty minute religious program. William F. Holland, Sinton Hotel, Cincinnati.

**A RARE OPPORTUNITY FOR A QUALIFIED CHIEF ENGINEER**

The Chief Engineer this New York City station is looking for, has good experience in radio broadcasting. He does not live with a slide rule in an ivory tower but thoroughly understands the practical problems involved for increasing power, installing new equipment, new studios, directional antennae, planning FM stations. One who knows what's going on. One who knows what's around. Will supplement, not replace. All letters will be held in strict confidence. Write Elias Godofsky, WLIB, 846 Flatbush Avenue, Brooklyn 26, N. Y.
Actions of the
FEDERAL COMMUNICATIONS COMMISSION
NOVEMBER 25 TO DECEMBER 1, INCLUSIVE

Decisions . . .

NOVEMBER 27
590 kc-KGFF Goffseyville, Kan.—Granted license to cover CP install new transmitting equipment.
830 kc-WMAZ Macon, Ga.—Granted mod. CP to erect masts, move antenna, to reduce interference with next station.
1480 kc-KGGB Chippewa Falls, Wis.—Granted mod. CP to change antenna site, change transmitting equipment.
1530 kc-KGCF Eau Claire, Wis.—Granted mod. CP to relocate one antenna, to add a transmitter.
1550 kc-KWBB Green Bay, Wis.—Granted mod. CP to increase station power and to extend coverage.
1630 kc-KING Kennewick, Wash.—Granted mod. CP to extend coverage.
1990 kc-KREF Yakima, Wash.—Granted mod. CP to increase station power.
2110 kc-KXVR Laramie, Wyo.—Granted mod. CP to increase station power, to add transmitter, to add area.
2340 kc-KAJC Johnstown, Pa.—Granted mod. CP to increase station power, to extend coverage.
2500 kc-KABR Kansas City, Mo.—Granted mod. CP to increase station power, to add transmitter.

Tentative Calendar . . .

DECEMBER 6
Washington, D. C. Grant license renewal.

December 7
Consolidated Hearing
Southern Tier Radio Service Inc., Binghamton, N. Y.—Grant further extension license.

December 8
No hearings or proceedings scheduled.

/herbert l. wilson associates
consulting radio engineers
am fm television facsimile
field office
99 broad st., bridgeport, conn.

professional directory

Jansky & Bailey
an organization of qualified radio engineers
dedicated to the service of consulting radio engineers
National Press Bldg., Wash., D. C.

Paul Godley Co.
consulting radio engineers
Montclair, N. J.

George C. Davis
consulting radio engineer
Munsey Bldg., District 1456, Washington, D. C.

Frequency measuring service
Exact measurements at any hour and day.
RCA Communications, Inc., 99 broad st., New York 2, N. Y.

John Barron
Consulting radio engineers
Specializing in broadcast and allocation engineering.
Emie building, Washington 4, D. C.
Telephone National 7757

Raymond M. Wilmotte
Consulting Engineers
From FCC Application to complete installation of equipment.
1409 church st., N.W., Washington 2, D. C.

Ray & Clark
Consulting radio engineers
Washington Bldg., Washington, D. C.

Paul A. demars
Consulting electrical engineer
"Pioneer in FM"
1900 F St., N.W.—Washington, D. C.
Phone: Metropolitan 0540

Paul a. demars
Consulting electrical engineer
"Pioneer in FM"
1900 F St., N.W.—Washington, D. C.
Phone: Metropolitan 0540

Lohnes & Culver
Consulting radio engineers
Munsey Bldg., District 8115, Washington 4, D. C.

May, Bond & Rothrock
Consulting radio engineers
Am. FM television facsimile
National Press Bldg., Wash., D. C.
District 7062—Globe 5820

McNary & Wrathall
Consulting radio engineers
National Press Bldg., Dl. 1205, Washington, D. C.

Hector R. Skifter
Consulting radio engineers
N. Y.—Grant further extension license.

Radio engineers consultants frequency monitoring
- evening star building, Washington, D. C.
315 E. Gregory Street, Kansas City, Mo.
- office, 1400 S. Broadway, Los Angeles, Calif.

Ringing & Clark
Consulting radio engineers
Washington Bldg., Washington, D. C.

Raymond M. Wilmotte
Consulting Engineers
From FCC Application to complete installation of equipment.
1409 Church St., N.W., Washington 2, D. C.

Frank H. McIntosh
Consulting radio engineers
Shoreham Bldgs., ME. 4477, Washington, D. C.

Worthington C. Lent
Consulting Engineers
International Bldgs., Wash., D. C.

MCNARY & WRATHALL
CONSULTING RADIO ENGINEERS
National Press Bldg. Dl. 1205
Washington, D. C.

WORTHINGTON C. LENT
Consulting Engineers
INTERNATIONAL BLDGS., WASH., D. C.
1319 F STREET N. W.
DISTRICT 4127

Ray & Clark
Consulting radio engineers
Washington, D. C.

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Washington Bldg., Washington, D. C.

Ray & Clark
Consulting radio engineers
Washington Bldg., Washington, D. C.

Scheduling twice weekly
Writes bill hunt, wsfa
The Shadow
Available locally on transcription—see C. Michelson, 67 W, 44 St., N.Y.C.

Broadcasting
Broadcast Advertising

1450 kc-KGGB, Chippewa Falls, Wis.
Grants mod. CP to cover CP install new transmitting equipment.

1530 kc-KWBB, Green Bay, Wis.
Grants mod. CP to change antenna site, change transmitting equipment.

1550 kc-KING, Kennewick, Wash.
Grants mod. CP to increase station power and to extend coverage.

1990 kc-KREF, Yakima, Wash.
Grants mod. CP to increase station power.

2110 kc-KAJC, Johnstown, Pa.
Grants mod. CP to increase station power, to add transmitter, to add area.

2340 kc-KAJC, Johnstown, Pa.
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2500 kc-KABR, Kansas City, Mo.
Grants mod. CP to increase station power, to add transmitter.

/herbert l. wilson associates
consulting radio engineers
am fm television facsimile
field office
99 broad st., bridgeport, conn.

PROFESSIONAL DIRECTORY

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an organization of qualified radio engineers
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Exact measurements at any hour and day.
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John Barron
Consulting radio engineers
Specializing in broadcast and allocation engineering.
Emie building, Washington 4, D. C.
Telephone National 7757

Wardwood & Keel
Consulting radio engineers
Eagle Bldg., National 6513, Washington 4, D. C.

Lohnes & Culver
Consulting radio engineers
Munsey Bldg., District 8115, Washington 4, D. C.

May, Bond & Rothrock
Consulting radio engineers
Am. FM television facsimile
National Press Bldg., Wash., D. C.
District 7062—Globe 5820

Herbert L. Wilson Associates
Consulting radio engineers
Am FM television facsimile
Field office
99 broad st., bridgeport, conn.

MAY, BOND & ROTHROCK
CONSULTING RADIO ENGINEERS
AM. FM TELEVISION FACSIMILE
National Press Bldg., Wash., D. C.
District 7062—Globe 5820

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consulting radio engineers
am fm television facsimile
field office
99 broad st., bridgeport, conn.
New Macon Station

New STANDARD station for Macon, Ga., to operate on 1400 kc with 250 w and unlimited hours, was granted by the FCC last week to Macon Broadcasting Co. President and 65% owner of Macon Broadcasting, E. B. Lowe, vice-president and quarter-owner of WBML Macon. Alfred Lowe, commercial manager of WBML, holds 26% interest. Elsworth Hall Jr., attorney, is owner of remaining 18% as secretary-distributor. A reclassification, filed Aug. 31 of this year, is granted subject to condition that applicant make all connections with WBML and pursuant to the Jan. 26, 1944 FCC-WPC Policy relating to use of critical materials in new construction.

MURRAY G. CROSBY, for 20 years a research and development staff of Press Wireless Inc., as a consulting engineer at P-W laboratories in Little Neck, L. I. A pioneer in mechanical and electronic equipment development, has conducted research in other phases of electronics, and holds over 13 patents and foreign patents in his field. He will be associated at P-W with the design department director of research and development.

FRANK BARRON, studio and field technician for KPO San Francisco, has transferred to New York. ROY FELL, transmitter engineer, has shifted to experimental television station at Dixon, Cal., also has S. M. NASH, studio and engineer, C. W. STEWART has replaced RALPH R. STUMME, resigned, as transmitter engineer for KPGO. New members of the field engineering staff, W. W. MAXWELL, formerly of OWI, and EARL G. SURENSEN.

L. A. HARTSOOK Jr. has assumed full-time technical duties in the WHB Greensboro control room.

C. E. PICKETT, NBC Hollywood master control engineer has been appointed assistant to J. H. Scorn, Western division chief engineer. He will also act as operations supervisor of the engineering department.

HUNTER WALL, control operator of WPTF Raleigh, N. C., has returned to work following an illness during which he recuperated from two kidney operations.

WEDNESDAY 30

1100 kc-WMFF Flattow, N. Y. — Transmitter control.
1140 kc-WJZ New York — Licensed change from AM to FM.

49.0 kc-WJZ New York — Change of transmitters.
5000 kc-WJZ New York — Change of transmitters.
6000 kc-WJZ New York — Change of transmitters.
7000 kc-WJZ New York — Change of transmitters.
13000 kc-WJZ New York — Change of transmitters.
16000 kc-WJZ New York — Change of transmitters.
19000 kc-WJZ New York — Change of transmitters.
21000 kc-WJZ New York — Change of transmitters.
23000 kc-WJZ New York — Change of transmitters.
25000 kc-WJZ New York — Change of transmitters.
31000 kc-WJZ New York — Change of transmitters.
40000 kc-WJZ New York — Change of transmitters.
42000 kc-WJZ New York — Change of transmitters.
44000 kc-WJZ New York — Change of transmitters.
47000 kc-WJZ New York — Change of transmitters.
61000 kc-WJZ New York — Change of transmitters.
67000 kc-WJZ New York — Change of transmitters.
74000 kc-WJZ New York — Change of transmitters.
76000 kc-WJZ New York — Change of transmitters.
86000 kc-WJZ New York — Change of transmitters.
91000 kc-WJZ New York — Change of transmitters.
94000 kc-WJZ New York — Change of transmitters.
96000 kc-WJZ New York — Change of transmitters.
98000 kc-WJZ New York — Change of transmitters.

Your Canadian distribution is assured thru:

WALTER P. DOWNS LTD.
635 Dominion Sq. Bldg., Montreal, Can.

U. S. RECORDING CO.
1121 Vermont Ave., Wash., 5, D. C.
District 1640

(Winnipeg, B. C., to Dept. 1)

BROADCASTING • Broadcast Advertising
New NAB Committees Named; Executive Sessions Planned

Legislative Group to Hold Dec. 13-15 Session
In Washington With Elias Again Chairman

MEMBERSHIPS of the NAB executive and standing committees, to serve until the 1945 annual meeting, were completed last week, with NAB executive vice president Harold Ryan, NAB president. With the new committee alignments, Mr. Ryan disclosed that three important executive committees will meet this month.

Scheduled for a session in Washington Dec. 15-16 is the Legislative Committee held meeting in Don S. Elias, WWNC Asheville, N. C. The Sales Managers Executive Committee will meet in Chicago Dec. 12-15, followed on Dec. 14-15, also in Chicago, by a meeting of the Small Market Stations Committee.

Early Legislation a Possibility

Inasmuch as Rep. Clarence F. Lea (D-Cal.), chairman of the House Interstate & Foreign Commerce Committee, recently declared himself heartily in favor of new radio legislation early in the next Congress, the Washington conferences, it was considered significant. Although Sen. Burton K. Wheeler (D-Mont.), chairman of the Senate Interstate Commerce Committee, in his recent article in the New York Times, expressed his view that the White-Wheeler Bill (S-814) was "pending," hopes of its passage long since abandoned. It was believed that months ago that it was "dead."

Since new bills would have to be introduced in the 79th Congress, it was generally felt in the broadcasting profession that the NAB Legislative Committee, offering its assistance to Chairman Lea, could accomplish much toward definite legislation in the next Congress. Rep. Lea, also chairman of the Select Committees to Investigate the named committee, will take care of this and make reports necessary on the need for legislation in the Aug. 28 BROADCASTING.

President Ryan will attend the Legislative Committee meeting in Washington and one day of the Small Market Stations Committee session in Chicago. Robert T. Barton, NAB executive vice president, acting under the Government Relations, is acting secretary of the Legislative Committee and Lewis H. Avery, Director of Broadcast Advertising, serves as secretary of the Select Committees and the Small Market Stations group.

C. E. Arney Jr., NAB secretary-treasurer, after lining up a tentative schedule for NAB district meetings to begin in January, was obliged to revamp the setup. It was discovered that WBZ Boston, and NBC Network stations in Chicago, had been scheduled to begin Feb. 5. In some instances the NAB and NBC meetings are the same day. Mr. Arney is revising his schedule.

Following are the NAB committees as announced by President Ryan:

CONOE—Lee B. Weller, WYVU Philadelphia, chairman; Edward F. Evans, WBZ Boston, NAB New York; Paul B. Hume, WOC Chicago, Illinois; Robert T. Barton, NAB New York; Donald W. K. Hughes, WLS Chicago; Stephen H. Reid, KDKA Pittsburgh; Frank Wess, WOKY Indianapolis; and R. H. E. Payne, WLA Los Angeles.

PUBLIC RELATIONS—Edward F. Evans, WBZ Boston, NAB New York; Ray Smith, WOR New York; and Edwin P. Dickey, KDKA Pittsburgh.

HISTORIC VIRGINIA

FIRST OF A SERIES OF WRVA

advertisements depicting historic Virginia scenes appears in this issue of casting. The advertisements are based on lineoleum block prints by Charles Smith. Opening print shows the U. of Virginia Rotunda at Charlottesville. Antique type is used. The series represents a departure in broadcast advertising. It will appear only in BROADCASTING magazine. Mr. Smith, renowed artist, has exhibited his works in museums all over the world.

JOHN HYMES QUITS OWI RADIO BUREAU

JOHN D. HYMES, deputy chief of the OWI Domestic Radio Bureau in charge of radio stations, has resigned effective Dec. 22. George F. Ludlam, bureau chief, said Mr. Hymes, who came to the OWI in June 1943 from Foote, Cone & Belding, New York, "has done an excellent job.

Mr. Hymes resigned because of his family. His letter to the regional chiefs of the radio bureau reads in part: "I am sure you know I am resigning because I feel it absolutely necessary. We still have a big job to do and I feel it is my duty clearly and quickly leaving at this time. I have felt the necessity of my decision for several months. But George Ludlam has persuaded me to continue for as long as I possibly could. I now find that I can't continue beyond the end of the year."

Willet Kempston, assistant chief of station relations, will take over direction of the division as acting chief. Mr. Hymes did not announce his plans. He was a time-warp and radio advertising consultant with FC&B for eight years and also has done radio production, contact work, and script writing.

Nusbaum to Agency

NORM NUSBAUM with WSAY Rochester, 25-year commercial manager of that outlet for several years, has been appointed account executive of Kayton-Spieker, New York. He will handle advertising for clients with FC&B for eight years and also has done radio production, contact work, and script writing.
Some time ago when women started to smoke, Chesterfield took public cognizance of the fact that nice women may smoke. This ad, and other cigarette campaigns shocked many people, but by forcing the facts into the open, made possible the frank merchandising of cigarettes to a vast feminine market.

*Prepared by Newell-Emmet Co.

In the Distribution Decade,

**ADVERTISING**

Must Open Many New Markets!

MONEY, men, materials, manufacturing facilities—there'll be plenty of all these after Victory. The problem will be to move the products of Industry into millions of consumer homes quickly, cheaply and efficiently—in the Distribution Decade after V-Day.

Advertising's responsibilities—and opportunities—in the Distribution Decade will be tremendous. For on Advertising and the men who create and administer Advertising must rest a large part of the burden of accelerating distribution and improving distribution techniques, so that we, as a Nation, can readily absorb the 40% increase in production necessary to achieve a high post-war standard of living.

Alert agency men are intensively studying these problems. So is the Nation's Station, as they apply to the great 4-State market that is WLW-land.

**WLW**

**DIVISION OF THE CROSLEY CORPORATION**

**THE NATION'S MOST MERCHANDISE-ABLE STATION**
Television's Magic Light

**HOW PHOSPHORS BRIGHTEN RADIO'S FUTURE**

Technical conditions, built to keep out even the slightest impurities of dust—new luminescent materials called "phosphors" are crystallized in furnaces at white heat.

When these crystals on the face of a television receiver tube are "bombed" by electrons, the television picture is recreated.

The development of these phosphors that translate electrons into "magic light" made RCA all-electronic television practical for the home.

Besides television, phosphors serve many other useful purposes—fluorescent lighting for homes and office, luminescent tapes and plastics for dark interiors, especially on shipboard; in electron microscopes to probe the submicroscopic world, indirect illumination whereby the walls give off light, better theatre projection and sound reproduction.

Phosphors are one more example of how widely diversified are the ultimate benefits achieved through RCA research.